

SUMMARY OF STRATEGIC ACTIVITIES 2025

Québec Government Office in London



Message from the Agent-General

I am proud of the work accomplished in 2025 by the Québec Government Office in London. Thanks to the sustained commitment of our teams, we strengthened support for Québec businesses and helped showcase their expertise across the United Kingdom, Ireland and the Nordic countries (Denmark, Finland, Iceland, Norway and Sweden).

In an evolving international context, we consolidated our relationships with our institutional, economic and cultural partners. The year was marked by the signing of a Statement of Intent between Québec and the United Kingdom.

These achievements reflect the impact of Québec's action across the region.

Bonne lecture!

Geneviève Brisson, Agent-General of Québec in London

Québec's Achievements in our territory

- > CAD \$**215** million¹ in sales were generated by businesses supported by the Québec Government Office in London and Investissement Québec International;
- > In collaboration with the IQI team, CAD \$**2.5** billion¹ in foreign direct investment in Québec.
- > **598** meetings and events supporting Québec's economic diplomacy and soft power²;
- > More than **100** businesses³ were supported;
- > **20,000** followers across our communication channels (LinkedIn, Facebook, Instagram, X, YouTube and newsletters);
- > More than **20** cultural projects supported across our territory, including **8** showcases. A total of **66** presenters from the territory were also introduced to works or artists in Québec through the Québec festivals' welcome programme for international delegates.

¹ Data from 1st April 2025 to 31st March 2026

10 HIGHLIGHTS OF THE YEAR

> Energy Summit



 Québec, the only federated state invited to the IEA summit, demonstrating its leadership in the energy transition.

> Energy Projects



 Meeting with Scotland's First Minister to support Boralex's expansion in Scotland.

> Edinburgh Festivals



 Strategic support for artists; strong and visible Québec presence.

> Inauguration - Maritime



 Minister Skeete at the steel-cutting ceremony for the Polar Max icebreaker (ICE Pact USA/Finland/Canada).

> Defence Mission



 Investissement Québec International and our office supporting Québec companies active in aerospace, naval, technology and defence sectors.

Year in Review

In 2025, the Québec Government Office in London intensified its efforts to promote Québec across the political, economic, scientific and cultural sectors.

DIPLOMATIC RELATIONS

Growing Strategic Partnerships



The Québec Government Office in London played a key role in strengthening Québec's political and institutional relations with governments, institutions and organisations across its territory, notably through regular exchanges with diplomats and senior government representatives.

Québec's participation in the International Summit on the Future of Energy Security, organised by the International Energy Agency (IEA) and

the UK Government, marked a major recognition of Québec's role, as it was the only federated state invited to take part.

This visibility was further reinforced by a historic milestone: the signing, for the first time, of a Statement of Intent between Québec and the United Kingdom on critical minerals.

At the same time, we actively developed our soft power with Wales, Scotland, Denmark and Finland, while also promoting La Francophonie and the French language among francophone and francophile communities.

Key Activities

International Energy Agency Summit • Québec-UK Statement of Intent on Critical Minerals • Beyond Oil and Gas Alliance Ministerial Breakfast • Québec Mines + Énergie 2025 • Arctic Circle Assembly • London Climate Action Week • Labour Party Conference • Québec-Finland Statement of Intent on Forests • Francophonie UK Group • Québec National Day - London

ECONOMIC AFFAIRS

Market Diversification in Priority Sectors

In an international context shaped by geopolitical tensions, the energy transition and the reconfiguration of supply chains, the Québec Government Office in London intensified its business development, support and promotional efforts to position Québec as a credible partner in strategic markets.

The Québec Government Office in London and Investissement Québec International supported Québec businesses, particularly in the energy, maritime, aerospace, technology, critical infrastructure and defence sectors.

Trade missions to the United Kingdom and Northern Europe helped showcase Québec expertise, support major projects in energy development, defence and maritime infrastructure, and create business opportunities with potential clients and public and private procuring authorities.

Key Activities

Critical Infrastructure Mission - United Kingdom • All-Energy Europe - Scotland • Maritime and Naval Missions - Finland • DSEI - London • MRO Europe (Aerospace) - London • Data Centre World (Tech Show London) • London Tech Week • DECOM25



RESEARCH AND INNOVATION

Quantum Science and Technology in the Spotlight



The Québec Government Office in London worked actively to showcase Québec's scientific expertise in cutting-edge fields such as quantum science and technology, artificial intelligence, life sciences, health and sustainable innovation.

Numerous meetings took place in the United Kingdom, including in England, Scotland and Wales, as well as in Finland, Sweden and Denmark. The aim was to strengthen academic, scientific and

innovation ties. In the health sector, a mission to Denmark, including participation in the Copenhagen Health Tech Summit, strengthened bilateral cooperation stemming from the 2023 Québec-Denmark Agreement.

As part of the International Year of Quantum Science and Technology proclaimed by the United Nations, these efforts culminated in the organisation of the Québec Annual Lecture at the prestigious Royal Society (the United Kingdom's national academy of sciences), honouring Professor Gilles Brassard, co-recipient of the 2025 A.M. Turing Award, and showcasing Québec's scientific excellence.

