

# P

*prestige*

## SIEMENS MOBILITY CANADA

LEADER IN THE FIELD  
OF PUBLIC TRANSPORTATION

### In the courtyard this summer

A spectacular transformation

The new trend : the pavillon

### While waiting to travel

A dream sanctuary in the Maldives

Summer delights in Québec

YVES DESJARDINS-SICILIANO  
PRESIDENT AND CEO





**Yves Desjardins-Siciliano,**  
President and CEO of  
Siemens Mobility Canada

© Marjorie Roy, Optique Photo

## AT THE HEAD OF SIEMENS MOBILITY CANADA

# A Quebecer wants to propel our public transport into the future



The Avenio is a modern, comfortable, reliable and barrier-free tram that perfectly fulfills the demands of some of the world's greatest cities.

**IN MAY 2020, YVES DESJARDINS-SICILIANO BECAME PRESIDENT AND CEO OF SIEMENS MOBILITY CANADA. A YEAR LATER, DUE TO THE PANDEMIC, HE STILL HAS NOT MET MOST OF HIS EMPLOYEES IN PERSON. DESPITE THIS CONSTRAINT, IN MAY 2021, HE ACQUIRED RAILTERM : A RAILWAY INFRASTRUCTURE MAINTENANCE COMPANY THAT OPERATES MAINLY IN QUEBEC AND ONTARIO. WITH THIS FIRST ACQUISITION, THIS QUEBECER INTENDS TO MAKE SIEMENS MOBILITY CANADA A LEADER IN THE MODERNIZATION OF THE CANADIAN PUBLIC TRANSIT SYSTEM.**

He explains his motivation by the urgency of reducing greenhouse gas emissions. « In Quebec, nearly 25 % of GHGs are produced by our cars and light trucks. To change this, we must set up electrified public transportation that is accessible, affordable and above all, frequent. The development of public transportation networks is a solution to the challenges we face in our society, and our country is ripe to modernize its infrastructures. At Siemens Mobility, we have innovative solutions and technologies to become part of the solution », he notes.

## SEEING BIG

Passionate, tenacious and ambitious. Three adjectives that come up often to describe Yves Desjardins-Siciliano. His friends and colleagues say he is caring and always in solution mode. « I like challenges, and the bigger they are, the more they interest me. Developing our company's footprint in Canada is a challenge that I am passionate about. However, it would be impossible if I was alone in this ! Here, I can count on a great team,

a team that is growing because we have plenty of projects ! At Siemens, we want to make a difference and provide cities in Quebec and across Canada with the best technologies and the best know-how to propel public transit towards the best of what's being made worldwide. »

## A CEO FROM QUEBEC AND AN ANCHOR IN QUEBEC

Originally from Montreal, Mr. Desjardins-Siciliano is a lawyer by training. A born communicator, he has seen his career progress rapidly with large companies such as Bell Mobility and IBM, in addition to having run a private consulting firm. Since 2017, he has been Honorary Lieutenant-Colonel of the



Minneapolis - St. Paul Metro Transit. Siemens Mobility connects the Twin Cities all year round with its customizable S70 light rail vehicle.

Régiment de Maisonneuve, an honorary title he accepted to represent members and reservists of the Canadian Armed Forces in civil society.

Concerned about equity, diversity and inclusion, Mr. Desjardins-Siciliano received a La Gouvernance au Féminin award recognizing his exceptional contribution to the advancement of women in governance roles. The one his employees simply call « Yves » also has a long track record in the public sector. In addition to various executive functions, including that of President and CEO he held at VIA Rail, he was chief of staff to a federal Minister of Labor and Transport. While throughout his career he has traveled between the cities of Montreal and Toronto, Mr. Desjardins-Siciliano has chosen to remain in Montreal to take up his position as CEO of Siemens Mobility Canada.



Mr. Desjardins-Siciliano admits that he has always had a special attachment to Quebec, a city of exceptional beauty. « I love Quebec City and come here often for business or pleasure. When I was chief of staff to a federal minister, I helped improve the infrastructure of the Quebec City Airport, which wanted to accommodate more international flights ». In recent weeks, the CEO of Siemens Mobility in Canada has taken part in a few activities in Quebec. « I had the pleasure of being the honorary president of an event of the Junior Chamber of Commerce of Quebec and I also had the opportunity to speak to students at Laval University. In addition, I make sure to keep in touch with the Quebec business community, thus allowing me to be on the lookout for opportunities and for what is happening on the ground. »

**A UNIQUE AND USER-ORIENTED EXPERTISE**

The future of mobility in high density urban areas lies in public transit. « Young people are making the choice to get a driver's license later in life than before. Some just don't want to drive. Cities are increasingly dense and we waste precious time in our cars, in addition to increasing the risks to our safety and greenhouse gas emissions. The solution of the future lies in public transit, notwithstanding the effects of the pandemic. » But beware, the customer experience must be constantly



Yves Desjardins-Siciliano participated in a conversation with Minister of Transport François Bonnardel during a Trajectoire Québec event.



Calgary Transit. Siemens Mobility has delivered over 270 vehicles for Calgary's light rail system, these vehicles have kept the city moving for nearly four decades.

evolving. « You have to know how to adapt your offer to attract users. It is the basis of a healthy public transport system. Siemens has a unique expertise in terms of the digitalization of transport services and solutions », he explains with passion.

**A PARTNER FOR THE ECONOMIC RECOVERY**

For the leader, it is clear that Siemens Mobility must be part of the collective effort for the economic recovery of Canada. « In Quebec, Siemens Mobility and its affiliates employ more than 1,200 people. We have the rolling stock and the capacity to not only execute complex infrastructure projects, but also to finance them. We have efficient electrification, signaling, rail communication and road control systems to make urban intersections more efficient and safer. And now, with the acquisition of RailTerm, we can offer maintenance of the entire rail infrastructure. This is a unique offer in the market and it originates here in Quebec. That's why we're committed to working with governments and their transportation agencies to help develop transit systems and continue to create jobs here. »

Mr. Desjardins-Siciliano explains that Canadians expect major infrastructure projects to create local jobs. « But they also expect suppliers to bring innovation, to improve the experience for passengers, to provide safer and more sustainable transportation solutions. At Siemens Mobility, we have great investment ambitions in Quebec and Canada », concludes Mr. Desjardins-Siciliano. Clearly, the pandemic will not have slowed down this enthusiast of transformation and progress.



Yves Desjardins-Siciliano participated, as Honorary President, in the Young Business Scholarship soiree of the Young Chamber of Commerce of Quebec.

**QUICK FIRE QUESTIONS TO YVES DESJARDINS-SICILIANO**

**Many people believe that a tram is not a realistic solution for Quebec and Canadian winters. How do you respond to that ?**

I understand the concern because we are not used to this technology in Quebec. Our technologies are adapted to face our Quebec winters. Siemens has built streetcar systems in cities with some of the harshest winters, such as Edmonton and Calgary. We have developed solutions to connect the cities of St. Paul and Minneapolis, as well as light rail in Russia where winters are very cold and snowy.

**What do you think are the qualities of a good manufacturer and operator of large public transit projects ?**

I would define a good manufacturer and operator by its reliability, its ability to deliver a project on budget and on time, to innovate in the solutions offered and to transfer knowledge and technologies once the project is completed. I would also add its financial capacity to carry out its projects, without depending on taxpayers, and to create jobs locally throughout the life cycle of a major project that will last several decades.

**Finally, let's talk about the elephant in the room, the purchase of Bombardier Transportation by Alstom. The Caisse de dépôt et placement du Québec has become a shareholder of Alstom, the government of Quebec has offered a financial contribution to Alstom for its La Pocatière plant, and the Premier of Quebec recently reported on social media that he had met Alstom's CEO and discussed development projects in Quebec » with him. An external observer could legitimately wonder whether the dice are not loaded in favor of Alstom for the next major public transport projects in Quebec. Are you not uncomfortable with this situation which certainly makes industry people talk ?**

The truth is, a Quebec symbol is now a foreign company just like Siemens and all the other players in the rail industry. Post-pandemic economic recovery requires governments to maximize local job creation. By their nature, public transit infrastructure projects create local engineering and construction jobs. Moreover, the engineering and construction component often represents more than 75 % of project costs. When it comes to rolling stock and rail systems, however, these technologies and their components are being developed all over the world. To modernize our transportation systems while respecting taxpayers, we must demand the use of the best technologies, at the best price, under the best contractual conditions, regardless of their origin. In doing so, on the one hand, the best global knowledge is imported to train local technical staff and advance their know-how. On the other hand, we introduce our local suppliers and subcontractors to the international distribution network of Siemens Mobility. That said, at Siemens Mobility, we have great investment ambitions in Quebec and across Canada. Our acquisition of RailTerm is just the beginning. As for the perceptions of favoritism for certain competitors, we are confident that the selection process for these large projects and their assessors are rigorous, objective and impartial, and that if we are offering the best products with the best price-quality ratio for taxpayers and users, we are confident that the best proposition will win the privilege of serving our communities.

To find out more : [SIEMENS.CA/MOBILITY](https://www.siemens.ca/mobility)

