

SUMMARY OF STRATEGIC ACTIVITIES IN 2023

QUÉBEC GOVERNMENT
OFFICE IN BRUSSELS





I am extremely proud of our achievements in 2023! The hard work of our teams paid off, particularly with the significant increase in sales of Québec's products and services in the territory. In addition, we increased and strengthened our partnerships in the Benelux region and within European institutions. These achievements show the positive contribution to the dialogue between Québec and Europe, in matters such as trade and in responses to current major international challenges, such as the energy transition and multiple innovation-led sectors, including artificial intelligence. Enjoy your reading.

Geneviève Brisson, Québec Delegate General in Brussels

Strategic partnerships

QUÉBEC'S MISSIONS TO THE BENELUX



The Minister of International Relations and La Francophonie and Minister Responsible for the Status of Women meets with the Minister-President of Wallonia to strengthen in a number of cooperation areas, including the economy, research and employment



The Mayor of Québec meets with the Minister of the Environment and Energy of the Brussels-Capital Region, with whom environmental challenges and soft mobility have been key topics for discussion



Québec-Luxembourg bilateral ties are stronger than ever. Here, the Minister of International Relations and La Francophonie and Minister Responsible for the Status of Women meets with the Prime Minister of Luxembourg during a mission focused on the economy and gender equality



The Minister of International Relations and La Francophonie and Minister Responsible for the Status of Women meets with the Vice-President of the European Investment Bank (EIB) to highlight Québec's expertise in major infrastructure projects in Europe



Together with the Minister-President of Wallonia-Brussels and the Belgian federal and Wallonia ministers of agriculture, Québec's Minister of Agriculture, Fisheries and Food

launches the Battice Agricultural Fair. His visit to Europe was an opportunity to position Québec's strengths in agri-food and discuss advances in sustainable agriculture, land use planning, succession planning and greenhouses of the future



The Minister Responsible for Relations with the First Nations and the Inuit and the Indigenous delegation led by the President of Indigenous Tourism Québec,

were welcomed by the Mayor of Brussels during a mission to promote sustainable Indigenous tourism in Québec

In numbers

QUÉBEC'S ACHIEVEMENTS IN THE BENELUX

175 high-level bilateral and multilateral meetings with decision-makers in the territory, as well as frequent participation in political and diplomatic networking events

170 support activities and **340 business meetings** in the Benelux for Québec's companies, which generated more than **CAN\$63 million (€44 million) in sales**

300 Québec creators and artistic enterprises presented in the Benelux and **450 performances** in cultural centres and at festivals

21,000 followers on our communication channels (LinkedIn, Facebook, Instagram, X, YouTube and newsletters)

MUTUALLY BENEFICIAL AGREEMENTS

- > Renewal of the agreement on the remediation of contaminated soil between Québec and Brussels-Capital Region to increase **technology partnerships** and expertise in **green technologies**.
- > Agreement between the Memphremagog RCM and Entreprendre. Wapi, the Picardy Wallonia economic development agency, to stimulate **innovation, investment and trade** between the two territories.
- > Agreement between Investissement Québec International (IQI) and the Wallonia Export & Investment Agency (AWEX) to boost **trade and economic ties**.
- > Mobility agreement between the Ministère des Relations internationales et de la Francophonie du Québec and the Belgian federal authorities (FPS BOSA) to provide a Québec expert to support the **Belgian presidency of the Council of the European Union**.
- > Agreement between the Fédération des CÉGEPS and the Académie de recherche et d'enseignement supérieur (ARES) of the Wallonia-Brussels Federation to strengthen **academic cooperation**.



Québec and Brussels-Capital Region sign an environmental agreement



IQI President with the AWEX General Director and the Québec Delegate General in Brussels



Memphremagog RCM on a mission in Tournai to sign two economic agreements

QUÉBEC WELCOMES EUROPEAN LEADERS

- > The Minister-President of the Wallonia-Brussels Federation (culture, academic partnerships and La Francophonie)
- > Member of the European Parliament, VP of the Delegation for Relations with Canada (CETA)
- > The Wallonia-Brussels Minister of Education (digital and labour)
- > President of the Flemish Parliament (economic and bilateral collaborations)
- > The European Commission's Research and Innovation DG (Horizon Europe program)
- > Mayor of Namur (urban heritage and creative industries)



Québec...



... PROVIDES STRONG LEADERSHIP AMONG HIGH-IMPACT EUROPEAN NETWORKS

- > Active participation in Francophone Ambassador Groups (GAFs) in Belgium and the Netherlands
- > Membership in the Conference of Peripheral Maritime Regions (CPMR)
- > Participation in the Arctic Futures Symposium
- > Expansion of the CRIQUE (Québec-Europe Research and Innovation Circle) network: now 24 members from 14 countries
- > Mission of Québec's Chief Scientist and President of the International Network for Government Science Advice (INGSA)

... DEMONSTRATES LEADING-EDGE EXPERTISE

- > **Cybersecurity:** In-Sec-M cluster mission to Belgium and Luxembourg
- > **AI:** companies and experts:
 - at the Brussels Urban Summit
 - at the Open and Agile Smart Cities Network Summit, Brussels
 - at the UN Interregional Crime and Justice Research Institute (UNICRI) Innovation Workshop with the International Observatory on the Societal Impacts of AI and Digital Technologies (Obvia) and INTERPOL, Brussels
- > **Optics-photonics:** 15 companies and organizations at the PIC Summit, Eindhoven
- > **Circular economy:** the Victoriaville Cité de l'Innovation Circulaire on a mission in the Netherlands

Québec
 European Union
 OIF
 Belgium
 Luxembourg
 Netherlands
 Wallonia
 Flanders

