

QUÉBEC'S INTERNATIONAL POLICY



2009-2014 ACTION PLAN
Measures for 2010-2011



Cover page:

Photo, left: Tourny Fontain, Québec City

Ministère des Relations internationales

All rights reserved

Legal deposit - 2010

Bibliothèque et Archives nationales du Québec

Library and Archives Canada

ISBN : 978-2-550-60201-9 (print)

ISBN : 978-2-550-60202-6 (pdf)

© Gouvernement du Québec, 2010

This document was printed using eco-friendly ink
on paper composed entirely of recycled fibres.



QUÉBEC'S INTERNATIONAL POLICY

2009-2014 ACTION PLAN
Measures for 2010-2011



A WORD FROM THE MINISTER

I am pleased to present the 2010-2011 Action Plan measures for Québec's International Policy.

The interministerial consultation that preceded the Policy's creation demonstrates that all major government activities encompass a dimension that extends beyond our borders.

Published in 2006, this Policy sets the broad objectives of the government's action while at the same time providing an understanding of the global environment from the vantage point of Québec's current interests and challenges.

Four years later, these trends are continuing and becoming more prevalent.

Although North America and the European Union represent over half of the world's production and the United States remains by far our primary economic partner, new economic centres are emerging and their rapid growth is resulting in an expansion of their regional and international influence.

Foreign investments are increasing more quickly than exports and a portion of this is linked to integrative trade.

Foreign policies are being influenced by energy-related issues while concerns linked to climate change are driving the search for alternatives to fossil fuels.

Education, research and innovation are the driving forces of economic development, which explains the stiff competition to recruit and retain skilled labour.

Non-military security issues such as terrorism, organized transnational crime, pandemics and money laundering know no borders and are constant concerns which directly call Québec's responsibilities into play.

Enlightened solidarity on the part of the international community and an inclusive integration process are, in fact, essential to a prosperous and peaceful society.

The gap between what is local and what is global is getting narrowed. Indeed, international organizations and forums are creating standards and regulations that have a direct influence on the domestic governance of states.

This partially explains the rise in the number of international players, including federated states and regions, major cities and non-government organizations. Together, they constitute an important civil diplomacy.

That is why international relations are essential to the political, economic, social and cultural development of a resolutely open Québec.

I am therefore convinced that these targeted, concerted, and timely measures, together with a flexible action plan, will promote Québec's interests and guarantee it a better positioning in the future.

Monique GAGNON-TREMBLAY
Minister of International Relations and
Minister Responsible for La Francophonie

QUÉBEC'S INTERNATIONAL POLICY

2009-2014 ACTION PLAN Measures for 2010-2011

During 2010-2011, the following 31 measures, which will contribute to achieving the objectives and priorities of Québec's International Policy, will be implemented collaboratively by Québec's ministries and agencies.

FOCAL POINT 1

SUPPORT FOR QUÉBEC'S PROSPERITY

1. Foster Québec's economic development by stepping up trade and attracting foreign investments

- Support business initiatives between Québec companies and their foreign partners;
- Continue consultation among various partners to consolidate Québec's brand image (Québec branding);
- Ensure coordination of all of Québec's partners involved in the investment sector.

Ministère du Développement économique, de l'Innovation et de l'Exportation

2. Develop international research and innovation initiatives

- Increase the number of Québec researchers involved in international research and innovation projects and support their participation in these projects;
- Support the participation of foreign researchers in research and innovation projects in Québec;
- Increase the research support program budget for the "Soutien à des initiatives internationales de recherche et d'innovation" (support for international research and innovation initiatives) component.

Ministère du Développement économique, de l'Innovation et de l'Exportation

3. Contribute to negotiation efforts for a Canada-European Union Comprehensive Economic and Trade Agreement (CETA)

- Devise and implement a public affairs strategy to mobilize Québec society for the signing of the CETA;
- Help organize activities (meetings, conferences, seminars, etc.) that involve key players in the agreement's negotiating process.

Ministère des Relations internationales
Ministère du Développement économique, de l'Innovation et de l'Exportation

4. Develop cooperative ties between Québec and federated states in Brazil and India as well as between Québec and regional governments in China and Japan

- Establish new institutional cooperation with Brazil and China;
- Continue the collaboration that has been established with the states of Paraná (Brazil), Maharashtra (India) and Shandong (China) in order to intensify bilateral relations between Québec and these priority territories;
- Support projects in fields pertaining to the economy, science and technology, education and training, research and the environment, and culture.

