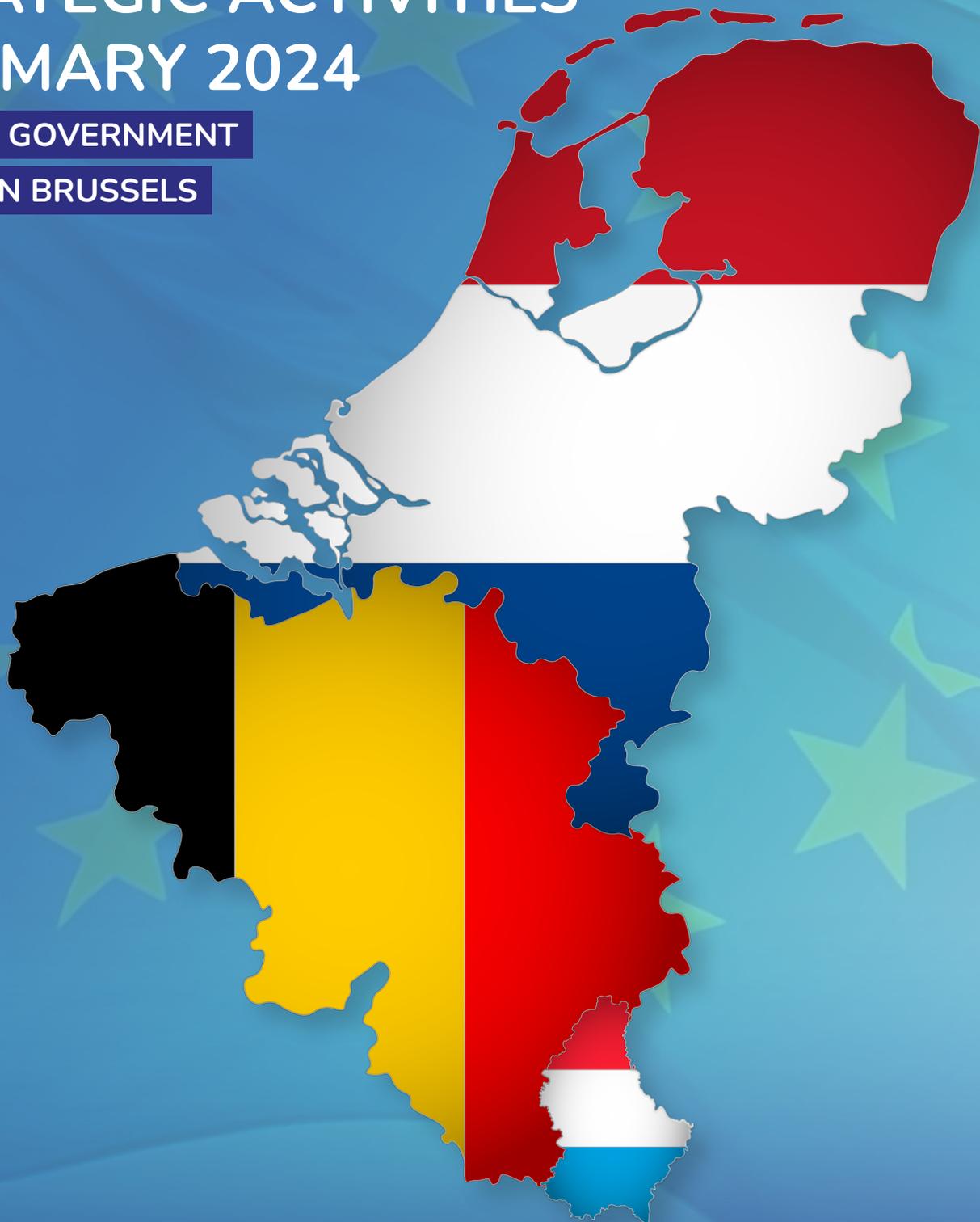


# STRATEGIC ACTIVITIES SUMMARY 2024

QUÉBEC GOVERNMENT

OFFICE IN BRUSSELS





I am extremely proud of what we accomplished in 2024. Thanks to the tireless efforts of our teams, we strengthened our support for the promotion and sale of Québec products and services across our territories. In response to global geopolitical shifts, we deepened our engagement with European institutions and our Benelux partners. Ports have emerged as key strategic hubs in this context, something underscored by our innovative ports mission in the fall of 2024. Our teams also remained deeply committed to advancing Québec's cultural presence on the international stage. These achievements reflect the vital importance of strong and enduring relationships between Québec and Europe. Enjoy your reading.

*Geneviève Brisson, Québec Delegate General in Brussels*

## In numbers

### QUÉBEC'S ACHIEVEMENTS IN THE BENELUX

**664** economic and diplomacy meetings and events, as well as regular participation in political and diplomatic networking activities (figures based on fiscal year 2024–25)

**199** coaching sessions for Québec businesses and **320 business meetings** to develop the Benelux market (FY 2024–25)

**47 million \$ CA** (30 M€) in sales by Québec businesses in Benelux countries

A record **42** cultural projects supported in the Benelux, where Québec artists were featured more than **600** times annually. Québec also welcomed **22** programmer missions from our territories.