... ACTIVELY SUPPORTS MOBILITY

- > Promotion of Québec's education opportunities at student fairs
- > Launch of two calls for projects to stimulate collaborations with Luxembourg (new in 2023) and Flanders
- > Collaboration with the Canada-Québec-Europe Model European Parliament, Luxembourg
- > Participation in the annual conference of the European Association for International Education (EAIE), Rotterdam
- > Two interns from the Québec government's internship program in international organisations (PSOIG) at the European Committee of the Regions and the European Parliament
- > Several hundred youth mobility participants supported by Les Offices jeunesse internationaux du Québec (LOJIQ) and Le Bureau International Jeunesse (BIJ) for Wallonia and Brussels

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

- > Québec films for teachers of French as a second language, Flanders
- > Support for the French Olympiad (Olyfran), Flanders
- > Event for La Francophonie at the Kaboom Animation Festival, Utrecht (with the Group of Francophone Ambassadors of the Netherlands)
- > Québec Expertise at the Conference on Countering Violent Extremism in the Francophone Space, Brussels (collab. with Wallonia-Brussels International [WBI] and the International Organization of La Francophonie [OIF])
- > Québec artist at the Francophone Comedy Night, Brussels (collab. with WBI and OIF)

A proliferation of business opportunities

QUÉBEC'S CREATIVE INDUSTRIES ARE GETTING NOTICED

Support in the Benelux and Europe **for almost 60 Québec companies, studios and creators** specializing in immersive exhibitions, performances, video games and digital art. In addition to economic missions by **a dozen Benelux buyers to discover** the museums, video game publishers and architects that Québec has to offer. This resulted in sales of **CAN\$31 million (€22 million)**.

Events and fairs where the Québec Government Office was present:

In Benelux

- > **Numix Lab** (Brussels and Amsterdam)
- > **Passenger Terminal Expo** (Amsterdam)
- > **KIKK Festival** (Namur)
- > **Bright Brussels** (Brussels)

Elsewhere in Europe

- > **Gamescom** (Cologne)
- > **IAAPA** (Vienna)

In Québec

- > **C2 MTL** (Economic Delegation of Belgium, Montréal)
- > **MIGS** (Montréal)
- > **Hub Montréal** (Montréal)



Members of the Québec Government Office team at the KIKK Festival

Enhanced trade

PERSONALIZED SUPPORT FOR BUSINESSES AT FAIRS, CONFERENCES AND FOR ECONOMIC MISSIONS

Energy and environment

- > Go Circular (Rotterdam)
- > QG100 Network Mission (Amsterdam, Brussels)
- > GreenTech (Amsterdam)

Life sciences

- > Luxembourg Healthcare Week (Luxembourg)
- > CPHI Europe, pharmaceutical (Barcelona)
- > Mission by Servior, nursing home provider in Luxembourg (Québec)

Information and communication technologies (ICT)

- > ICT Spring (Luxembourg)
- > Digital Spring (Brussels)
- > Economic and Government Delegation to Honour Belgium at MTL Connect (Montréal)

Aerospace

- > SIAE (Paris, Le Bourget)

Safety and security

- > Milipol (Paris)

Transportation and logistics

- > UITP Summit (Barcelona)

Materials and construction

- > President of the Aluminum Association of Canada (European institutions)
- > UNStudio, architectural firm in the Netherlands (Québec)

Agrifood

- > Battice Agricultural Fair (Wallonia)
- > Tram Experience gastronomy event (Brussels)
- > Anuga, Food & Beverage (Cologne)

Fashion

- > Collection by Sarah Pacini with Philippe Dubuc (Brussels)

Economic network missions

- > Director General of Québec International
- > President and CEO of the Fédération des chambres de commerce du Québec (Brussels)
- > President of Investissement Québec International (Brussels)

Exporting culture

EXCEPTIONAL SHOWCASES

- > **Winter Wonders:** the 11 Indigenous Nations of Québec as guests of honour, 60 artists and artisans, over 4 million visitors (Brussels)
- > **Book Fair:** 30 authors, over 700 titles, 30 publishers (Brussels)
- > **Luxembourg City Film Festival:** 5 films, the VR Pavilion set up by Montréal's PHI Centre with a work by Felix & Paul Studios
- > **Eve Cadieux's "I Have Seen the Future" exhibition at Atomium:** record attendance in 2023 for Atomium. with nearly 840,000 visitors (Brussels)
- > **Courts Mais Trash:** Québec showcase of 11 short films, 2 special Québec sessions (Brussels)
- > **Poetik Bazar:** 16 poets, 7 publishers (Brussels)



Interactive installation by Montréal studio Daily every day in Heerlen, the Netherlands



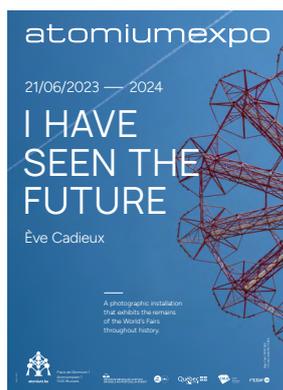
Poetik Bazar in Brussels



Brussels Book Fair



Work by Felix & Paul Studios in Luxembourg



Atomium exhibition poster

Highlight on the Indigenous Nations at the Brussels Winter Wonders



Inauguration at the Grand-Place in Brussels



A shaputuan, a traditional Innu tent, at Place de la Bourse in the historic centre of Brussels

QUÉBEC GOVERNMENT OFFICE IN BRUSSELS

To contact us:

[Québec.ca/bruxelles](https://quebec.ca/bruxelles)
qc.bruxelles@mri.gouv.qc.ca

Follow us:

[f](#) [x](#) @QuebecBeneluxUE
[in](#) quebec-bruxelles
[@](#)quebec.benelux.ue
[@](#)QuebecEuropeBe

To receive our newsletters:

