

DIGITAL PROGRAM

2025

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International Summit
on Electric and Smart
Transportation

propulsion
Québec

Canada

Québec

Montréal

Hydro
Québec

V O L V O

3 A WORD FROM THE CEO
OF PROPULSION QUÉBEC

4 A WORD FROM THE
CO-PRESENTERS

5 A WORD FROM THE MAYOR

6 EXPO FLOOR PLAN

7 MONDAY’S SCHEDULE

12 TUESDAY’S SCHEDULE

17 ACKNOWLEDGEMENTS

Together, let's stay on course for a zero-emission future

Welcome to Impulsion 2025, the flagship summit dedicated to the transition to zero-emission transportation. Organized by Propulsion Québec, this event brings together leaders from the electric and intelligent transport ecosystem and the battery industry to accelerate our transition to sustainable mobility.

With Sweden as the country of honor and the participation of international delegations - from France to Brazil, the UK, the USA, Chile, South Korea and Switzerland - we are affirming our commitment to meeting the challenges of the energy transition.

Now more than ever, in an unprecedented geopolitical context, collaboration and strong partnerships are essential. Together, we must stay on course and strengthen our resilience. Thanks to our clean electricity, innovative ecosystem and world-class talent, Québec is a leader in this transformation.

Propulsion Québec is proud to be part of this evolution by stimulating innovation and supporting the deployment of the necessary infrastructures, while helping to strengthen the international competitiveness of Québec companies in our ecosystem.

During these two days, exchanges, panels and business meetings will be levers for consolidating our shared ambitions. We can turn challenges into opportunities by positioning Québec and its partners as world leaders in zero-emission transport. The discussions that will take place over the next two days will have an impact on the future of our industry and on Québec's energy transition.

I'd like to extend my warmest greetings to our co-presenters, Hydro-Québec and Volvo, as well as to our guests of honor, particularly our Swedish partners. Your presence testifies to our shared determination to act and innovate.

We are continuing our journey towards a greener, more sustainable future. Thank you all, and I wish you an excellent summit.

Michelle Llambias-Meunier

Présidente – Directrice générale

propulsion
Québec





Dave Rhéaume
Executive Vice President –
Commercial Activities and
Chief Customer Officer,
Hydro-Québec



Building a sustainable future will necessarily involve major changes in mobility. The electrification of transport will play a crucial role in the growth of electricity demand over the next few years.

It is estimated that by 2030, there will be two million electric vehicles on the road in Quebec, and more than four million by 2035, representing an additional demand of more than 3,000 MW on the Hydro-Québec grid. The deployment of technologies and charging solutions will be essential to support this growth and ensure optimal use of our energy.

It’s an ambitious challenge that we’re convinced we can meet together. I wish you fruitful exchanges during this summit, which will help to put this evolution in place.

We are committed to shaping the future of transport and infrastructure

The Volvo Group drives prosperity through transport and infrastructure solutions, offering trucks, buses, construction equipment, power solutions for marine and industrial applications, financing and services that increase our customers’ uptime and productivity.

We drive the development of electrified vehicles and machines for the benefit of customers, society and the environment. Driving prosperity socially, environmentally and financially means that we strive towards our vision of transport and infrastructure solutions that are 100% safe, 100% fossil-free and 100% more productive.

This international summit will enable us to collectively chart the course for tomorrow and make our shared targets a clear priority for all of us.



Anna Westerberg
President, Volvo Buses



Montréal is honored to host the 5th International Zero Emission Transportation Summit, organized by Propulsion Québec. Bringing together key players from around the world, Impulsion offers a unique platform to explore mobility challenges and highlight the latest trends and technologies shaping the future of ground transportation.



Valérie Plante

Mayor of Montréal

Montréal 

To make the ecological transition a success, we have no choice but to rethink our transportation options. While electrification is certainly part of the solution to reducing our travel footprint, it must always be part of a “reduce, transfer and improve” approach. It is with this in mind that Montréal has adopted an ambitious electrification strategy to enhance and diversify the electric transportation offer, while developing more sustainable, affordable and accessible mobility options.

The significant increase in the number of electric vehicles in Montréal positions the city as a national leader. In 2024, 36% of new vehicles registered in our region were electric, and we now have the largest EV fleet of any major city in the country, with over 50,000 electric vehicles on the road. The impact on greenhouse gas emissions is immense. Our renewed Transportation Electrification Action Plan 2025–2027, which will be published in the coming weeks, will enable us to build on this momentum.

