

# Presentation on the Québec's maritime and port industries

Speaking notes

*Relations  
internationales  
et Francophonie*

Québec 

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**Pour renseignements complémentaires :**

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# Purpose

The Québec Navigable presentation is intended to showcase, publicize, and promote the Québec maritime and port industries internationally. This outreach tool was designed by the Department of Economic Affairs (DIASPE) and the Department of Communications and Public Affairs (DCOM) under the ministère des Relations internationales et de la Francophonie (MRIF), in close collaboration with the ministère de l'Économie, de l'Innovation et de l'Énergie (MEIE) and the ministère des Transports et de la Mobilité Durable (MTMD). It is meant to be used by Québec head office, and network representatives to present an overview of Québec's maritime and port industries to an international clientele in a succinct, effective, and original way.

The following speaking notes are simply offered as guidance and do not limit the messages that are to be conveyed. The information is grouped and prioritized in such a way to help you make this presentation your own. Similarly, the section "For more information" provides more detailed information on certain sections.

The MRIF also seeks to ensure Québec is consistently presented abroad. All modifications, additions and deletions made to this document must be pre-approved by the MRIF.



*This presentation is for the exclusive use of MRIF personnel, including foreign Québec representatives and other personnel active on the international stage.*

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# INTRODUCTION

## Navigable Québec : A gateway towards maritime innovation



**Image:**  
View of the St. Lawrence River and the Island of Montréal

Source: iStock-1293181281



- The St. Lawrence River shaped Québec's authentic, distinctive character. It saw the birth of the province and saw it grow and gain an international foothold. The St. Lawrence River will continue to play an irrefutable role in Québec's future.
- A unique, robust and cutting-edge maritime industry was built around this natural treasure.

# PART 1

## THE QUÉBEC MARITIME INDUSTRY

### 1.1 An overview of the industry

Objective: Present the characteristics of the Québec maritime industry by using some of the suggested wording, tailored to the target audience.



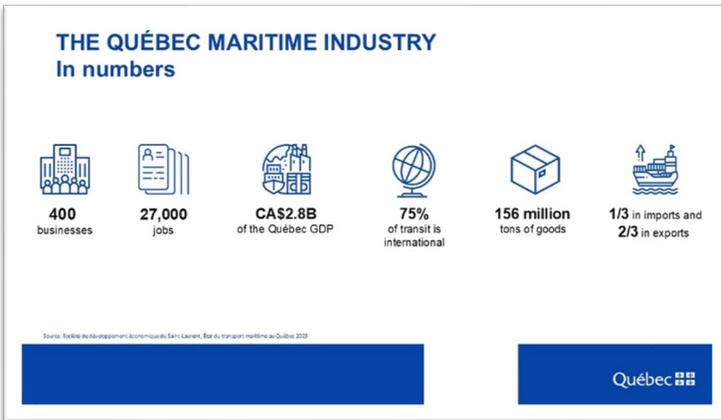
Image:  
Port de Montréal

Source: iStock-1258113733

- **Blue:** Building a blue economy is a top priority for the Government of Québec. The prosperity of our maritime territory hinges on the preservation of this natural crown jewel and of the adjacent riverside ecosystems and communities (*Advantage St. Lawrence*, MTMD).  
Québec is committed to developing Canada's Blue Economy Strategy (Blue Economy Strategy, DFO).
- **Sustainable:** The maritime industry benefits from a sustainable Québec. Thanks to the province's 62 hydroelectric power stations, 99% of the energy Québec produces is clean. Québec also has the highest number of EVs on the road in Canada. (Québec Successful, MRIF).
- **Innovative:** Québec is the Canadian province that dedicates the largest part of its GDP to R&D (Québec Successful, MRIF). These activities are also firmly established in the maritime industry. These activities generate innovations that showcase the industry internationally.
- **Navigable:** The St. Lawrence River is more than 1,200-km long and the St. Lawrence-Great Lakes trade corridor is more than 3,700-km long. This region is one of the most important waterways in the world and the most vital trade corridor in North America. The St. Lawrence River offers direct access to North America's industrial heartland throughout the year.
- **Forward-thinking:** In June 2021, Québec unveiled its maritime vision—*Advantage St. Lawrence*. This presentation sets out how Québec envisions the future of the province's maritime industry

## 1.2 The industry in numbers

Objective: Provide data on the maritime industry and its activities.