**24 000** subscribers to our communication platforms (LinkedIn, Facebook, Instagram, X, YouTube, and newsletters)

## Strategic partnerships

### QUÉBEC MINISTERS ON MISSION TO THE BENELUX AND THE EU



Pierre Fitzgibbon, Minister of Economy, Innovation and Energy, accompanied by Hubert Bolduc, President of Investissement Québec International, met with Belgium's Minister of Energy, Tinne Van der Straeten, during a mission focused on market diversification and the energy transition.



Closer ties with European institutions: Martine Biron, Minister of International Relations, took part in the 10<sup>th</sup> European Summit of Regions and Cities in Mons. The Summit was organized by the European Committee of the Regions (CoR), with whom she signed a letter of intent.



Minister of Health Christian Dubé met with his Walloon counterpart, Yves Coppieters, during a mission to Wallonia focusing on healthcare innovations.



Maité Blanchette Vézina, Minister of Natural Resources and Forests, held several highly productive discussions with Allard Castelein, the Netherlands' Special Representative for Raw Materials Strategy, during her mission to Belgium and the Netherlands.

## MUTUALLY BENEFICIAL AGREEMENTS

- > The **university student mobility agreement** between Québec and the Wallonia-Brussels Federation (WBF) was successfully renewed.
- > The deputy minister of International Relations and La Francophonie took part in the **13<sup>th</sup> Québec–Wallonia-Brussels Permanent Joint Commission** (34 projects selected for the 2024–2025 call for projects).
- > The Ministry of Economy, Innovation and Energy and the Port of Rotterdam signed a memorandum of understanding (MoU) on **green technologies and the energy transition**.
- > The Chamber of Commerce of Metropolitan Montreal signed a Memorandum of understanding (MoU) with the Luxembourg Chamber of Commerce to strengthen **commercial collaboration**.
- > The Université du Québec à Rimouski's Institut des sciences de la mer (ISMER) and the Flanders Marine Institute (VLIZ) renewed their **research, training, and community service agreement**.



*Signing of a mobility agreement by the deputy minister of International Relations and La Francophonie and the Minister-President of the WBF*



*The delegation from the Luxembourg Chamber of Commerce meets with the Ministry of Cybersecurity*



*The directors of ISMER and the VLIZ sign the agreement*

## QUÉBEC HOSTS BENELUX POLICYMAKERS

- > The European Commissioner for Innovation, Research, Culture, Education, and Youth met with Québec's Minister of Higher Education to promote international cooperation in **research and innovation**.
- > **Quantum** technology companies and the Dutch centre of excellence in quantum research learned about the strengths of Québec's ecosystem.
- > Two important economic and institutional delegations from Luxembourg (**Cybersecurity, Defence, Aerospace, AI**) and Wallonia (**Cybersecurity**) took part in the InCyber Forum
- > Representatives from several European countries belonging to the Conference of Peripheral Maritime Regions (CPMR) met to develop **blue economy** partnerships.



*CPMR members in Québec*



# Québec...



## ...DEMONSTRATES ITS EXPERTISE

-  > **Entrepreneurship:** Québec Chair with Richard Boudreault
-  > **Neurology:** Québec Chair with Dr. Isabelle Peretz
-  > **Environment:** The Ministry of the Environment, the Fight Against Climate Change, Wildlife and Parks and McGill University's Dobson Centre took part in a mission to the *World Circular Economy Forum*
-  > **Cybersecurity:** Mission by the In-Sec-M cluster
-  > **AI:** Québec experts attended the *FARI – AI for the Common Good Institute Conference*
-  > **Arctic affairs:** A Québec mining specialist attended the *Arctic Futures Symposium*

## ...ENCOURAGES ACADEMIC PARTNERSHIPS

-  > The Université de Montréal's mission of the Vice-Rector of Research
-  > UQÀM's mission of the Vice-Chancellor of Research, Creation, and Dissemination
-  > The Université du Québec à Trois-Rivières attended the European Energy Research Alliance (EERA) Conference as the first member from the Americas
-  > The mission of the Rector of Université Laval

### LEGENDE

- |  |  |
|--|--|
|  European Union |  Belgium    |
|  Flanders       |  Luxembourg |
|  Netherlands    |  Wallonia   |

## ...ACTIVELY SUPPORTS MOBILITY

-  > Several hundred youth mobility participants were supported by Les Offices jeunesse internationaux du Québec (LOJIQ), the Bureau International Jeunesse (BIJ), and the European Commission's Erasmus+ program
-  > Trainees with the Internship program in international organizations (PSOIG) participated in placements at the European Parliament
-  > Québec's educational opportunities were promoted at Benelux student fairs
-  > Information sessions on employment in Québec were held in Brussels, Charleroi, Liège, Louvain-la-Neuve, Mons, Namur, Tournai and other locations