The City of Montréal is determined to significantly reduce its GHG emissions. The city is fortunate to be able to count on partners who share its ambition and have the expertise to make it a reality, as demonstrated by our contribution to the Colibri, Bixi and STM initiatives, among others.

Intelligent transportation, logistics and sustainable mobility are at the heart of Montreal’s economic transformation. They are essential to achieving our carbon-neutral objectives, but they will also enable us to ensure the vitality and safety of our neighbourhoods.

I therefore wish you all a very fruitful exchange during this Summit, knowing that the fruits of these exchanges will contribute to the coherence and effectiveness of our actions.



1. MTMD / MEIE

2. MESS

3. CONSEIL NATIONAL DE RECHERCHE - CNRC

4. PROPULSION QUÉBEC - BORNE DE RECHARGE CHARGEFUZE

5. INNOVÉE

6. TRANSTECH INNOVATIONS

7. BUSINESS SWEDEN

8. TYRÉNS

9. CONSAT CANADA

11. AVERNA

12. STM

17. UNIVERSITÉ DE SHERBROOKE

18. CÉGEP & VILLE DE SAINT-JÉRÔME, IVI, CFI, MRC RIVIÈRE-DU-NORD & CONNEXION LAURENTIDES

19. AVL

20.BEQ TECHNOLOGY

22. MERKUR

23. VINCI ENERGIES
24. SWITCH ENERGY

25. CRIM

26. SYSNERGIE

27. LUMEN & RVE

30.KOLLABTEK

31. TECHNOLOGIE HYPERTRONIC

32. LX SIM / LDV CONSULTANTS INC.

38. POLARA

39. NANO ONE MATERIALS

40.CALOGY / XPAK

41. RELION

42. BORNES QUÉBEC

43. GOLIVRO / ASFETM

44. GROUP MARKETING INTERNATIONAL

45. MALCO ÉLECTRIQUE

46. CS GROUPE CANADA

49. CEETSE – HYDRO-QUÉBEC

50.ÉQUIPEMENT NATIONAL ÉNERGIE

51. GLENCORE
52. PHOENIX CONTACT

53. GROUPE EP

54. ABB E-MOBILITY

55. EVT BATTERIES

59. CHARGEPLY

60.MAYA HTT

61. C8 ENERGY

62. CCMM

VEHICLE DISPLAY

VÉLO TRANSIT

EXPROLINK

GROUPE GLOBOCAM INC

POLYLOOP

BRP

AREA 33

MACK TRUCK

VOLVO TRUCK

NOVABUS

PRÉVOST

MONDAY, MARCH 31ST 2025

8:30 to 9:00 AM	<p>OPENING OF IMPULSION 2025 <i>(BIL)</i></p> <p>Welcoming Words</p> <p>Michelle Llambías Meunier <i>CEO, Propulsion Québec</i></p> <p>Opening Words</p> <p>Signe Burgstaller <i>Ambasador of Sweden to Canada, Sweden</i></p>
9:00 to 9:45 AM	<p>TOWARDS ZERO-EMISSION TRANSPORTATION: INNOVATION AND SUSTAINABLE PROPULSION — Panel <i>(ENG)</i></p> <p>Introduction</p> <p>Anna Westerberg <i>President, Volvo Buses</i></p> <p>Speakers</p> <p>Kristian Aquilina <i>President and Managing Director Canada, General Motors (GM)</i></p> <p>Maxime Boyer <i>CEO, Globocam</i></p> <p>Matthew Blackman <i>Managing Director, Volvo Trucks Canada</i></p> <p>Moderator</p> <p>Michelle Llambías Meunier <i>CEO, Propulsion Québec</i></p>
9:45 to 10:15 AM	<p>AUTONOMOUS ROAD TRAINS: HOW TECHNOLOGICAL INNOVATIONS ARE SHAPING SAFER, SMARTER, AND MORE SUSTAINABLE MINING OPERATIONS — Conference <i>(ENG)</i></p> <p>Speakers</p> <p>Vincent Bessalat <i>Director, Autonomous Systems, CS Group Canada</i></p> <p>Andrew Saxsma <i>Principal Systems Engineer, Hexagon AB</i></p> <p>Presented by  <small>a Sopra Steria company</small></p>

