Regional Impact ★ Global Leadership

Mexico City, Mexico
CGLG Québec Trade Mission 2015

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

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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

- Exports ($B)
- Imports ($B)

The chart shows the trend of Quebec's trade with the US from 1994 to 2014, with exports (blue line) and imports (red line) plotted over time.
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
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
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
Québec’s Business Acumen

Québec has a highly diverse economy and is home to domestic companies that have become internationally acclaimed as well as multinational 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
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
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
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.
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.
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.
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.
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)
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<tr>
<th>Date</th>
<th>Description</th>
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<tr>
<td>Friday June 12-14</td>
<td>Optional participation in Governors’ and Premiers’ Leadership Summit in Québec City, Québec. Participation limited to sponsors only.</td>
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<tr>
<td>Sunday, June 14</td>
<td>Participants depart U.S. for Montréal, Canada</td>
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| 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

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/