Key Activities

Inside Quantum Technology (IQT) Nordics • Québec Annual Lecture - Royal Society • Québec-UK Workshop on AI and Public Journalism • Québec-Wales Mission • Rémi Quirion Mission - Oxford and London • Meetings with UKRI and the Government Office for Science • TRANSATLANTIC Project Mission - Wales • Health and Life Sciences Mission - Denmark • Norfolk & Suffolk Innovation Visit • EIT Health - Exchanges • London Tech Week - QGOL Reception • Québec Slush'D • Slush 2025 - Helsinki

CULTURAL AFFAIRS

An Exceptional Year for Cultural Outreach

Québec stood out across the territory: the Québec Government Office in London was invited to present Québec's cultural scene at major conferences, notably in Gothenburg during the Swedish Literary Policy Summit in September. At the Edinburgh Festivals, 10 companies and artists benefited from a targeted promotion and networking strategy, generating nearly 50 articles and media features. For the third consecutive year, Québec Spring, our music initiative, helped propel the careers of Québec indie-pop bands in the United Kingdom.



The team also prepared for the major events of 2026 (two spotlight features at leading festivals) through trade missions on both sides of the Atlantic, while increasing the number of promoters and cultural buyers welcomed to Québec - a key driver of growth.

Four editions of Québec Culture magazine (including our 75th edition) were published and distributed to 1,000 professionals across our territory.

Key Activities

Showcase Scotland • Göteborg International Film Festival • DocPoint • CircusExpo • MIP London • Folk Alliance International • Umeå Littfest • Québec City International Book Fair • Wide Days • FOCUS Wales • Manchester Festival of Libraries • Edinburgh International Festival • Edinburgh Fringe Festival • Edinburgh International Film Festival • Gothenburg Book Fair • London Film Festival • Montréal Book Fair • M for Montréal • Mundial Montréal • Nobel Week Light Festival

MORE KEY MOMENTS

> Arctic Circle 2025



Strengthened partnerships on Arctic and scientific issues.

> Québec Annual Lecture



Gilles Brassard at the Royal Society alongside leading quantum science specialists.

> Critical Infrastructure Mission



Initiative showcasing Québec expertise to key partners.

> Québec at Slush



Eleven Québec start-ups at the largest Nordic innovation trade fair.

> Signature of Statement of Intent between Québec and the United Kingdom



First Statement of Intent signed between our two nations on critical and strategic minerals.

Territorial Presence and Key Partnerships

The Québec Government Office in London benefits from a strong presence across its territory.

UNITED KINGDOM

Officially present since 1962, the Québec Government Office in London builds strong political, economic, scientific and cultural ties. In 2025, these links were further strengthened, notably through the signing of the Statement of Intent on critical and strategic minerals, as well as sustained engagement with the nations of the United Kingdom, notably Scotland and Wales.

IRELAND

The year was marked by the official visit of the Ambassador of Ireland to Québec and by collaborations in forestry with the Ministère de l'Économie, de l'Innovation et de l'Énergie and the Québec Wood Export Bureau (QWEB).

FINLAND

Our ties with Finland were strengthened notably through participation in Slush, ministerial visits, a declaration on forestry, the steel-cutting ceremony for Polar Max and activities in applied research.

WALES

The fifth anniversary of the Québec-Wales Statement of Intent and our participation in Wales Week highlighted a structured partnership, strengthened through exchanges in the aerospace, energy and technology sectors.

ICELAND

Québec's participation in the Arctic Circle Assembly reinforced its leadership on Arctic and scientific issues, notably through the Québec networking reception. The year was also marked by the visit of an Icelandic industrial cluster and the Ambassador of Iceland to Québec, as well as exchanges in the aluminium industry.

DENMARK

Denmark is a key partner for Québec in climate, energy and health. Our efforts focused particularly on life sciences, health technologies and the maritime sector, through exchanges and the implementation of the Health Agreement signed in 2023.

SCOTLAND

Québec and Scotland share strong affinities in the energy sector, supported by knowledge-sharing and the presence of Québec companies and engineering firms. Cooperation also extends to culture, notably through the participation of Québec artists in the Edinburgh festivals.

SWEDEN

In Sweden, the Québec Government Office in London supported innovation and entrepreneurship in technology and life sciences through the Swedish agencies Ignite Sweden and Business Sweden. The visit of the King and Queen to Québec, together with Sweden being featured at Propulsion Québec and participation in the annual conference of the European Association for International Education, helped strengthen strategic collaborations.

NORWAY

Political and institutional dialogue with Norway on Nordic, climate and energy issues, marked by a cultural visit from the Embassy of Norway to Québec in May 2025.

Our Major Engagements in 2026



January

Québec, Spotlight Nation at Showcase Scotland



July

Aerospace Mission to Farnborough



September

Attractions Industry Mission - IAAPA Expo Europe, London



September

Québec, Guest of Honour at the Gothenburg Book Fair



For More Information

CONTACT US

Quebec.ca/Londres
qc.londres@mri.gouv.qc.ca

FOLLOW US

   @quebecuk

RECEIVE OUR INVITATIONS



Join our mailing list to receive invitations to Québec-related events taking place near you.