

# annual report 2018



# about Québec International

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## Our mission

Québec International's mission is to contribute to the economic development of the Québec City metropolitan region and enhance its international status. As a regional economic development agency, Québec International fosters business growth and development, supports key sectors, and attracts talent and investments to the area.

## Our role

**A ONE-STOP SHOP  
TO SUCCEED  
HERE AND ABROAD**

A truly integrated agency, we offer a wide range of support services to businesses in the Québec City metropolitan region.

## Our mandates include:



**ATTRACTING  
FOREIGN INVESTMENTS  
AND INTERNATIONAL  
ENTREPRENEURS**



**ATTRACTING  
AND RETAINING  
FOREIGN TALENT  
AND INTERNATIONAL  
STUDENTS**



**PROMOTING THE  
REGION'S BUSINESS  
ENVIRONMENT**



**FOSTERING  
HIGH-TECH  
ENTREPRENEURSHIP**



**SUPPORTING  
EXPORTS, INNOVATION,  
AND MARKETING**



**FOSTERING  
THE DEVELOPMENT  
OF KEY CLUSTERS**

# a word from the Chairman of the Board of Directors and the CEO

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We are very proud to present our 2018 annual report, which shows great achievements and concrete results when it comes to the economic development of the Québec City region.

Indeed, our 2018 initiatives have generated more than **\$435M in economic benefits, a significant increase of more than 40% compared to 2017**. This data shows that several of our organization's mandates have grown, in relation to the growing needs of the region and its businesses.



In particular, there has been a **sharp 73% increase** in the value of the benefits generated by **international investors and entrepreneurs**. Concretely, these investments have not only enriched the regional ecosystem, but also **created or safeguarded 489 jobs in the region**.

As the availability of labour is a priority for local businesses, our team has **stepped up its international recruitment activities, with a 126% increase in the value of the GDP generated by recruited talent**. In 2018, this growth allowed the arrival of nearly **2,700 people to the region** and generated over **\$87M in economic benefits**.

Finally, now more than ever, the **entrepreneurial spirit** of the region has been highlighted by the popularity of our consulting services on this subject. Indeed, **coaching hours in the field tripled between 2017 and 2018**, reaching nearly 1,800 hours. LE CAMP has played a central role through its incubation and acceleration services, with an average **occupancy rate of 90%**, but also through its hosting role in the region's technological ecosystem, having welcomed **more than 4,000 participants** during its activities and those organized by companies from the field.

One thing is certain: our nearly 500 missions, receptions, activities, and events and our over 3,300 hours of individual coaching—all services combined—would not have been possible without our many partners, both public and private. We have to thank them for their trust, allowing us—year after year—to continue and intensify our efforts. We would also like to thank the members of our Board of Directors for their commitment to the success of our region and our organization. Our thoughts go out in particular to Dr. Fernand Labrie, former member and Chairman of the Board of Directors, who left us at the beginning of 2019. He leaves behind him an invaluable legacy for our organization and for the region.

With 2018 behind us, 2019 will of course be filled with many challenges. The difficulties in recruiting labour, as well as the major role of innovation and new technologies in the success of our businesses, will be at the heart of our actions.

Finally, we must also congratulate the entire Québec International team. Your efforts, your commitment, and your passion are key elements in the achievement of our impressive results, year after year.

Andy Sheldon, Chairman of the Board of Directors  
Carl Viel, President and CEO

# 2018 highlights

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Much like the needs of businesses, Québec International's mandates have also evolved over the years to better address the challenges of employers and the region. For several years, these changes have led to increasingly significant economic benefits, and the year 2018 once again confirms this progress.

Foreign direct investments, actual and potential sales, financing obtained, local investments made, and the estimated GDP created by recruited foreign talent are all examples of the data compiled to show the concrete impacts of our actions on the regional economy.

In particular, significant increases in the results of foreign investments (+73%), attracting and retaining international talent (+126%), and consulting services with businesses (+87%) testify to the tangible benefits of our actions to the region and to our solid connection with the needs of the community.