- The Québec maritime industry represents a major industrial pool of more than 400 companies. It is a key contributor to the province's economy, generating more than 27,000 direct and indirect jobs<sup>1</sup> and contributing an estimated CA\$2.8 billion<sup>2</sup> to the provincial GDP thanks to a robust ecosystem.
- 75% of the transit along this maritime corridor is international. Approximately 156 million tons<sup>3</sup> of goods transit through Québec ports annually: 1/3 of which are imported goods and 2/3 are exported goods.

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### ADDITIONAL INFORMATION:

Québec maritime, port and river tourism businesses reported more than CA\$3.1 billion<sup>4</sup> in total turnover.

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<sup>1</sup> The Québec maritime transport landscape, [Portrait du transport maritime au Québec - Transports Québec \(gouv.qc.ca\)](https://www.gouv.qc.ca/transport-maritime), ministère des Transports et de la Mobilité Durable

<sup>2</sup> State of maritime transport in Québec, 2023, [St. Lawrence Economic Development Council \(SODES\) https://st-laurent.org/wp-content/uploads/2024/06/ETM2023.pdf](https://st-laurent.org/wp-content/uploads/2024/06/ETM2023.pdf)

<sup>3</sup> The Québec maritime transport landscape, [Portrait du transport maritime au Québec - Transports Québec \(gouv.qc.ca\)](https://www.gouv.qc.ca/transport-maritime), ministère des Transports et de la Mobilité Durable

<sup>4</sup> The Québec maritime transport landscape, [Portrait du transport maritime au Québec - Transports Québec \(gouv.qc.ca\)](https://www.gouv.qc.ca/transport-maritime), ministère des Transports et de la Mobilité Durable

## 1.3 The St. Lawrence River: a strategic shipping route

Objective: Present the St. Lawrence River as a strategic shipping route.



**Image:**

The St. Lawrence River, a strategic shipping route.

Source: MRIF

- The St. Lawrence River is the only gateway to the heart of North America.  
The St. Lawrence River is a strategic shipping route, giving access to all continents and more than 140 countries and making it the most import economic corridor in North America.
- There is no denying that the St. Lawrence River is a major blue artery (maritime).

Thanks to its worldclass port network and strategic location, Québec is a major international trade player

## 1.4 Québec's strategic commercial port network

Objective: Present an overview of the Québec commercial port network and showcase the locations of a few commercial ports.



### Map:

Québec's strategic commercial port network

Source: MRIF

- The port network is composed of 20 strategic commercial ports located across the province. The ports are grouped into 4 categories: provincial commercial ports and Canadian port authorities (6); supraregional commercial ports (6); and commercial ports.<sup>5</sup>
- Around 9,700 ships move through the St. Lawrence and Québec ports each year.<sup>6</sup>

### ADDITIONAL INFORMATION:

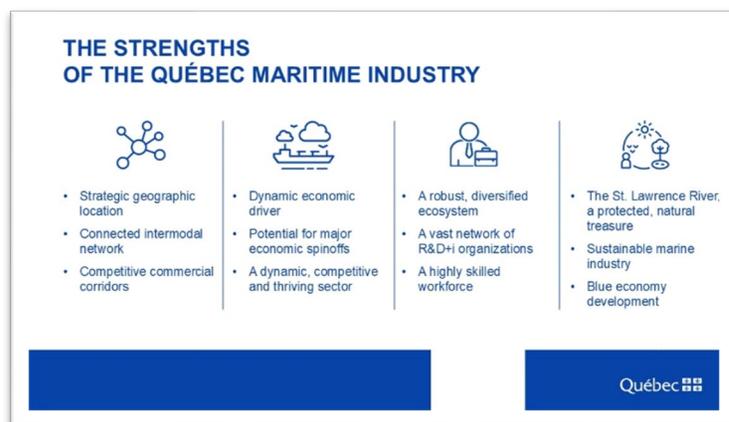
Click on the following link from the ministère des Transports et de la Mobilité Durable (MTMD) to see the list and map of Québec ports (FR only): [cdn-contenu.quebec.ca/cdn-contenu/adm/min/transports/ministere-des-transports/publications-amd/Partage\\_responsabilites\\_secteurs\\_activites/carte-reseau-portuaire-commercial.pdf](https://cdn-contenu.quebec.ca/cdn-contenu/adm/min/transports/ministere-des-transports/publications-amd/Partage_responsabilites_secteurs_activites/carte-reseau-portuaire-commercial.pdf).

<sup>5</sup> The Québec maritime transport landscape, [Portrait du transport maritime au Québec - Transports Québec \(gouv.qc.ca\)](https://www.gouv.qc.ca/transport-maritime), ministère des Transports et de la Mobilité Durable

<sup>6</sup> State of maritime transport in Québec, 2023, St. Lawrence Economic Development Council (SODES). [st-laurent.org/wp-content/uploads/2024/06/ETM2023.pdf](https://st-laurent.org/wp-content/uploads/2024/06/ETM2023.pdf)

## 1.5 The strengths of the Québec maritime industry

Objective: Present the various characteristics of the Québec maritime industry.



-  The Québec port network is **strategically located** and connected to all continents. It is part of a **connected intermodal network** in North America. Its shipping routes offer efficient, effective **trade corridors**.

### NOTE:

The port network is described as intermodal because it is linked directly to the Ontarian and American road networks (Interstate). It is also connected to several railway networks and three international airports, one of which is exclusively dedicated to freight.

-  The St. Lawrence River is a powerful economic driver, offering substantial economic spinoffs. The **vibrancy of the Québec maritime industry** and that of its ancillary industries makes it **competitive and prosperous**.
-  The Québec maritime industry is composed of a **robust, diversified ecosystem** that brings together a vast network of **R&D+i organizations**. It also offers **cutting-edge expertise** and a **highly skilled workforce**.
-  The St. Lawrence River is a **natural crown jewel** that we seek to protect. Maritime stakeholders have rallied around **environmental issues**. Building a **sustainable industry** and a **blue economy** is a top priority for the Government of Québec.

### ADDITIONAL INFORMATION:

There are more than twenty Québec-based organizations dedicated to maritime research. These include sectoral groupings and organizations, and entities specialized in marine science, aquaculture and hydrography, transport and logistics, and marine robotics.

# PART 2

## THE QUÉBEC PORT INDUSTRY

### 2.1 The Québec port industry: green and innovative

Objective: Offer a few examples of how Québec port expertise is contributing to a green, innovative industry.



The Québec port industry is green and innovative! Here are some examples of Québec's expertise grouped into three sub-categories:

- **Cleantech:** Clean energy, natural resources, smart and electric vehicles, environmental technologies, GHG emission reduction, decarbonization, water recovery and management technology, and I&C systems.
- **Optimization and logistics:** Technology integration in ports (efficient), optimization of port logistics, smart intermodal transport, maritime security optimization, use of AI to track and trace maritime transport, manage information and for decision-making, various optimization and logistical technological innovations.
- **R&D hubs and organizations:** Port and maritime technologies, maritime transport and shipping, marine engineering, underwater and hyperbaric operations, the largest training centre in Canada, a large community of researchers and scientists, various R&D initiatives, collaborative research, and participation in international and multilateral initiatives.

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#### NOTE:

You will see a few examples of solutions and organizations on the next slide.

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## 2.2 The Québec port industry: solutions and organizations

Objective: Present a few examples of port industry solutions and organizations.



Here are a few examples of Québec port industry solutions and organizations. There are many more of course! These are just a few examples of the entities that make up the ecosystem. They are grouped into the following three categories:

- **Cleantech companies:** Name a few companies in this category, namely those found on the target territory, or any company that particularly stands out, such as: Canadian Pond, Effenco, Motrec, Terragon, etc.
- **Optimization and logistics companies:** Name a few companies in this category, namely those found on the target territory, or any company that particularly stands out, such as: Airudi, Boréal, Dimonoff, Ivado Labs, etc.
- **R&D hubs and organizations:** Name a few companies in this category, namely those found on the target territory, or any company that particularly stands out, such as: SODES, CARGOM, ISMER, Réseau Québec Maritime (RQM), etc.

## 2.3 The Québec port industry : a few cutting-edge projects

Objective: Demonstrate that the Québec maritime industry is cutting-edge by showcasing some projects that were spearheaded in collaboration with Québec ports.

**THE QUÉBEC PORT INDUSTRY:  
A few cutting-edge projects**

**SYSTEM FOR MANAGING AND SHARING DATA BETWEEN MARITIME ORGANIZATIONS**  
The aim of this SODES-led project is to provide users of the St. Lawrence with a common framework to standardize and exchange data, using an innovative model to enhance competitiveness, efficiency, and flow in the maritime and logistics sector.

**THE LIGHTHOUSE**  
Innovation laboratory that gives the business community access to the Port of Québec's infrastructure, opportunities, expertise, and network.