10:15 to 10:45 AM	HEALTH BREAK
10:15 to 11:15 AM	PLANNING THE TRANSITION TO ELECTRIFICATION — Workshop 1 Room 220C Presentation Romain Taillandier <i>Vice President, Transport, Buses, and Fleets, WSP</i> Raya Khalifé <i>Regional Lead, Western Quebec, WSP</i> Presented by 
10:45 to 11:30 AM	DEVELOPING CHARGING INFRASTRUCTURE IN URBAN AREAS — Panel (FR) Introduction Benoit Charette <i>Member for Deux-Montagnes, Minister of the Environment, the Fight Against Climate Change, Wildlife and Parks, Québec</i> Speakers Matthew Bartolone <i>Head of Public Solutions, North America, ABB E-mobility</i> Sofia Berrada <i>Head of Strategy, SWITCH</i> Yann Benoît <i>Senior Network Deployment Program Director, Flo</i> Sophie Mauzerolle <i>Member of the Executive Committee, responsible for transportation and mobility and City Councillor for the district of Sainte-Marie, City of Montréal</i> Moderator Jeff Turner <i>Director, Clean Mobility, Dunsky Energy + Climate</i>
11:30 to 12:00 PM	HOW TO MAKE PUBLIC TRANSPORT MORE EFFICIENT BY USING DATA — Conference (ENG) Speakers Philip Lundahl <i>Business Development Manager, Flowmapper, Tyrens AB</i> Eva-Marie Wenehed <i>Founder, Tyréns AB</i> Presented by  TYRÉNS

12:00 to
1:30 PM

LUNCHEON - MEMBERS ONLY : AMERICAN TRADE POLICIES: WHAT IMPACTS ON QUEBEC’S ECONOMY AND THE ENERGY TRANSITION? — Reserved for Members and Special Guests (FR)
Room 520

Speakers

Jean Charest
Partner, Premier of Québec (2003–2012), Deputy Prime Minister of Canada (1993), Therrien, Couture, Joli-Coeur

Christine Fréchette
Member for Sanguinet Minister of Economy, Innovation and Energy Minister Responsible for Regional Economic Development Minister Responsible for the Metropolis and the Montréal Region, Quebec Government

Moderator

Emmanuelle Toussaint
CEO, Association minière du Québec (AMQ)

1:30 to
2:15 PM

BATTERY STRATEGY AND FUTURE: FUTURE STANDARDS AND INNOVATIONS — Panel (BIL)

Speakers

Nancy Déziel
CEO; Chairman of the Board of Directors, CNETE & Canadian Foundation for Innovation

Eric Desaulniers
President and Chief Executive Officer, Nouveau Monde Graphite

Jason Roy
Vice-President, Investor Relations & Corporate Development, Electrovaya

Karim Zaghib
Teacher, Chemical and Materials Engineering, Université Concordia

Moderator

Denis Geoffroy
Chief commercialisation officer, Nano One Materials

1:45 to
2:30 PM

SHIFT4GOOD: INVESTING TO ACCELERATE THE DECARBONIZATION OF TRANSPORT — Workshop 2
Room 220C

Speakers

Yann Marteil
Co-founder et Managing Partner, Shift4Good

Matthieu de Chanville
Co-fondateur et Managing Partner, Shift4Good

Moderator

Alexis Laprés-Paradis
Vice-President, Development and Operations, Propulsion Québec

Presented by **SHIFT4GOOD**

2:15 to
2:30 PM

HEALTH BREAK

2:30 to
3:15 PM

DECARBONIZING LOGISTICS AND TELEMATICS: USING DATA FOR GREENER LOGISTICS — Panel (BIL)

Speakers

Katarina Brud
Director, MobilityXLab

Anthony Mainville
President, AttriX

Catryn Pinard
President and CEO, Nationex

Marco Viviani
Vice-President, Strategic Development, Communauto

Moderator

Sylvain Cabanetos
Director, Business Development, ChargePoly

3:00 to
4:00 PM

ELECTRIFYING URBAN BUSES: FROM VISION TO OPERATIONAL EXCELLENCE — Workshop 3
Room 220C

Speakers

Eric Cantin
Partner, Project Director, CIMA+

Marc Rousseau
Executive Director of Operations, Exo

Pierre Zivec
Executive Vice President Performance, Safety and Digital, International expert on electric and automated vehicles, Transdev Canada