## Key figures:

# \$435M in economic benefits

**\$267.3M**

Foreign investments  
and international  
entrepreneurs

**\$87.6M**

Attraction  
and retention  
of foreign talent

**\$31.5M**

High-tech  
entrepreneurship

**\$9.7M**

Exports, marketing,  
and innovation

**\$38.9M**

Development  
of key clusters



## Initiatives

**52** missions

45 international missions  
and 7 missions during major  
international events held  
in Québec

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**96** economic  
delegations,

buyers, entrepreneurs,  
and investors hosted

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**339**

mentorship activities  
and programs

to support the growth  
of local businesses

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**3,344** hours  
of consulting services  
with businesses

in exports, entrepreneurship,  
and international mobility

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**30** economic,  
promotional,  
and corporate  
publications

emphasizing the region's  
business environment

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**7**

consortia

on innovation and marketing  
in the area's 4 key clusters

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## Clients served

**879**

businesses served

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**1,107**

experienced  
international  
workers recruited

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**10,656**

participants  
in our initiatives

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**68**

research  
centres and  
educational  
institutions involved

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**3,411**

international  
students reached

## 12 years of excellence

For the 12<sup>th</sup> consecutive year, Québec International appears as one of the *Top Canadian Economic Development Groups* on the Canada's Best Locations 2018 list published by the American magazine Site Selection. It is the only Canadian agency to make the list for such a long consecutive period.

Each year, this American magazine releases a list of the top 10 economic development agencies in the country based on many criteria, including the number of projects with an economic impact on the region, the ability to generate partnerships, a proactive attitude, the implementation of innovative programs, and the quality of the economic data released and of the communication tools produced.



# attracting foreign investments and international entrepreneurs

Expertise: Start-up and expansion projects, supporting international subsidiaries, hosting and supporting investors and foreign entrepreneurs

## Initiatives

**12** international missions, **4** local missions, and **19** scouting and promotion activities in **29** cities around the world

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**537** potential investors and businesses met in Québec City and abroad

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**46** visits from subsidiaries of international companies established in the region and **10** visits to head offices abroad

**62** potential investors and entrepreneurs hosted while looking for places to start up or expand

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**11** international economic delegations hosted

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**102** active portfolios with medium or long term investment potential

## Results achieved

**\$267.3M** in investments announced for the expansion or implementation of foreign businesses

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**26** start-up or expansion projects announced or accomplished during the year

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**489** jobs created or safeguarded due to these investments

# summary

As we continue to step up our actions in the USA, expand our presence in many other countries, and increase our efforts with international entrepreneurs, our team has contributed to a significant increase in the foreign investments (+73% compared to 2017) announced in the Québec City region.

## Here are some of the top initiatives of 2018:

### MISSIONS

12 international missions were carried out, mostly in the digital sectors (artificial intelligence, smart cities, connected objects, etc.). Among these, we find the Canadian group CCCA's mission in India, the AI Summit in London, and various missions to the United States (GDC, IAMC, Prospection Texas) carried out in the pursuit of stepping up our efforts in this country.

### SUBSIDIARIES

A record number of 46 subsidiary visits were held in 2018, not to mention the 10 meetings with head offices with a local subsidiary. In addition to these actions, there was a meet-up activity with subsidiary managers in September, highlighting the economic importance of their establishment in the greater Québec City area.



The availability of talent, the competitive business environment, a diverse cultural milieu, and the safe working environment make Québec City an ideal location for Bentley's growth. For Bentley, Québec City is now one of the strategic areas for the development of geospatial software, reality modelling, geotechnics, civil engineering and—soon—applied artificial intelligence. In addition, the Québec International team has supported us and directed us to resources that have allowed us to recruit the best local talent. With its multiple initiatives, Québec International is truly a key pillar in supporting the growth of our region.

**FRANÇOIS VALOIS - BENTLEY SYSTEMS**



## HOSTING

73 receptions were held with 62 foreign investors (international entrepreneurs and businesses) and 11 economic delegations. They primarily came from France, Belgium, Germany, and Canada.

## PROMOTION AND PROSPECTION

The presence of international guests at several events, including Movin' On, the Montréal International Game Summit (MIGS), and BÉNÉFIQ 2018, in various business sectors in Québec gave our team the opportunity to present the full potential of the Québec City region. Several presentations were also given at European events in Brussels, Bordeaux, Colmar, and elsewhere.

