

# Council of Great Lakes Governors



# Regional Impact ★ Global Leadership





## CGLG Québec Trade Mission 2015

# Québec: A Market of Opportunity and Collaboration for Great Lakes' Companies



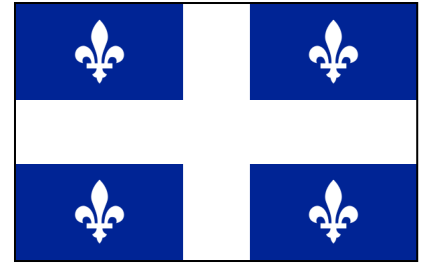
### Presenters:

Catherine Tadros  
Director Economic Affairs  
Québec Government Office in Chicago

Nancy Ward  
Director  
CGLG Canada Trade Office, Toronto



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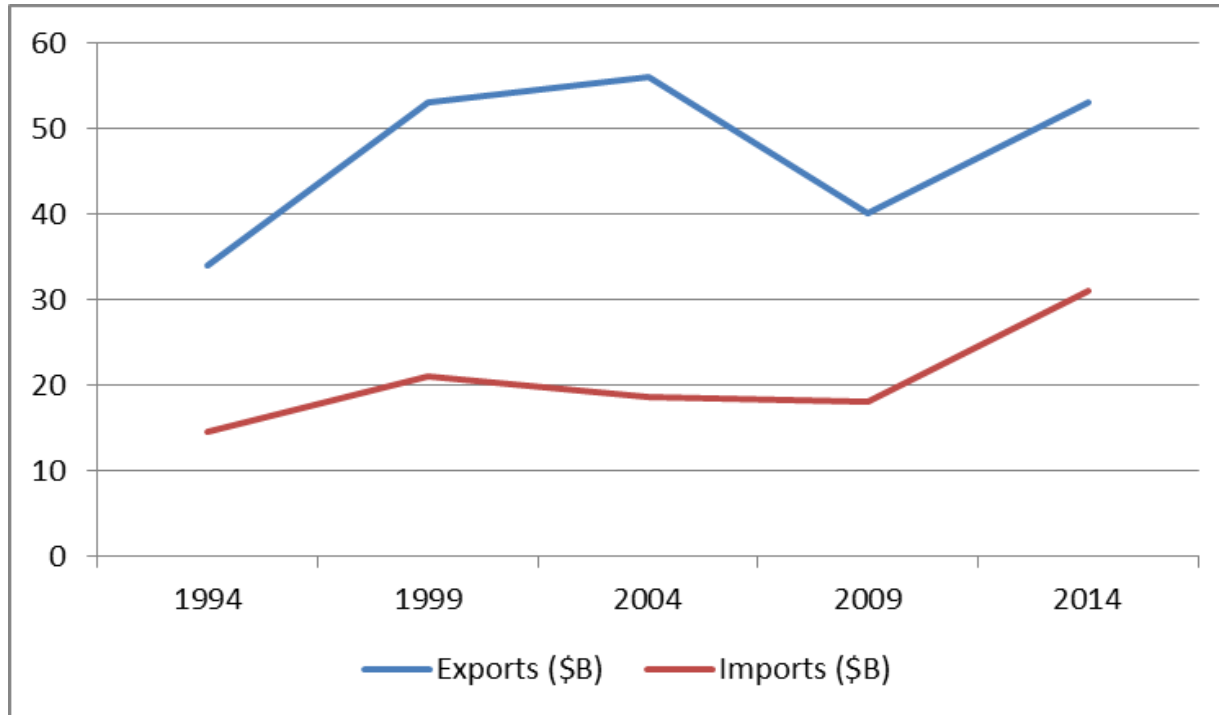


## Why Canada?

- **The United States and Canada share a \$1.4 trillion bilateral trade and investment relationship.**
- **It is the largest and most comprehensive trading relationship in the world. Canada is currently the USA's largest goods trading partner with two-way goods trade in 2014 totaling \$616 billion.**
- **Factoring in trade in Services adds another approximately \$70 billion per year of economic activity.**
- **Canada is the number one export market for 34 U.S. states.**



# ECONOMY | QUEBEC'S TRADE WITH THE US





## Québec Facts

- Pop: 8.2 Million
- Generates 20 % of Canada's GDP
- French Speaking
- Diverse economy: Aerospace, Life Sciences, ICT, Functional Foods, Gaming and Natural Resources
- A Leader in Renewable Energy
- An International Tourist destination: Quebec City is a UNESCO World Heritage Site





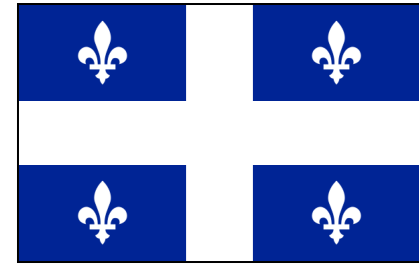
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## The Great Lakes' Economic Impact

- The Great Lakes Region on its own, exported goods worth over \$111 billion dollars to Canada in 2014, up from \$108 billion in 2013.
- More specifically companies from the Great Lakes' region exported \$23 billion worth of goods to the Québec market in 2014.
- A diverse array of goods were purchased by Québec from the Great Lakes' states



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### The Great Lakes' Economic Impact Continued

In 2014 Top imported goods to Québec from the Great Lakes' States included:

- Airplane & helicopter parts
- Motor vehicle and truck parts
- Excavating equipment for mining and other heavy construction
- Petroleum based products and chemicals
- Pharmaceuticals
- Flow meters and measurement equipment
- Gas turbines and gas turbine parts





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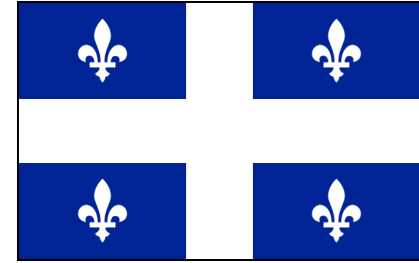
## Québec's Business Acumen

Québec has a highly diverse economy and is home to domestic companies that have become internationally acclaimed as well as multi national firms that have set up within the province. Québec firms of prominence include:

- **Bombardier: Transportation**
- **Cascades: Paper Products**
- **Cirque de Soleil: Entertainment**
- **CAE: Aerospace & Simulation**
- **Saputo & AgroPur: Dairy**
- **Couche-Tard: Convenience Store**
- **Hydro Québec: Energy**
- **Quebecor: Media & Communications**



## **CGLG Québec Trade Mission 2015**

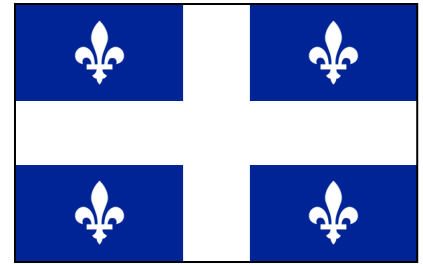


**Québec represents excellent opportunities for Great Lakes' companies in areas such as:**

- **Infrastructure – Significant Road and Bridge Upgrades**
- **Mining & Northern Development – Plan Nord**
- **Mass Transit – Public Transportation Development**
- **Hydro Electricity – Hydro Quebec's expansion plans**



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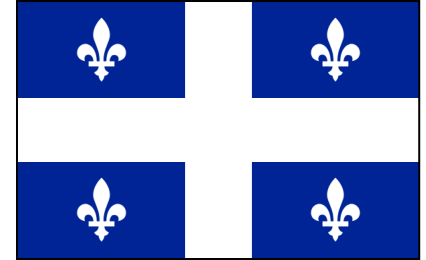


## Infrastructure

- In 2014 Québec published the *2014-2024 Québec Infrastructure Plan*
- It's aims to invest over \$90 billion dollars in critical infrastructure including maintenance, repair and replacement of the entire portfolio of government assets: roads, schools and hospitals.
- Of that spend *Road Networks* makes up the largest portion of projects either under study, in planning or in progress, totaling more than \$20 billion, or just over 20% of the overall spend. Health and Social Services Spending is the next largest category
- *Road Networks* include: autoroutes, highways, bridges, interchanges and overpasses



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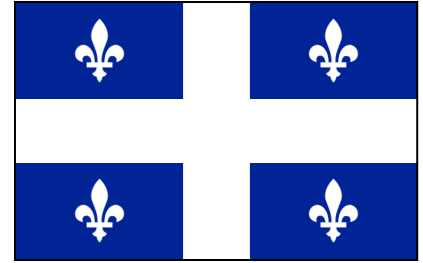


## Mining

- Québec has over 30 mines in production or under development.
- Ore shipments were valued at \$8.2 billion in 2012.
- Québec is the largest producer of iron and zinc in Canada and the second largest producer of silver and gold, and the only producer of niobium in North America.
- The province is also home to some of the nation's largest mining companies including ArcelorMittal, Iron Ore Company of Canada, and Rio Tinto Alcan.



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## Mining & Northern Development – *Plan Nord*

- The Québec Government's Plan Nord Project aims to develop Québec's natural resources in a sustainable manner, with a focus on developing vast reserves in the mining sector and fostering renewable energy
- The Infrastructure Plan includes \$1.2 billion allocated to Plan Nord specifically for the construction of a new rail link for transporting ore from the Labrador Trough
- Plan Nord focuses on sustainable development that combines energy, mining, forestry, bio-foods, tourism, and road development while protecting the environment, enhancing wildlife and preservation of biodiversity.
- The opportunities for unique products and services in the mining sector that focus on automation, safety and remediation are extensive.



