2010-2013 ACTION PLAN FOR THE QUÉBEC GOVERNMENT’S U.S. STRATEGY

OBJECTIVES AND ACTIONS

FOSTERING TRADE

1. Support 120 Québec companies per year in their initiatives to export to the United States, especially in the priority sectors of aeronautics, agri-foods, biotechnologies, information technologies and green technologies.

2. Expand export potential to the United States by providing services and guidance that meet the specific needs of Québec SMEs in the region.

3. Host at least 60 U.S. buyers, investors or business partners in Québec per year as part of targeted sectoral visits, especially during major commercial fairs and trade shows.

4. Position 120 Québec companies over three years as suppliers of distinctive food products by developing and promoting the Foods of Québec brand among large buyers.

5. Increase the number of Québec companies subscribing to programs that facilitate border-crossing and support Québec companies that join the Smart Border program, especially by improving their customs compliance.

6. Strengthen ties with investors and formally meet yearly with the head office directors of at least 50 U.S. companies that have operations in Québec so that they: • invest in their subsidiaries; • open new subsidiaries in other sectors of activity.

7. Continue efforts to maintain ongoing relations with U.S. financial investors to ensure that the American market remains an important component of Québec’s strategy for the diversification of funding sources.

ENSAURING QUÉBEC’S LEADERSHIP REGARDING ENERGY AND THE ENVIRONMENT

8. Position Québec as an active player with U.S. decision-makers and maintain its leadership role among groups and at events for economic integration such as the: • Québec-New York Economic Summit; • Leaders Summit/NAASCO; • Quebec-CP Alliance Conference; • Conference of New England Governors and Eastern Canadian Premiers.

9. Mandate a Québec government representative team to work with federal officials, the New England states and New York State to develop a high-speed train.

10. Continue efforts to heighten awareness among the U.S. political elite about the advantages of adhering to and improving NAFTA and try to limit recourse to protectionism, especially the inclusion of Buy American-type clauses.

11. Ensure the implementation of existing research and innovation partnerships, particularly with Massachusetts and New York in information and communication technologies, nanotechnologies, energy, the environment and life sciences.

12. Increase immigration from the United States through promotional initiatives targeting: • students attending universities from American universities; • specialized temporary workers; • Francophones residing in the United States.

13. Increase the number of American tourists coming to Québec by: • stepping up promotional efforts by using the Québec tourism brand; • working to create new air links with Québec; • increasing the number of international cruises to Québec; • actively working with the officials concerned to establish a preclearance U.S. customs facility at Jean-Lesage Airport.

14. Host 200 U.S. tour operators and journalists in Québec per year through travel grants as well as familiarization and press tours.

15. Intensify lobbying of U.S. legislators and the general public to ensure the most advantageous access of Québec’s hydroelectricity to U.S. markets through long-term agreements, by ensuring optimal use of current and future interconnections.

16. Lobby political officials and economic decision-makers in New England, New York State and the U.S. federal government in order to promote hydroelectricity’s advantages as part of the solution for reducing greenhouse gas emissions and achieving climate change objectives.

17. Actively promote Québec’s hydroelectricity as a clean, renewable energy source produced with an eye to sustainable development by conducting three activities with the assistance of the Aboriginal Nations affected by northern development.

18. Continue Québec’s leadership role in the fight against climate change and increase awareness of its active contribution as a federated state, especially by participating in major groups, forums and events such as the: • Western Climate Initiative; • Regional Greenhouse Gas Initiative; • Governments’ Global Climate Summit; • Conference of New England Governors and Eastern Canadian Premiers.

19. Help develop a North American carbon market and promote Québec’s financial products expertise in this sector, particularly the Montréal Climate Exchange (MCX), Canada’s first carbon derivative products market.

20. Continue defending Québec’s interests in the area of sustainable water management through its active participation in the following regional bodies: • the Great Lakes Commission; • the Council of Great Lakes Governors; • the Great Lakes and St. Lawrence Cities Initiative.

CONTRIBUTING TO THE SECURITY OF THE NORTH AMERICAN CONTINENT

21. Continue and broaden internal security collaboration between Québec and U.S. states, particularly between regional and U.S. police forces, by promoting the positive contribution of the security information management center (Centre de gestion de l’information de sécurité) and by actively participating in regional forums, including the: • Northeast Regional Homeland Security Directors Consortium; • Annual conference on the Prevention of Cross-Border Crime; • Canada–United-States Cross-Border Crime Forum.

22. Expand cross-border cooperation pertaining to emergency preparedness and mutual assistance by collaborating with the New England states within the International Emergency Management Group in pandemic situations.

23. Hold at least one joint simulation exercise with northeastern U.S. states during 2010-2013 to develop expertise in crisis management.

24. Promote the Driver’s Licence Plus among Québécois to foster the issuing of new licences in 2010-2013.

25. Continue collaboration and strengthen partnerships with Canadian and U.S. customs agencies, particularly by providing transportation and tracking office to improve customs infrastructure at Québec’s 32 border crossing points.

ENCOURAGING THE SHARING AND PROMOTION OF QUÉBEC’S CULTURE AND IDENTITY

26. Enhance the development of the U.S. market and heighten the presence of Québec’s artists and creators by hosting ten annual missions to Québec comprised of U.S. distributions in the performing arts, visual and digital arts, publishing and film sectors.

27. Encourage group participation by Québec at 12 major activities and cultural and artistic events taking place in the United States annually.


29. Support the Québec Film and Television Council in its efforts to increase the number of film shoots in Québec by U.S. production studios.


31. Hold 15 public diplomatic activities in 2010-2013 and encourage Québec decision-makers and opinion leaders about the objectives and priorities of The Québec Government’s U.S. Strategy as well as about northern development.

32. Strengthen Québec’s participation and ties with national and regional associations of political decision-makers, particularly the National Governors Association and, in collaboration with the National Assembly, the Council of State Governments and the National Conference of State Legislatures.

33. Establish partnerships in 2010-2013 with ten U.S. think tanks to maintain and develop Québec expertise in the United States.

34. Increase the proportion of U.S. students studying at the Master's and doctoral levels in Québec by 10% in 2010-2013 by: • heightening awareness among Canadian universities about the excellence of universities throughout Québec as well as study and research opportunities available; • supporting Québec’s institutions of higher learning in activities aimed at establishing ties with U.S. colleges and universities.

35. Foster the implementation of joint dual-degree educational programs among Québec’s institutions of higher learning and their U.S. partners.

36. Support university research to develop expertise on Québec in the United States in priority sectors of interest via established partnerships and programs such as: • U.S. research centers and chairs in Québec; • the Québec Research Initiative Program; • the Québec Studies Program; • the American Council for Québec Studies; • the Association for Canadian Studies in the United States.

37. Foster a better understanding of Québec on the part of U.S. decision-makers through increased use of the program to host visits to Québec by leading figures from foreign nations (Programme d’accueil des personnalités étrangères)

38. Improve knowledge about Québec among U.S. decision-makers by offering the Québec-U.S. program for young leaders (Programme Québec-U.S.-États-Unis pour jeunes leaders)