## INTERNATIONAL ENTREPRENEURS

Continental Europe has been the main target of our efforts to attract international entrepreneurs, with our participation in major exhibitions dedicated to entrepreneurs and the franchise world in Paris, Lyon, Brussels, and Marseille. The many economic assets of the region were promoted there, sometimes in the context of conferences and workshops dedicated to the topic.

“

We trust Québec International and are very pleased with them. They have been attentive to our needs and even proactive in their research. They have listened to us and supported us throughout our journey, and thanks to their highly efficient team, we have acquired a company in our image.

”

**CHRISTOPHE AND CAROLINE MAZAUD - ÉTIQUETTES POPULAIRES**



# RECOGNITION EVENT FOR INTERNATIONAL SUBSIDIARIES



On September 27, Québec International held its first Recognition Event for international subsidiaries established in the Québec City region. The purpose of this event was to recognize the positive economic impact of these businesses in the region, but it was also an opportunity to discuss the challenges specific to them.



## Businesses answered the call

For this first edition, there were nearly 30 businesses in attendance. This event allowed the leaders of these international subsidiaries to develop close business relationships with their peers and with the event partners, including Invest Québec, Deloitte, Joli-Cœur Lacasse, and Desjardins.

## Actions in line with the needs of international businesses

For Québec International, the purpose of this event was to strengthen its relationships with international subsidiaries in order to provide them with coaching and support in line with their growth challenges. In 2019, this event will give rise to more visits and the setting up of training sessions and activities targeted to their needs.





# attracting and retaining foreign talent and international students

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Expertise: International missions, consulting and support services, development, student-employer networking

## Initiatives

**10** **recruitment missions** (including 1 local mission) in Europe, Africa, and Latin America, in which **165** businesses participated, and **8** **prospection and promotion missions** (work-study component)

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**1,136** **hours** of consulting service with businesses

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**2,081** **participants** in the initiatives taken with businesses

**51** **training, co-development, and information sessions**

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More than  
**90,000** **people registered** in our talent bank

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**53** **information and networking activities** with international students

## Results achieved

**\$87.6M** **in economic benefits** (GDP created by recruited foreign talent)

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**1,107** **people recruited during the year, for a total of over 2,700 newcomers** (including spouses and children)

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**3,411** **international students** reached through our activities and missions

# summary

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Addressing the primary challenges of regional employers, our team stepped up its international recruitment efforts in 2018, increasing the number of missions carried out and territories covered. These additional steps have led to a sharp increase in the number of people registered in our talent bank, but above all, they have allowed us to **double the total number of candidates recruited** in a year (rising from 492 in 2017 to 1,107 in 2018). All this is without including targeted actions to attract international students to regional educational programs and interest them in the opportunities of the Québec City job market. Finally, several co-development activities focused on international mobility were set up for regional employers to share the knowledge acquired by each one in order to improve their professional practice.

## Here are some of the top initiatives of 2018:

### NEW MANDATE

In partnership with the Government of Québec, our team mobilized to promote the attraction of international students to the Capitale-Nationale and Chaudière-Appalaches regions, in close collaboration with educational institutions and other partners from the community.

A service offer is currently in development.

### INTENSIFICATION

The signing of an agreement with the Government of Québec has allowed us to expand our efforts in attracting temporary foreign workers and international students, thereby doubling our international recruitment missions and increasing our presence in various territories, including Northern Africa and Eastern Europe.

## MISSION

With our extensive experience in organizing online recruitment missions in Latin America, we proposed—for the very first time in 2018—a worldwide virtual mission, where candidates from more than 90 countries applied for positions offered by 27 employers. This mission made it possible to hire 156 specialized workers.

## SURVEY

To better understand the journey and aspirations of the international students present in the region, our team conducted a survey of 529 respondents with the Léger firm. This study allowed us to note that 72% of international students are considering remaining in Québec following their studies if they have professional opportunities.

## TALENT RECRUITERS

Our training, development, and co-development group in international mobility, Talent Recruiters, continued its popularity in 2018. The 7<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup>, and 10<sup>th</sup> cohorts of this group were deployed during the year, involving no fewer than 65 companies.



We got into international recruitment encouraged by QI's support and expertise. From our first recruitment mission, we met our goals, which were: to develop our expertise, create a network of contacts, and hire new employees. In addition, the visibility achieved within the context of this mission allowed us to educate different stakeholders on the reality that our industry is facing with the labour shortage. We are continuing our international recruitment efforts, and QI remains a valued partner in our efforts.