Moderator

Marie Hélène Cloutier
Executive Director, Mobility, Customers and Partners, Exo

Presented by 

3:15 to
3:30 PM

HEALTH BREAK

3:30 to 4:15 PM	<div>NETWORK RELIABILITY: ENSURING THE PROTECTION AND RESILI- ENCE OF CHARGING INFRASTRUCTURE — Panel (FR)</div> <div>Speakers</div> <div>Benoit Lacroix <i>Chief Executive Officer, ReliON</i></div> <div>Nancy Olivier <i>President and CEO, Fize</i></div> <div>Marc-André Forget <i>CEO, dcbel</i></div> <div>Colin Stéphenne <i>Embedded Cybersecurity Specialist, Vendel</i></div> <div>Moderator</div> <div>Daniel Breton <i>President and CEO, Mobilité Électrique Canada</i></div>
4:15 to 4:30 PM	<div>HEALTH BREAK</div>
4:30 to 5:00 PM	<div>HYDRO-QUÉBEC AND THE FUTURE OF ELECTRIC MOBILITY: VI- SION, CHALLENGES, AND INNOVATIONS — Strategic dialogue (FR)</div> <div>Discussion</div> <div>Dave Rhéaume <i>Executive Vice President – Commercial Activities and Chief Customer Officer, Hy- dro-Québec</i></div> <div>Michelle Llambías Meunier <i>CEO, Propulsion Québec</i></div> <div>Conclusion</div> <div>David Brulotte <i>Delegate General, Délégation générale du Québec à New York</i></div>
5:00 to 7:00 PM	<div>RECEPTION - COCKTAIL</div> <div>Room 220B</div>

TUESDAY, APRIL 1ST 2025

8:30 to 9:00 AM	<div>OPENING DAY 2 (FR)</div> <div><div>Bruno Marchand</div><div>Mayor, City of Québec</div></div>
9:00 to 9:45 AM	<div>V2G AND ELECTRIC VEHICLES: OPTIMIZING INFRASTRUCTURE TO SUPPORT THE ENERGY TRANSITION AND MANAGE SPIKES AND OUTAGES — Conference (FR)</div> <div>Speakers</div> <div><div>Kamal Al-Haddad</div><div>Professor, Department of Electrical Engineering, Ecole de Technologie Supérieure (ETS)</div></div> <div><div>Marie Lapointe</div><div>President and CEO, Association de l'industrie électrique du Québec (AIEQ)</div></div> <div><div>Theresa Cooke</div><div>Head of Global Customer Success & Service Operations, Managed Charging, Siemens</div></div> <div><div>Asma Merdassi</div><div>Founder and Director, ReVolta</div></div> <div>Moderator</div> <div><div>Pier-Luc Laurin</div><div>General Manager, Institut du véhicule innovant (IVI)</div></div>
9:00 to 10:00 AM	<div>FROM CHALLENGE TO OPPORTUNITY: MONTREAL AND ATLANTA NAVIGATING THE EVOLVING REALITIES OF PUBLIC TRANSIT — Workshop 4 Room 220C</div> <div>Speakers</div> <div><div>Assumpta Cerda</div><div>Director, Network & Service Planning, ARTM</div></div> <div><div>George Wright</div><div>Chief Operating Officer, MARTA</div></div> <div>Moderator</div> <div><div>Raya Khalifé</div><div>Regional Lead, Western Quebec, WSP</div></div> <div>Presented by </div>

9:45 to
10:15 AM

FROM DREAM TO REALITY: SCALABLE CHARGING IN MULTI-RESIDENTIAL HOMES — Conference (FR)

Speakers

David Corbeil
CEO & Co-Founder, RVE

Pascal Fridmann
Manager Smart charging solutions, LUMEN

Presented by  

10:15 to
10:45 AM

HEALTH BREAK

10:15 to
11:15

MINIMIZING THE IMPACT OF ELECTRIC VEHICLE FLEET CHARGING ON THE GRID: STRATEGIES FOR POWER DEMAND MANAGEMENT — Workshop 5 | Room 220C

Speakers

Guillaume Brossard
VP Commercialisation, Polara

Valérie Monette
Outbound Product Manager, Polara

Presented by 

10:45 to
11:30 AM

ELECTRIFICATION OUTSIDE OF URBAN AREAS AND LONG-RANGE HEAVY TRANSPORT: OVERCOMING THE CHALLENGES OF ZERO-EMISSION TRANSPORT — Panel (ENG)