Ministère des Relations internationales

5. Promote Québec as a tourist destination in the targeted markets of Germany, Brazil and Switzerland

- Increase Québec's market shares in the three targeted countries, particularly through 2%, 5% and 3% increases in the number of German, Brazilian and Swiss tourists respectively;
- Deploy marketing strategies adapted to these markets primarily through traditional promotional campaigns (television, radio and print), web campaigns that encourage consulting the bonjourquebec.com site and media tours by journalists in Québec.

Ministère du Tourisme

6. Support the development of projects emerging from Québec and France territorial communities through the Fonds franco-québécois de coopération décentralisée (FFQCD, France-Québec Fund for Decentralized Cooperation)

- Develop partnerships and innovative projects that foster territorial development in the following targeted areas: socio-economic development, culture and sustainable territorial development;
- Provide financial support for cooperation projects between territorial communities in France and Québec that are of common interest.

Ministère des Relations internationales

7. Tighten the verification program for documents submitted in support of immigration applications

- Tighten and systematize procedures for verifying documents submitted by applicants requesting permanent or temporary immigration status;
- Develop a network of international contacts to validate the authenticity of documents submitted by applicants requesting permanent or temporary immigration status.

Ministère de l'Immigration et des Communautés culturelles

8. Make Québec and Montréal a world reference centre for business solutions in the air transportation and international civil aviation sectors

- Consolidate the presence of major international civil aviation organizations in Québec and Montréal;
- Strengthen Québec's and Montréal's position in management training and research in the air transportation and international civil aviation sectors by creating a research Chair in air transportation and international civil aviation;
- Establish exchange and cooperation networks, particularly between universities in Québec, Canada and elsewhere in the world, as well as with research centres, major international civil aviation organizations and international air carriers.

Ministère des Transports

9. Support international initiatives by Québec's cities and regions

- Promote the niches of excellence (smart green buildings, applied technologies, etc.) of cities and regions regarding land use, urbanism and economic development;
- Increase awareness on the part of local and regional elected officials concerning the creation of international partnerships, particularly during participation in international forums such as the Assises franco-québécoises de la coopération décentralisée (France-Québec decentralized cooperation proceedings);
- Foster the signing of bilateral cooperation agreements and the establishment of a support fund for international action by Québec's cities and regions.

Ministère des Affaires municipales, des Régions et de l'Occupation du territoire

10. Develop relations between the Québec government and Moscow, a city that has regional status

- Create exchanges in the economic, education, cultural, scientific, environmental and sports sectors;
- Promote partnerships between companies and institutions as well as between artists in Québec and Moscow;
- Foster Québec's access to the Russian market.

Ministère des Relations internationales

QUÉBEC'S INTERNATIONAL POLICY

2009-2014 ACTION PLAN Measures for 2010-2011

FOCAL POINT 2

QUÉBEC'S STRATEGY WITH RESPECT TO THE UNITED STATES

11. Contribute to the full implementation of Québec Government's U. S. Strategy

- Coordinate the implementation of the Strategy and its 2010-2013 Action Plan;
- Organize activities to promote Québec's interests and know-how in several strategic areas, including energy, hydroelectricity, speed trains, the environment, the fight against climate change and culture;
- Develop collaboration with American partners (think tanks) in order to maintain and develop U.S. expertise on Québec;
- Promote the resumption of discussions between Canada and the United States about broadening the scope of the agreement on government procurement and restricting protectionist measures by Americans.

Ministère des Relations internationales

12. Continue Québec's security-related efforts

- Support the role of the Centre de gestion de l'information de sécurité (security information management centre) by contributing to the security of Québec and the North American continent;
- Ensure effective management of strategic information, rapid and coordinated response in the event of a threat;
- Maintain collaboration with international and U.S. partners in order to acquire best practices and demonstrate that Québec is a serious partner in security matters.

Ministère de la Sécurité publique

13. Promote hydroelectricity as a clean and renewable source of energy in the United States

- Keep a current list of targeted stakeholders and agencies as well as partnerships fostering Québec's hydroelectricity export objectives;
- Implement a promotional strategy built on Québec's excellence and know-how while showcasing the clean, renewable properties of hydroelectricity;
- Continue implementing Québec's energy strategy focusing on exports.