**GREEN MARINE INTERNATIONAL**  
The Green Alliance is an ambitious environmental certification program for the international maritime industry. It seeks to reduce the industry's environmental footprint by engaging stakeholders in a continuous improvement process.

Logos: SOCIÉTÉ DE DÉVELOPPEMENT ÉCONOMIQUE DU SAINT-LAURENT, INNOVATION MARITIME, PORT QUÉBEC, ALLIANCE VERTE, Québec

The following three projects were carried out in collaboration with Québec ports. This demonstrates how port expertise can be found in several fields of application.

**System for managing and sharing data between maritime organizations:** The aim of this SODES-led project is to provide users of the St. Lawrence with a common framework to standardize and exchange data, using an innovative model to enhance competitiveness, efficiency, and flow in the maritime and logistics sector.

**The Lighthouse:** An innovation laboratory that gives the business community access to the Port of Québec's infrastructure, opportunities, expertise, and network.<sup>7</sup>

**Green Marine International:** An ambitious environmental certification program for the North American maritime industry. It seeks to reduce the industry's environmental footprint by engaging stakeholders in a continuous improvement process.<sup>8</sup>

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### NOTE:

You may show videos of these initiatives during the presentation. Click on the name of the project on the slide to access the link.

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<sup>7</sup> You can show this video: [youtu.be/e1D6UrPlaOE](https://youtu.be/e1D6UrPlaOE) which presents *The Lighthouse* project, or you can visit their website: [innovation.portquebec.ca/en](http://innovation.portquebec.ca/en)

<sup>8</sup> You can show this video: [youtu.be/WCy28kqAGho?si=FJV1hll28SI3HLMG](https://youtu.be/WCy28kqAGho?si=FJV1hll28SI3HLMG) which presents *Green Marine International*, or you can visit their website: [green-marine.org](http://green-marine.org)

# PART 3

## QUÉBEC'S MARITIME VISION

### 3.1 Avantage St. Lawrence

Objective: Reference Québec's maritime vision, *Avantage St. Lawrence*.



Image:

Cover page of Québec's maritime vision,.

Québec's maritime vision was unveiled on June 17, 2021, and is slated to end on March 31, 2025. The ministère des Transports et de la Mobilité Durable has already begun to work on renewing the action plan.

The next action plan will be an opportunity to build on the momentum of Advantage St. Lawrence and focus on current issues such as decarbonizing maritime transport, the digital transformation, and adapting to climate change.

*“Québec is committed to making the St. Lawrence River a thriving economic corridor while respecting marine and riverside ecosystems and communities through the implementation of **ADVANTAGE ST. LAWRENCE**, Québec's maritime vision.” - MTMD, June 2021*

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#### NOTE:

You can also show the following video clip available on the Ministry's website (FR only): [youtube.com/watch?v=9911hy4wYVc](https://youtube.com/watch?v=9911hy4wYVc)

#### ADDITIONAL INFORMATION:

More information on Québec's maritime vision, *Avantage St. Lawrence* is available at: [Avantage Saint-Laurent - Transports Québec \(gouv.qc.ca\)](https://Avantage Saint-Laurent - Transports Québec (gouv.qc.ca))

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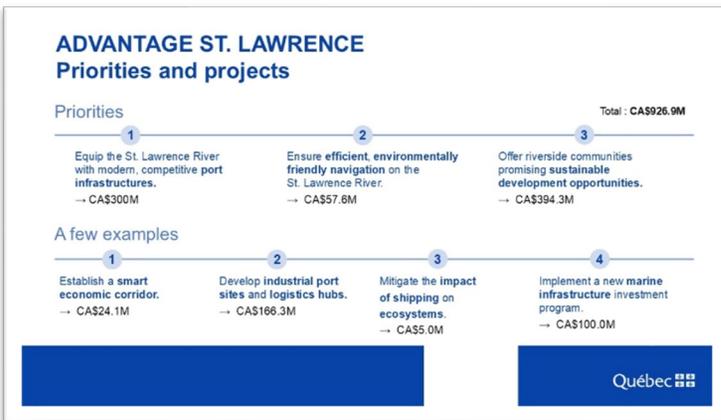
Please note that Québec's maritime vision is aligned with the *2030 Québec Sustainable Mobility Policy* and the *2030 Plan for a Green Economy*.