## CGLG Québec Trade Mission 2015

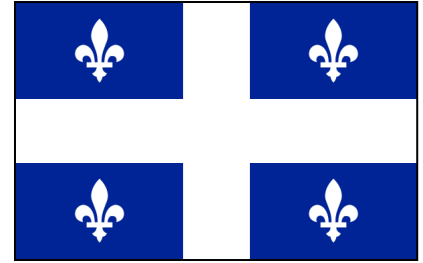


### Mass Transit– Public Transportation Development

- **STM (Société de transport de Montréal) has set an ambitious goal of making 95% of public transit trips, electric by 2030.**
- **In the next three years alone (2015-2017) STM is planning to invest \$2.5 billion in the city`s public transportation system, mostly for the maintenance and replacement of its assets.**
- **As part of the electrification plan STM will reintroduce trams as a means of transport in Montreal. The first tram line will go into operation in 2017**
- **Great Lakes` companies from all sectors of the transportation industry ranging from rolling stock and bus manufacturing to ITS and engineering solutions may find opportunities.**



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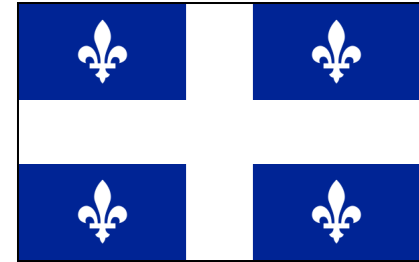


## Hydro Electricity – Hydro-Québec Expansion

- Hydro-Québec is one of the largest producers of hydro power in the world, producing 96 % of Quebec's electricity needs and selling power in the United States.
- It's plans for expansion include: The Romaine complex (in the Côte-Nord region) which began May 2009 and will continue until 2020.
- It is the largest infrastructure project in Canada at the present time, the complex will consist of four generating stations with a total average annual output of 8 TWh and an installed capacity of 1,550 MW.



# CGLG Québec Trade Mission 2015



## Doing Business in Québec

- Québec is a sophisticated, relationship market that loves innovation, welcome opportunities to work with American firms and are very open to an exchange and exploring business relations.
- Great Lakes' companies should take into consideration language and traditional terms with distribution and agency relationships in Québec, as the region employs a Civil Law legal platform (much like the State of Louisiana)
- It's most important to work with local, bilingual business partners and legal advisors who can guide you through any specific provincial issues (such as compliance with the Québec Charter of the French Language) and to help your companies develop marketing that is compatible with local tastes and works in both languages.

***Which is why you should come on the Trade Mission***



# CGLG Québec Trade Mission 2015

- June 14-17, 2015
- Multi-sector trade mission to Québec
- Montréal (Québec City if needed)
- Customized one-on-one business appointments with interested distributors, agents and other prospective business partners set up by the CGLG Canada Trade Office (average 3 – 4 appointments per day)
- Brief market overview including industry sector information and target company profiles
- In-country business briefings
- In-country staff support of CGLG Canada Trade Office
- Group airport-hotel-airport ground transportation
- Assistance with hotel bookings, drivers and interpreters (if required)



# CGLG Québec Trade Mission 2015

Itinerary	
Friday June 12-14	Optional participation in Governors' and Premiers' Leadership Summit in Québec City, Québec. Participation limited to sponsors only.
Sunday, June 14	Participants depart U.S. for Montréal, Canada
Monday, June 15	AM: Country Business Briefing Individual Business Appointments Montréal PM: Networking Dinner
Tuesday, June 16	Individual Business Appointments in Montréal
Wednesday, June 17	Individual Business Appointments in Montréal PM: Depart for U.S.

# CGLG Québec Trade Mission 2015

## June 14-17, 2015

### Mission registration deadline: April 9, 2015

- Mission Participation Fee US\$ 995 per person
- Brief Market Research and Appointment Setting \$2,300 USD

Grant funding available in many states to offset mission costs

- Main goal: To assist SMEs from the Great Lakes region looking to export products and services to Québec

Website: <http://www.cglg.org/projects/international-trade/trade-missions/québec-trade-mission-2015/>



# CGLG FY14-16 TRADE MISSIONS

**East Africa: May 11-16, 2015**

Nairobi, Kenya and Dar es Salaam, Tanzania

**Brazil, Chile and Colombia: Sept 27-October 7, 2015**

São Paulo, Santiago and Bogotá

**Europe and China FY 2016**

Website: <http://www.cglg.org/projects/international-trade/>



# THANK YOU & QUESTIONS



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