Ministère des Ressources naturelles et de la Faune

14. Strengthen and promote the brand image of Québec's agri-food products in the United States

- Bolster Québec's reputation as a reliable, competent, innovative and world-class supplier of food products;
- Position products from Québec in U.S. markets, particularly by:
 - devising activities that provide an opportunity for buyers and suppliers to meet;
 - developing profiles for three new categories of products while enhancing the "Secrets of the Past" and "Taste of the Future" categories;
 - implementing action plans and a variety of public relations campaigns.

Ministère de l'Agriculture, des Pêcheries et de l'Alimentation

15. Continue implementation of the program to fight transborder crime

- Diversify information exchanges in criminal matters, particularly by signing a mutual assistance protocol framework with the National District Attorneys Association;
- Continue and broaden collaboration with partners in the northeastern U.S.;
- Exchange ideas on best practices, particularly regarding situations involving fraud in financial markets;
- Develop new cooperation networks with countries in Francophone Africa and within the framework of the Association internationale des procureurs et poursuivants francophones (AIPPF, International Association of Francophone Prosecutors and Plaintiffs).

Directeur des poursuites criminelles et pénales

QUÉBEC'S INTERNATIONAL POLICY

2009-2014 ACTION PLAN Measures for 2010-2011

FOCAL POINT 3

EDUCATION, KNOWLEDGE AND SUPPORT FOR YOUTH

16. Step up the promotion of Québec's educational opportunities to increase foreign student recruitment

- Organize promotional and recruitment activities in territories that have been identified as priorities so as to increase the visibility and influence of Québec and its education networks;
- Complete the development of web tools that promote educational opportunities, particularly by developing content adapted to the territories concerned;
- Support Québec's network of representatives and offices abroad in promoting Québec as a pre-eminent location for education, especially in targeted territories.

Ministère de l'Éducation, du Loisir et du Sport
Ministère de l'Immigration et des Communautés culturelles
Ministère des Relations internationales

17. Support the strategic positioning of young leaders from Québec

- Support international activities such as:
 - exploratory and strategic positioning missions, primarily in federated states;
 - exploratory and election observation missions, especially in the Americas;
- Foster hosting and networking with young leaders from outside Québec, giving priority to young people from federated states.

Ministère des Relations internationales

18. Broaden young Quebecers' understanding of the European Union and its institutions

- Create a Québec-Europe grant to enable a young journalist, student or professional to provide coverage of a segment of the European Union's activities for broadcast by Québec media;
- Increase the number of internships within European institutions;
- Support familiarization visits to European institutions by college and university students.

Ministère des Relations internationales

QUÉBEC'S INTERNATIONAL POLICY

2009-2014 ACTION PLAN
Measures for 2010-2011

FOCAL POINT 4

THE IMPACT OF QUÉBEC AND ITS CULTURE ABROAD

19. Heighten Québec's cultural presence internationally

- Support the international initiatives of Québec's cultural sectors, especially by:
 - allocating promotion budgets to offices abroad;
 - granting support for the translation of Québec literary works and art journals;
- developing information tools on the U.S. market for Québec clientele;
- Foster arts-related tours and the presence of Québec's artists and cultural organizations in international markets, especially through active participation in fairs and festivals;
- Encourage extending invitations to foreign distributors and program planners during major events held in Québec;
- Host foreign performances in a spirit of reciprocity.

Ministère de la Culture, des Communications et de la Condition féminine

20. Promote Québec's expertise and leadership in economuseum activities

- Consolidate activities being undertaken by the Economuseum Network to develop Québec's economuseum approach abroad;
- Contribute to the deployment of a coherent, efficient system for the international development of economuseums in order to foster:
 - the development and export of the concept, particularly within the European Union;
 - the implementation of an operational structure capable of handling partnership requests.

Ministère des Relations internationales

21. Support the strengthening of good governance in La Francophonie

- Foster the transition of African universities to the LMD system (Bachelor's-Master's-Doctorate) and contribute to establishing good governance practices;
- Emphasize the role played by mayors in promoting an entrepreneurial culture as a source of human development and prosperity.