Speakers

Rodrigue Al Fahel
Project Manager, Lindholmen Science Park

François Tremblay
President, Prevost and Volvo Group Canada

Karin Ebbinghaus
CEO & Co-Founder, Elonroad

Moderator

Steven Blaney
CEO, Hydrogène Québec

11:30 to
12:00 PM

INVESTING IN ELECTRIC AND INTELLIGENT TRANSPORTATION : VISION, PATIENCE, RESILIENCE, AND CONVICTION — Conference (FR)

Speaker

Dany Pelletier

Executive Vice-President, Private Equity and Impact Investing, Fonds de solidarité FTQ

Presented by  **FONDS**
de solidarité FTQ

12:00 to
1:30 PM

LUNCHEON - MEMBERS ONLY - MUNICIPAL LEADERSHIP: A CATALYST FOR SUSTAINABLE MOBILITY — Reserved for Members and Special Guests (FR)

Room 520

Welcoming Words

Paul Le Houillier

President, Nova Bus

Speakers

Martin Damphousse

Mayor and President, Ville de Varennes and Union des municipalités du Québec (UMQ)

Stéphanie Lacoste

Mayor, Drummondville

Michel Angers

Mayor, City of Shawinigan

Moderator

Marie Hélène Cloutier

Executive Director, Mobility, Customers and Partners, Exo

1:00 to
2:00 PM

TRANSPORT ELECTRIFICATION, A COMMERCIAL ASSET FOR QUEBEC SMES? — Workshop 6

Room 220C

Speakers

David Blondot

President and CEO, Weeve

Sylvain Perreault

VP Distribution et Production, Fermes Lufa

Alain Tourigny

President, Solutions V2G

Moderator

Nancy Goudreau

Managing Director, Sustainable Finance, Desjardins

Presented by  **Desjardins**

1:30 to
2:15 PM

BATTERY END-OF-LIFE MANAGEMENT: RECYCLING AND SUSTAINABLE SOLUTIONS — Panel (FR)

Speakers

Benoit Couture

President, Lithion Technologies

Marie-Pier Forget

General Manager, Ingenext

Vincent Darlix

CEO, EVT Batteries

Sabine Le Névéannau

Chief innovation and partnership officer, Destrier Electric

Moderator

Nicolas Veilleux

Director, Automation & Construction, VoltaXplore

2:15 to
2:30 PM

HEALTH BREAK

2:30 to
3:15 PM

FINANCIAL OPTIMIZATION AND CONVERSION STRATEGIES FOR ZERO-EMISSIONS FLEETS — Panel (ENG)

Speakers

Philippe Beauchamp

President and CEO, UgoWork

Ashley Horvat

Chief Operating Officer & Commercial Officer, 7Gen

George Fotopoulos

VP E-Mobility Business Unit Leader, Mack Trucks

Keith Kerman

Chief Fleet Officer, Deputy Commissioner, NYC Citywide Administrative Services

Moderator

Geneviève Guertin

Vice-President Private Equity and Impact Investing | Energy, Environment and Technologies, Fonds de solidarité FTQ

2:45 to
3:30 PM

SKILLS DEVELOPMENT FOR TRANSPORT ELECTRIFICATION IN QUEBEC — Workshop 7 | Room 220C

Speakers

Marc-Olivier Lapointe
Élexpertise

Carl Boily
Perform

Arthur Fink
Coeffiscience

Erik Laperle
Cegep St-Jérôme

Moderator

Alexis Laprés-Paradis
Vice-President, Development and Operations, Propulsion Québec

Presented by **Québec** 

3:15 to
3:30 PM

HEALTH BREAK

3:30 to
4:00 PM

SMART INFRASTRUCTURE AND MOBILITY: SHAPING THE FUTURE OF PUBLIC TRANSPORTATION — Strategic dialogue (FR)

Interview with

Jean-Marc Arbaud
President and CEO, CDPQ Infra

Mathieu Dion
Montreal Bureau Chief, Bloomberg

4:00 to
4:15 PM

CONCLUSION OF IMPULSION 2025 (FR)

Michelle Llambías Meunier
CEO, Propulsion Québec

ACKNOWLEDGEMENTS



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