**\*Please refer to the documents made available by the Department of Interministerial Affairs of the MRIF :**

- The fact sheet on Québec's maritime vision, *Avantage St. Lawrence* (contact DIASPE's advisor)
- Cap Saint-Laurent showcase [capsaintlaurent.com/en](https://capsaintlaurent.com/en)

## 3.2 Priorities and some projects

Objective: Present the three main priorities of Québec's maritime vision, *Advantage St. Lawrence*, and a few examples of resulting projects.



Québec's maritime vision, *Advantage St. Lawrence*, has an overall budget of \$926.9 million dedicated to its implementation by 2024-2025, including \$175 million in contributions from private and public partners. This vision is built upon the following **three priorities**:

- Equip the St. Lawrence River with modern, competitive port infrastructures.
- Ensure efficient, environmentally friendly navigation on the St. Lawrence River; and
- Offer riverside communities promising sustainable development opportunities.

Some **projects** stemming from this new vision include:

- Establishing a smart, economic corridor.
- Developing industrial port sites and logistics hubs.
- Developing marine biotechnologies; and
- Mitigating the impact of shipping on ecosystems – PLAINE research support program.

Link to the [PLAINE – Réseau Québec Maritime program](#).

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NOTE: The amounts shown also represent Government of Québec contributions. The breakdown of private and public partner contributions is available in the Advantage St. Lawrence presentation.

ADDITIONAL INFORMATION: To learn more about Québec's maritime vision, *Advantage St. Lawrence*, and the associated measures and projects, visit: [Avantage Saint-Laurent - Transports Québec \(gouv.qc.ca\)](#)

NOTE: The following slides present two examples of the Advantage St. Lawrence strategy.

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## 3.2.1 Montréal port authority - Contrecœur Port Terminal Expansion Project

Objective: To internationally promote the development of the Port of Montréal's new container terminal in Contrecœur.



- 
 The Port of Montréal's expansion at Contrecœur offers great opportunities for operators, forwarders, and companies seeking easy access to markets in Québec, Ontario, and the American Midwest.
- 
 Given its proximity to major highways and a Class I railroad, the new Contrecœur site will improve the flow of goods.
- 
 With a capacity of **1.15 million twenty-foot equivalent units (TEUs)**, the terminal will increase the Port of Montréal's current container capacity by almost 60%.
- 
 Proximity to various modes of transport makes operations highly efficient, minimizing greenhouse gas emissions. The Port of Montréal also aims to develop new carbon-neutral facilities. In addition to tracking [Green Marine](#) performance indicators, the Contrecœur project is seeking Envision recognition for the new container terminal. Envision is a recognition system for sustainable infrastructure development established by the Institute for Sustainable Infrastructure.
- 
 The project underwent a stringent environmental assessment process that gave hundreds of conditions and commitments (387) for the Montréal Port Authority (MPA) to meet, including protecting endangered species. It was conceived with input from various stakeholders and First Nations, and with a clear commitment to exemplary sustainable development.

-  The operation is expected to generate approximately \$140 million per year in economic spin-offs for the country.
-  The Government of Québec's 2023–2024 budget commits \$75 million in addition to the \$55 million the CAQ government announced in January 2021 (for a total of \$130 million). CIB is investing \$300 million in the project, while the Government of Canada is investing \$150 million.
-  The terminal is scheduled to open in 2027.<sup>9</sup>

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**NOTE:**

Here is an explanatory video the Port of Montréal has prepared to present its project.  
[youtube.com/watch?v=YznGdCkaSqo](https://www.youtube.com/watch?v=YznGdCkaSqo)

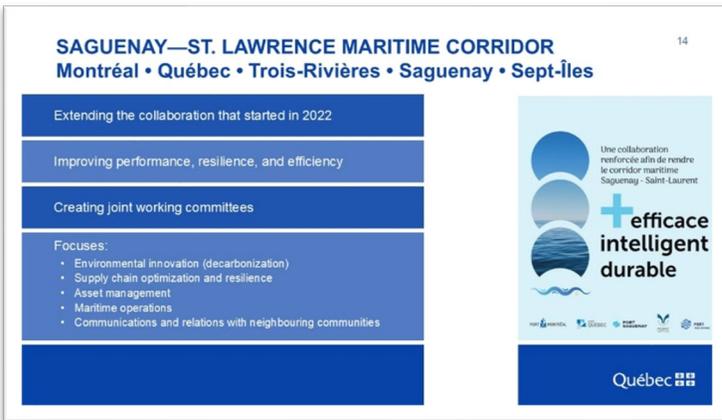
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<sup>9</sup> All information was taken from the Montréal Port Authority on this website: [Contrecœur Terminal expansion project](#)

## 3.2.2 Saguenay – St. Lawrence Maritime Corridor

Objective: To internationally showcase the collaboration and complementary nature of the five ports in the Saguenay – St. Lawrence Marine Corridor.