Ministère des Relations internationales

22. Continue work on the multilingual terminology databank of the *Grand dictionnaire terminologique*

- Foster the dissemination of French terminology on the Internet and its establishment in various sectors by promoting multilingual terminology;
- Support the learning of French by immigrants in professional training situations and as a language of work;
- Provide linguistic support in conjunction with trade at the regional and supranational levels.

Office québécois de la langue française

QUÉBEC'S INTERNATIONAL POLICY

2009-2014 ACTION PLAN

Measures for 2010-2011

FOCAL POINT 5

THE GOVERNMENT OF QUÉBEC'S CAPACITY FOR ACTION AND INFLUENCE, AND INTERNATIONAL SOLIDARITY

23. Continue and step up the activities of the Centre de valorisation internationale de l'expertise publique québécoise (CVIEPQ, Centre for the International Promotion of Québec Public Expertise)

- Position Québec's public expertise internationally;
- Support initiatives fostering better access to international funding sources;
- Step up activities promoting Québec's expertise internationally, especially in Africa.

Ministère des Relations internationales

24. Participate in the "Territorial Approach to Climate Change" initiative of the United Nations Development Programme (UNDP)

- Promote Québec's leadership and the role of federated states in fighting climate change;
- Help developing countries, especially Francophone countries, adopt measures for reducing their greenhouse gas emissions and adapting to climate change;
- Enable the opening of new markets by fostering the transfer of the expertise and technologies of Québec companies to developing countries.

Ministère des Relations internationales

25. Intensify Québec's ties with priority Mexican states (Guanajuato, Jalisco, Mexico and Nuevo León) and consolidate relations with Mexico's federal government

- Continue implementing bilateral multisectoral agreements signed with priority Mexican states;
- Strengthen cooperation with the federal government of Mexico, especially by continuing the work of the Québec-Mexico Work Group.

Ministère des Relations internationales

26. Strengthen and diversify the use of public diplomacy for the advancement of Québec's international relations

- Continue initiatives for connecting with networks of influence in targeted territories (Japan and the UK) and develop new networks, especially with the U.S.;
- Capitalize on Québec's cultural visibility abroad as a vector for public diplomacy, particularly by:
 - attracting broader networks of influence during Québec cultural events held abroad;
 - linking Québec cultural events to other public diplomacy initiatives;
 - stepping up the search for cultural partnerships.

Ministère des Relations internationales

27. Strengthen cooperation in fighting Invasive Alien Species (IAS)

- Continue developing the IAS information exchange network;
- Continue building the databank;
- Prevent the introduction of new species by creating an IAS detection and rapid response network;
- Begin devising a Québec IAS strategy and action plan that take into account the strategies of Canada and bordering U.S. states.

Ministère du Développement durable, de l'Environnement et des Parcs

28. Develop cooperative ties with public institutions and agencies in the Netherlands

- Develop converging positions and actions on issues of common interest such as the environment, the integration of immigrants, research and development, higher education, cultural dissemination and intercultural exchanges;
- Create an exchange and contact network in order to establish partnerships for structuring Québec's initiatives in this region.

Ministère des Relations internationales

29. Continue the establishment of an international health and social services observatory (IHSSO)

- Study the policies, operations and funding of health systems in targeted states for the purpose of selecting best practices;
- Perform comparative analyses;
- Disseminate information on the management, organization and assessment of the systems studied.

Ministère de la Santé et des Services sociaux

30. Prolong the availability of a Haiti coordinator working within the Organization of American States (OAS)

- Make a tangible contribution to the work of the OAS to assist Haiti;
- Strengthen the OAS's capacity for action by ensuring better management of its programs in Haiti and fostering the development of inter-American projects in this region;
- Foster the presence of a Québec expert within a priority international organization.

Ministère des Relations internationales

31. Use international events as leverage to foster the Québec government's capacity for action and influence as well as to support Québec's prosperity and promote its identity and culture

- Provide Québec with a mechanism for capitalizing on outcomes of international events held in Québec and abroad;
- Ensure follow-up and consistency of government actions with respect to supporting and participating in international events.

