

DOES CONFINEMENT MEAN SLOWING DOWN? NOT REALLY!



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Companies are preparing for a gradual recovery once the confinement period lifts, amidst continuing measures to curb the spread of COVID-19. While the economy will not be running as fast as it did this time last year, that does not mean there is not room for major opportunities. The IRDA team has implemented a range of preventive health measures that will enable it to function normally when the situation allows. We are even available for new collaborations.

When the initial confinement orders were issued, several of IRDA's activities were deemed to be high priority. IRDA recently began essential work in the field that will enable its projects to proceed as normally as possible once the confinement measures are relaxed.

We thus expect that most mandates will be carried out as required, with some slight adjustments and that IRDA will be essentially "open for business." Clients are welcome to communicate with our business development team:

- To develop projects that follow the usual processes and implementation stream, with financial programs that support research and development; or
- To develop mutually agreed projects that enable faster start-ups.

A GREAT TIME TO DEVELOP BIG IDEAS

Challenging times have long been powerful drivers of creativity and have led to important innovations. The current slowdown that many companies continue to experience provides a great opportunity to prepare projects that will bear fruit during the summer of 2021. The reopening of the Ministère de l'Économie et de l'Innovation's innovation program should help to drive that process along.

Based on past experiences the fall season should spur calls for proposals for projects slated for the summer of 2021. It is never too early to share ideas with an IRDA scientific or business development expert who can help you take advantage of the various financial levers that are available or to establish partnerships that will help you bring your ideas to life.

NEW USES FOR EXISTING TECHNOLOGIES

Many businesses have access to products and technologies that can be used beyond their typical applications and markets. We see this in the medical field where companies are experimenting with drugs that in the past were used for other diseases that could possibly help take on the COVID-19 threat.

Companies should always be on the lookout for new ways to leverage their intellectual property. That is particularly true during these troubled times. At IRDA three major technologies, originally developed for the agricultural sector, are already making their way into other economic sectors. These range from the [SHOC®](#) process for treating organic residues, to the [POLYMAIR®](#) heat recovery air exchanger and an [air treatment technology](#) that minimizes the spread of infectious diseases and reduces odors.

If you have questions about the potential use of one of these products or would like to discuss a brand new project do not hesitate to contact us right now. The IRDA can help you with your activities or growth. Even if we have to help from a distance.

Because being confined does not always mean slowing down!

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