VALÉRIE HOUDE - RESTOS PLAISIRS



# OUR FIRST WORLDWIDE VIRTUAL RECRUITMENT MISSION... A SMASHING SUCCESS!



In September 2018, Québec International completed its first worldwide online recruitment mission. As a result of several months of work carried out, this activity was extremely successful, with the numbers to prove it.

## Excellent participation

No fewer than 27 companies signed up for the mission. For 12 of these, it was the first experience of its kind with the Québec International team. Several sectors looking for specialized labour were represented, mainly information technology, manufacturing, and machining.



## Positions, candidates, and interviews in all four corners of the globe

From June 8 to August 5, companies posted their job offers on the Québec First Web site. 111 different job descriptions were sent out, for a total of 571 available positions. Nearly 9,500 international candidates answered the call and applied to the companies' offers, for a total of 30,000 applications. They came from 91 countries.

As a result of this posting, a little over 1,500 invitations to interview were sent out and 156 job offers were filled by international candidates.







# promoting the region's business environment

Expertise: Marketing and media strategies, economic studies and analyses, reach of the organization and the region

## Initiatives

**30** promotional, economic, and corporate publications

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**8** applications submitted for national and international awards

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**191** appearances in regional, national, and international media

**55** weekly and quarterly newsletters

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**2,183** pieces of regional economic news shared online, on social media, and in our newsletters

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**131,188** people connected through our social media platforms

## Results achieved

**6** prizes and distinctions received in recognition of the quality of our business environment

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**796** media mentions promoting the region, its businesses, and our agency

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**2.5** million visits to our websites for entrepreneurs, investors, workers, and foreign students

# summary

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With our ever-expanding service offerings, our national and international positioning efforts have also reached another level. We have increased our communication actions and our sophisticated knowledge of the region's economy in addition to developing new large-scale strategies to position Québec City as the region of choice for foreign talent and companies.

## Here are some of the top initiatives of 2018:

### CAMPAIGNS

2 multi-sector digital marketing campaigns were carried out to enhance the Québec City region's reputation as the ideal place to live, innovate, and seize professional opportunities, primarily for foreign talent and investors.

### STUDY

In January, a publication produced with Coalition FORCE 4.0 revealed the results of a survey relating to the challenges associated with the digital transformation. Among the 300 workers and 175 business leaders surveyed, the answers showed that the extent of the upheavals caused by the digital transformation has been underestimated and that it is important to focus on this.

## REACH

Foreign media representatives from France, Germany, the United States, Japan, and the Netherlands participated in company visits and key Québec City events, allowing them to discover and share the region's strengths, especially in the healthcare and digital sectors.

## PLATFORMS

Our websites and social media platforms have been a smashing success! With over 45,000 new subscribers to our accounts and more than 2.5 million visits to our websites (nearly double the numbers for 2017), we have been able to reach more clients, primarily foreign talent.

## DISTINCTIONS

Québec International once again stood out on the international stage, in particular with its Gold and Bronze awards at the IEDC Awards for the CATAPULTE and Goûteur à domicile programs, 2 innovative projects for regional video game companies and those in the food industry, respectively.



I would like to thank you for the time that you devoted to us during this media tour aimed at promoting life sciences in Québec. You were able to organize a very high-quality day of meetings and visits. Mr. Bruns from Site Selection was delighted to meet passionate people.



VANESSA MARSAN - MINISTÈRE DE L'ÉCONOMIE ET DE L'INNOVATION

# THE RIGHT PLACE TO INNOVATE



## A multi-sector digital promotional campaign

In 2018, Québec International launched an extensive digital marketing campaign aimed at promoting local businesses and expertise on the international stage. To do this, 5 video clips were produced, showing that Québec City is the ideal location to innovate in the sectors of life sciences, artificial intelligence, digital solutions, and technologies related to optics and photonics.

The goal of this campaign, which came to life online and through our social media platforms, was to capture people's attention with "made-in-Québec" innovations and attract the eye of foreign talent and investors.



## Local and international businesses highlighted

It was essential to show what makes Québec City great, beautiful, and different, and nobody was better positioned than the businesses themselves to talk to us about it. We therefore had the pleasure of working with the following companies:

- ABB
- Creaform
- De Marque
- Optel Group
- Infectious Disease Research Centre (with Dr. Garry Kobinger)
- LeddarTech
- Lü
- Medicago



All the videos, which were bilingual, targeted the territories of the United States, France, Belgium, the Netherlands, Switzerland, and Spain, but they quickly spread elsewhere in the world.





# fostering high-tech entrepreneurship

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Expertise: Incubation and acceleration, coaching young businesses, entrepreneurial ecosystem development and hosting

## Initiatives

**1,787**  
of consulting services  
with businesses through  
our consulting services

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**54** businesses  
coached through our  
incubation and acceleration  
programs

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**106**  
entrepreneurship  
support activities  
and events organized  
by LE CAMP

**9** groups in our  
6 training and coaching  
programs

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**1,118**  
participants  
in LE CAMP's initiatives

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**90%** average  
occupancy rate  
at LE CAMP

## Results achieved

**\$12.2M**  
in financing obtained  
by businesses in the program

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**\$19.2M**  
in actual sales  
generated

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Nearly  
**65%** of the  
businesses coached  
at LE CAMP obtained  
financing or generated  
sales in 2018



# summary

With coaching hours and occupancy rates on the rise, LE CAMP, our incubator and accelerator, continues to demonstrate its importance and relevance for the Québec City region. The benefits are concrete, not only for the reach of our entrepreneurial ecosystem, but also for the growing number of start-ups that obtained financing. In addition, LE CAMP plays a central role in the region's high-tech and entrepreneurial environment by hosting numerous activities within its walls.

## Here are some of the top initiatives of 2018:

### PROGRAMS

To help ensure their growth, 40 businesses joined one of our 5 coaching programs (MVP, FastTrac, Propulsion-MAIN, Ascension, and Passerelle) in 2018. They continue to be in high demand, while our program offerings to support businesses from their beginnings to more advanced phases of development are increasing.

### DELEGATIONS

In addition to organizing the largest delegation (more than 75 people) to attend the International Startup Festival in Montréal, LE CAMP also represented the Québec City region at other major digital and entrepreneurship events, such as Expo Entrepreneur and SAAS North.



There's no doubt that our involvement with LE CAMP allowed us to take Umaneo to a higher level. Whether it's through the personalized coaching, the high-quality training sessions, or the events promoting meetings, LE CAMP is the ecosystem in the heart of Québec City where everything becomes possible for entrepreneurs. Thanks to the whole team at LE CAMP for your amazing work.

**JEAN MORISSETTE - UMANEO**



## **PROPULSION – MAIN**

This year, we greatly improved our Propulsion program thanks to the participation of the MAIN group of incubators and accelerators. The program now offers up to 400 hours of highly specialized coaching to participating businesses. In 2018, over 1,000 hours of coaching were carried out within the context of this program.

## **CONSULTING**

The variety of our consulting service offerings connected the greater Québec City region's entrepreneurial community particularly well this year. Indeed, 1,787 hours of consulting services with businesses were carried out within the context of our resident experts, our consulting sessions, and our acceleration programs—triple our results from 2017!

## **HOSTING**

A real anchor point for the entrepreneurial community, LE CAMP was chosen by more than 40 organizations to hold events in collaboration with us. In addition to those organized by LE CAMP, 89 activities brought together 3,077 participants over the course of the year.

## **NETWORKS**

LE CAMP has become increasingly important among gatherings of incubator networks, such as the Mouvement des accélérateurs d'innovation (MAIN) in Québec and the Canadian Digital Media Network (CDMN) on the national level.

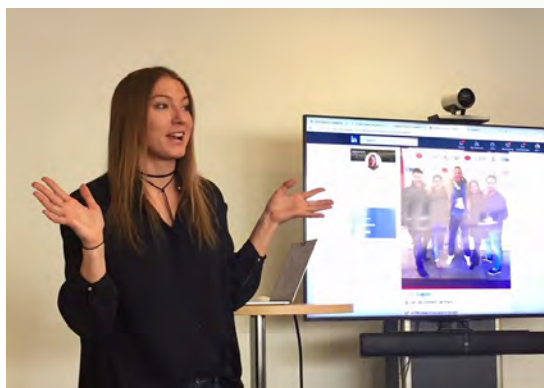
# A BARRAGE OF ACTIVITIES AT LE CAMP FOR GLOBAL ENTREPRENEURSHIP WEEK



From November 12 to 18, 2018, entrepreneurship was celebrated in all four corners of the globe. For its part, LE CAMP hosted and organized several events of all sorts. Let's look back at some of the activities that filled this inspiring week.

## LE CAMP Morning with Laurent Simoneau of Coveo

Laurent Simoneau, President and Director of Technology at Coveo, recounted the 3 major phases of the company: the start-up, the crises and obstacles, and the pivot. Since 2014, their growth has accelerated at top speed. In particular, the shift to the cloud has contributed to Coveo's success and to the raising of \$100M in financing last April.



## How to use LinkedIn to grow your start-up

Several entrepreneurs attended the presentation by Jennifer Urbanski, who came directly from LinkedIn's offices in Toronto. Her goal: to demystify how start-ups can take advantage of this social network to make it a powerful marketing tool! It definitely allowed entrepreneurs to better exploit their digital presence in the largest professional network.

## 2<sup>nd</sup> edition of Sortie de Zone

Finally, the Sortie de Zone event highlighted the boldness and courage of 5 inspiring Québec City entrepreneurs originating from Africa. Under the impetus of host Kevin Sin, the 75 people in attendance could hear the panel consisting of 5 entrepreneurs who came to share their experiences and offer practical advice for entrepreneurs in Québec. The event was presented by J'entreprends Québec, Québec International, COPAQ, and the City of Québec.



# supporting exports, innovation, and marketing

Expertise: Market development, welcoming international buyers, commercial missions, consulting services in exports and innovation

## Initiatives

**7** international missions to support the development of foreign markets and innovation efforts

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**6** foreign buyers and delegations hosted allowing us to explore business opportunities

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**21** improvement activities and programs aimed at strengthening entrepreneurs' skills

**421** hours of consulting services

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**1,206** participants in our initiatives

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**58** export projects initiated, including 21 with new exporters

## Results achieved

**\$9.7M** in actual and potential sales and financing obtained by businesses

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**16** financing agreements and **5** commercial agreements concluded by businesses

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**1** foreign expansion project achieved by a local business

# summary

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In an evolving international economic context, businesses from the Québec City region have had to deal with many uncertainties with respect to their export and innovation projects. With the help of relevant activities and commercial missions in new regions with great potential, our team has been committed to supporting regional businesses in their considerations, coaching them in their first steps in new markets, and helping them select innovative technologies.

## Here are some of the top initiatives of 2018:

### PROGRAMS

The Sales and Marketing Improvement and Mentorship Circle and the Customs Compliance Program provided 18 businesses with practical training, expert mentorship, and rewarding discussions between peers about marketing issues.

### MISSIONS

Commercial missions to the United States (Las Vegas, San Francisco, Baltimore, Philadelphia, and Boston) and France allowed 25 businesses to establish business contacts in these markets and to see the export potential for their organization concretely.



## HOSTING

The hosting of several delegations from around the world (Germany, Belgium, France, Morocco) has allowed us to put local businesses in contact with potential partners elsewhere in the world, in order to discover opportunities for collaboration and synergy between these players.

## TRAINING

Custom training sessions on the steel and aluminum surtax and the new data protection rules in Europe were established at the request of businesses. These are in addition to new training activities for helping businesses make the digital shift.

## EVENTS

In addition to 5 major events that brought together 788 participants around conferences, discussion panels, and networking activities, our team contributed to the first edition of the MercadOr Québec Gala. This provincial awards ceremony, which seeks to highlight the success of exporting businesses across Québec and offer them positive visibility, saw 2 regional businesses walk away with awards: EXFO and DashThis.



The assistance received from the market development team at QI was beneficial for me on various levels, mainly during the preparation for my mission in France. As this was my first mission and my day-to-day operations were taking up all my time, the assistance provided by the team was an element that contributed to my success and—ultimately—to the positive results that arose from my efforts in France. The team was there to support and guide me before, during, and—above all—when I returned from my travels.”

YOHAN POLIQUIN - L'EFFET MONSTRE



# A SUCCESS FOR THE 1<sup>ST</sup> QUÉBEC AI RENDEZ-VOUS!



A field that has been experiencing explosive growth on the international scale, artificial intelligence (AI) is in full swing in Quebec. It was precisely to help people discover the potential of this sector in the Québec City region that the 1<sup>st</sup> Québec AI Rendez-vous took place on April 9, 2019.

This event—organized by the Institut Technologies de l'information et Sociétés (ITIS) and the Centre de recherche en données massives (CRDM\_UL) at Université Laval, Alworx, and Québec International, with the support of Coveo, CRSNG, CGI, Intact Financial Corporation, E Machine Learning, AS Device, Bentley Canada Inc., and Momentum Technologies—welcomed nearly 550 participants. The event featured renowned speakers from the research sector, including Yoshua Bengio, Director of the Montréal Institute for Learning Algorithms (MILA), as well as from the industrial sector, including Louis Roy, President of OPTEL.



## Québec City's strengths in AI

This event has made it possible to emphasize Québec City's strengths not only in terms of basic research, but also in applied research, which is rampant.

Although it is difficult to have a full picture of all the companies active in this sector, more than 80 businesses are using or already developing AI solutions. Artificial intelligence is therefore firmly rooted in the ecosystem of the greater Québec City region, powered by dynamic and applied research.





# fostering the development of key clusters

Expertise: Business coaching, collaborative projects, development of key sectors, reach of the organizations and the region

Québec International promotes the development of 4 key clusters recognized by ACCORD Capitale-Nationale. To do this, it supports the implementation of initiatives that meet the specific needs of businesses in these sectors and ensures their promotion on the local, national, and international scales.

This year, this support has been particularly remarkable through a significant increase in activities and programs and—consequently—the number of participants in all the initiatives.

## \$38.9M in benefits

including financing obtained, R&D investments, and actual and potential sales declared by participating businesses

**9** international missions and 4 local missions during international events held in Québec

**89** activities and programs for business networking and skills development

**7** industrial innovation consortia to support marketing and R&D

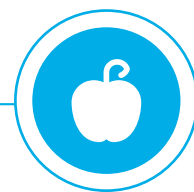
**22** foreign buyers and delegations hosted allowing us to explore business opportunities

**4,041** participants in our initiatives

**14** partnership agreements with key clusters in Canada and abroad







### Here are some of the top initiatives of 2018:

#### PROJECT

9 businesses participated in the Goûteur à domicile pilot project carried out with the major support of Inbe and Groupe TAQ. This way of testing products in development on real consumers has resulted in 9 products being marketed, 8 on the way to being launched, 9 in adjustment, and 6 abandoned before incurring higher costs to market them. Goûteur à domicile will become NomadLab in 2019 and will be added to the list of services offered by Inbe.

#### REACH

International missions and large-scale events have allowed regional businesses to become world-renowned. First of all, 6 businesses and a research centre took part in a mission to the Institute of Food Technology (IFT) Food Expo in Chicago. They had the opportunity to showcase their products, understand the challenges of the American market, and identify new innovation projects. For its part, the 4<sup>th</sup> edition of BÉNÉFIQ was a success, facilitating the alignment of industry and research and promoting our expertise to international delegations.

#### PROGRAMS

450 people improved their practices and participated in a dozen conferences, training sessions, and personalized coaching programs related in particular to improving nutritional quality, nutritional labelling, proteins, culinary co-creation, cost price, optimizing performance and profitability, and trends influencing the food industry.

## \$7.1M in benefits

**1** international mission to support innovation and market development

**1** international event

**26** activities for business networking and skills development

**648** participants in our initiatives to support business growth

**1** industrial consortium to support innovation

**4** partnership agreements with key clusters in Canada and abroad



Grizzly loves innovation! We participated in a co-creation workshop organized by the INAF. The goal of this workshop was to develop new product concepts. Some really original and surprising ideas came out of it. The Grocery Store team even came to turn during the 2 days.



MICHELLE TESSIER - FUMOIR GRIZZLY



# THE 10<sup>TH</sup> ANNIVERSARY OF THE HEALTH FOODS CLUSTER



On June 24, 2018, at the Monastère des Augustines, the Health Foods Cluster welcomed nearly 100 guests as part of its annual meeting. This year's event had an extra special flavour, since it also highlighted the Cluster's 10th year in existence.