Adding the ports of Saguenay and Sept-Îles to the existing collaboration agreement between Montréal, Québec City, and Trois-Rivières is a decisive step towards creating an extended marine corridor along the Saguenay and St. Lawrence rivers, consolidating their common goal of increasing performance, resilience, and efficiency. The partnership highlights the crucial role ports play in maintaining the competitiveness of international and interprovincial trade.

The agreement's partners will meet regularly to align their strategies and optimize operations. Focuses will include:

- Environmental innovation
- Supply chain optimization and resilience
- Asset management
- Environment
- Innovation
- Maritime operations
- Communications and community relations

Based on collaborative governance, the agreement confirms the ports' commitment to working together for the economic benefit of their regions, Québec, and Canada as a whole.

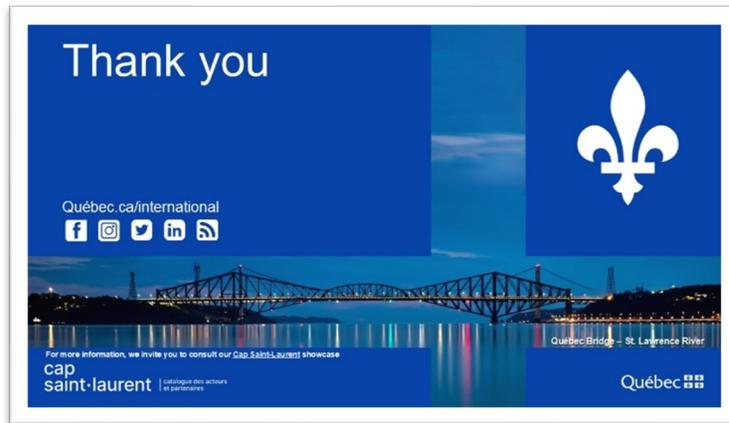
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Factsheets presenting the economic activity and assets of each port will be developed in spring 2025.

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# CONCLUSION

## Acknowledgments and contact information



**Image:**  
Québec bridges

Source : iStock-1330624315

In sum, you will have learnt that:

- The St. Lawrence River fostered the development of a unique and robust maritime industry in Québec.
- The Québec port industry is green and innovative; and
- By way of its maritime vision, *Advantage St. Lawrence*, Québec seeks to harness the economic, social and environmental opportunities the St. Lawrence River affords to drive sustainable growth and prosperity.
- Québec wants to continue to improve, which is why it is creating a new maritime vision that should be unveiled in 2025.
- Québec's objectives:
  - Competitiveness
  - Digital transformation
  - Decarbonization
  - Optimization
  - Respect for ecosystems

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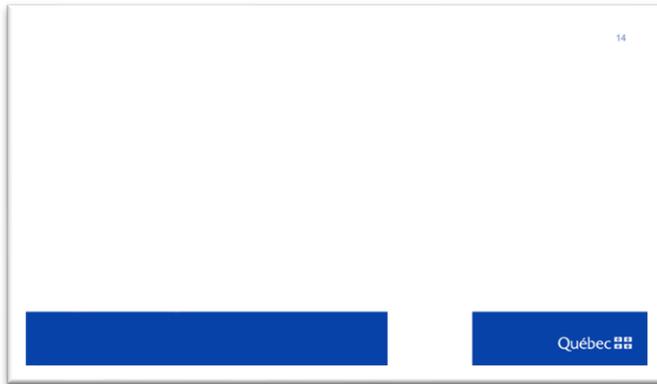
NOTE 1: Invite listeners to browse Cap Saint-Laurent to discover the players and partners of the St. Lawrence.

NOTE 2: Speakers may include their contact information on this slide.

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## ADDITIONAL SLIDE

Objective: Should speakers wish to add any additional content, they may do so by using this template.



A few examples of additional content:

- Link to your territory's maritime and port industries.
- Examples of Québec solutions available in the targeted territory.
- Technological and innovation business and partnership opportunities.
- Relevant industry or general interest events; and
- Any other applicable information pertaining to your area.