## ...IS COMMITTED TO LA FRANCOPHONIE AND THE FRENCH LANGUAGE

-  > Québec actively participated in forming the Groupe des Ambassadeurs francophones (GAF) – Luxembourg and took part in activities by the GAFs of Belgium and the Netherlands
-  > Québec participated in conferences for teachers of French as a foreign language
-  > Québec supported Olyfran (the Flemish French Olympiad) and the Maison de la Francité writing competition in Brussels
-  > Organised the mission of the International Francophone Alliance for Equality and Diversities (Égides)
-  > Organised the mission of the deputy minister of Culture and Communications for the annual meeting of TV5 partners



*The Secretary General of La Francophonie attends the launch of the GAF – Luxembourg*

## QUÉBEC'S INVOLVEMENT WITH EUROPEAN REGIONS

Since the Québec Government signed a letter of intent with the European Committee of the Regions (CoR) in March 2024, the Québec Government Office in Brussels has intensified its engagement with influential networks across European regions, including:

- > The General Assembly of the CPMR's Atlantic Arc Commission, with a particular focus on the decarbonization of the maritime industry
- > The General Assembly of the CPMR
- > The Subsidiarity Conference organized by the CoR

The Québec Government Office has also made sustained efforts to facilitate partnerships under the European Commission's Horizon Europe program for research and innovation. As of July, Québec (and Canada) have the ability to not only join collaborative research consortia, but also coordinate them.



*Québec's Minister of International Relations and the President of the European Committee of the Regions sign the letter of intent*

## Stronger trade

### PERSONALIZED SUPPORT FOR COMPANIES DURING TRADE SHOWS, CONFERENCES, AND MISSIONS

#### Creative industries

- > Gamescom (Cologne)
- > SITEM (Paris)
- > HUB Montréal
- > MIGS (Montréal)
- > IAAPA Expo Europe (Amsterdam)
- > Ecsite conference (Ljubljana)
- > Immersive Tech Week (Rotterdam)

#### Life sciences

- > CPHI Europe (Milan)

#### Information technology

- > Mobile World Congress (Barcelona)

#### Artificial intelligence

- > Vivatech (Paris)

#### Aerospace

- > Farnborough Aerospace Consortium (London)

#### Defence and cybersecurity

- > INFOPOL (Kortrijk)
- > Eurosatory (Paris)
- > CANSEC (Ottawa)
- > InCyber Forum (Lille)
- > Cybersec Europe (Brussels)

#### Transport and logistics

- > St. Lawrence Shipoperators mission (Brussels, Antwerp)
- > Innovative ports mission (Ghent, Antwerp-Bruges, North Sea Port, Rotterdam)

#### Agricultural industry

- > GreenTech (Amsterdam)
- > SIAL Montréal
- > SIAL Paris

#### Environment

- > QG100 Network mission (Brussels, Amsterdam)

#### Real estate

- > MIPIM (Cannes)



About ten Québec companies took part in IAAPA Expo Europe, the continent's largest attractions industry trade show



The innovative ports mission brought together a dozen Québec companies and organizations to forge ties with port ecosystems as well as companies from the Netherlands and Flanders

## Culture for export

### EXCEPTIONAL SHOWCASES

- > **Foire du Livre de Bruxelles:** 18 authors, over 700 titles, 29 publishers (Brussels), promotional insert in *Le Vif* (18,000 households reached)
- > **Lis-moi tout theatre festival:** Québec theatre arts in the spotlight with four playwrights and directors (Brussels)
- > **Poetik Bazar:** Poetry market with 10 authors and 15 publishers (Brussels)
- > **Corps de Textes Festival:** Special Québec night with 8 authors (Liège)
- > **Belgian Comic Strip Center:** Québec feature with 7 comic artists (Brussels)
- > **I Have Seen the Future exhibition by Ève Cadieux at the Atomium:** Exhibition extended to a 16-month run and seen by over 840,000 people (Brussels)
- > **Lucia interactive performance by Anne Lagacé and Mirari:** Performed at Summer Wonders and Winter Wonders (Brussels)
- > **Courts Mais Trash:** Special Québec night and screening of 12 shorts (Brussels)
- > **Festival international du film francophone de Namur:** 9 films, 2 of which won Bayard awards for best first works
- > **Luxembourg City Film Festival and Immersive Pavilion:** 3 films curated by the PHI Centre for immersive experiences (Luxembourg)
- > **Kunstenfestivaldesarts:** World premieres of *Sur tes traces* by Dany Boudreault and Gurshad Shaheman and *Unarmoured* by Clara Furey (Brussels)
- > **Holland Festival:** European premiere of Victor Pilon's *Sisyphé* performance (Amsterdam)
- > **FrancoFaune Festival:** 5 Québec artists (Brussels)
- > **HYPER Bleu (Live Nation):** More than 15 concerts in French-speaking Belgium thanks to this initiative to promote Québec artists



Québec feature at the Belgian Comic Strip Center, October 2024



Lucia interactive performance, Place du Jeu de Balle, Brussels, summer 2024



Kristina Gauthier-Landry reads *Le Don (Éd. La Peuplade)* at Poetik Bazar, September 2024

## QUÉBEC GOVERNMENT OFFICE IN BRUSSELS

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