Ministère des Relations internationales

2009-2014 ACTION PLAN
Measures for 2010-2011

// SUMMARY TABLE

2009-2014 ACTION PLAN

MEASURES FOR 2010-2011

FOCAL POINT 1 SUPPORT FOR QUÉBEC'S PROSPERITY		FOCAL POINT 2 QUÉBEC'S STRATEGY WITH RESPECT TO THE UNITED STATES	FOCAL POINT 3 EDUCATION, KNOWLEDGE AND SUPPORT FOR YOUTH	FOCAL POINT 4 THE IMPACT OF QUÉBEC AND ITS CULTURE ABROAD	FOCAL POINT 5 THE GOVERNMENT OF QUÉBEC'S CAPACITY FOR ACTION AND INFLUENCE, AND INTERNATIONAL SOLIDARITY	
<p>1. Foster Québec's economic development by stepping up trade and attracting foreign investments <u>MDEIE</u></p> <p>2. Develop international research and innovation initiatives <u>MDEIE</u></p> <p>3. Contribute to negotiation efforts for a Canada-European Union Comprehensive Economic and Trade Agreement (CETA) <u>MRI, MDEIE</u></p> <p>4. Develop cooperative ties between Québec and federated states in Brazil and India as well as between Québec and regional governments in China and Japan <u>MRI</u></p> <p>5. Promote Québec as a tourist destination in the targeted markets of Germany, Brazil and Switzerland <u>MTQ</u></p>	<p>6. Support the development of projects emerging from Québec and France territorial communities through the Fonds franco-québécois de coopération décentralisée (FFQCD, France-Québec Fund for Decentralized Cooperation) <u>MRI</u></p> <p>7. Tighten the verification program for documents submitted in support of immigration applications <u>MICC</u></p> <p>8. Make Québec and Montréal a world reference centre for business solutions in the air transportation and international civil aviation sectors <u>MTQ</u></p> <p>9. Support international initiatives by Québec's cities and regions <u>MAMROT</u></p> <p>10. Develop relations between the Québec government and Moscow, a city that has regional status <u>MRI</u></p>	<p>11. Contribute to the full implementation of Québec Government's U.S. Strategy <u>MRI</u></p> <p>12. Continue Québec's security-related efforts <u>MSP</u></p> <p>13. Promote hydroelectricity as a clean and renewable source of energy in the United States <u>MRNF</u></p> <p>14. Strengthen and promote the brand image of Québec's agri-food products in the United States <u>MAPAQ</u></p> <p>15. Continue implementation of the program to fight transborder crime <u>DPCP</u></p>	<p>16. Step up the promotion of Québec's educational opportunities to increase foreign student recruitment <u>MELS, MICC, MRI</u></p> <p>17. Support the strategic positioning of young leaders from Québec <u>MRI</u></p> <p>18. Broaden young Quebecers' understanding of the European Union and its institutions <u>MRI</u></p>	<p>19. Heighten Québec's cultural presence internationally <u>MCCCC</u></p> <p>20. Promote Québec's expertise and leadership in economuseum activities <u>MRI</u></p> <p>21. Support the strengthening of good governance in La Francophonie <u>MRI</u></p> <p>22. Continue work on the multilingual terminology databank of the <i>Grand dictionnaire terminologique</i> <u>OQLF</u></p>	<p>23. Continue and step up the activities of the Centre de valorisation internationale de l'expertise publique québécoise (CVIEPQ, Centre for the International Promotion of Québec Public Expertise) <u>MRI</u></p> <p>24. Participate in the "Territorial Approach to Climate Change" initiative of the United Nations Development Programme (UNDP) <u>MRI</u></p> <p>25. Intensify Québec's ties with priority Mexican states (Guanajuato, Jalisco, Mexico and Nuevo León) and consolidate relations with Mexico's federal government <u>MRI</u></p> <p>26. Strengthen and diversify the use of public diplomacy for the advancement of Québec's international relations <u>MRI</u></p> <p>27. Strengthen cooperation in fighting Invasive Alien Species (IAS) <u>MDEP</u></p>	<p>28. Develop cooperative ties with public institutions and agencies in the Netherlands <u>MRI</u></p> <p>29. Continue the establishment of an international health and social services observatory (IHSSO) <u>MSSS</u></p> <p>30. Prolong the availability of a Haiti coordinator working within the Organization of American States (OAS) <u>MRI</u></p> <p>31. Use international events as leverage to foster the Québec government's capacity for action and influence as well as to support Québec's prosperity and promote its identity and culture <u>MRI</u></p>

*Relations
internationales*

Québec 

www.mri.gouv.qc.ca