## From the beginning to today

In this particular context, therefore, the annual meeting didn't settle for presenting last year's results, but those of the Health Foods Cluster since its creation in 2008. The subject had also been at the heart of a special edition that appeared in June's L'actualité Alimentaire. Nearly \$9M has been invested in over 200 projects since its creation, with 97% of the projects completed with the support of partners.



## A real impact on the industry

The numbers show the Cluster's impact on the region's food processing industry as well as the involvement of this industry in the Cluster's activities. Many innovative projects have allowed local businesses to innovate in terms of their product offerings and their marketing approach. Likewise, the significant media impact of several recent projects and the nearly \$1M in ongoing projects illustrate the Cluster's growth.



# digital arts and interactive entertainment



## Here are some of the top initiatives of 2018:

### SUCCESS

13 days was all it took for the Foundation game from Polymorph Games to hit its \$75,000 target through its **Kickstarter** crowdfunding campaign. For its part, the **Ubisoft Indie series** rewarded Chainsawesome Games, Sabotage Studio, and Sweet Bandits Studios. At the **Game Developers Conference (GDC)** in San Francisco, the Nintendo of America team unveiled 3 games from independent studios in Québec City to be released on its Nintendo Switch console.

### PROGRAM

Sweet Bandits Studios won the 4<sup>th</sup> edition of CATAPULTE, an entrepreneurial competition and a unique acceleration program for independent studios. The relevance of this program was further elevated when—in October 2018—CATAPULTE received the Gold Award for Excellence in Economic Development from the International Economic Development Council (IEDC).

### ACTIVITIES

Our Matinées du financement have helped businesses from this sector discover, better understand, and learn how to benefit from the programs offered by several institutional players that can support them in their projects, such as the Canada Media Fund, MITACS, and the City of Québec.

## \$2.3M in benefits

**1** international mission and **4** local missions to support the development of foreign markets

**9** foreign buyers and delegations hosted allowing us to explore business opportunities

**20** activities for business networking and skills development

**1,183** participants in our initiatives to support business growth

**1** partnership agreement with key clusters in Canada and abroad

“ We only have positive things to say about Québec International. Our first contacts were made during our first participation in CATAPULTE, at the very beginning of Sweet Bandits Studios. This meeting was very fruitful for us and changed our studio forever. After that, we were sold, and we quickly understood what Québec International could offer us as novice entrepreneurs. Whether it's for visibility, financing, business coaching, or contacts, the dynamic team—which still works with us to this day—has been able to propel us faster than we ever hoped!

ÉRIC GUIGUE - SWEET BANDITS STUDIOS



# QUEBEC'S VIDEO GAME ENTREPRENEURSHIP CELEBRATED IN QUÉBEC CITY



On September 9, 2018, nearly 200 students of all levels were brought together at LE CAMP to discover the independent video game studio environment in the province. Indeed, they were participants in the first edition of **La Caravane**, a 3-part activity celebrating entrepreneurship in this field.

## A 3-phase program

La Caravane kicked off on Saturday with 13 independent video game studios, which met to discuss their reality, their challenges, and their successes.

After this day of networking, the studios travelled to the St-Roch district of Québec City early Sunday morning. 4 studio representatives (from Bishop Games, Sweet Bandits Studios, Clever Plays, and Trebuchet Inc.) also came to LE CAMP to discuss their experiences as entrepreneurs with the many students brought together.



At 11 a.m., it was time for the general public to discover Québec's video game talent. In an outdoor tent set up in Place de l'Université-du-Québec, nearly 350 visitors came to try out games from independent studios, in addition to meeting the creators behind them.

La Caravane was organized by Ubisoft, La Guilde des développeurs de jeux vidéo indépendants du Québec, and the Digital Arts and Interactive Entertainment Cluster (hosted by Québec International). The event relied on the support of the City of Québec and the Ministère de l'Économie et de l'Innovation.

# green and smart buildings



Here are some of the top initiatives of 2018:

## HOSTING

After a mission to the ArchitectureBoston Expo and the Greenbuild International Conference and Expo, we hosted 3 American architects to promote Québec City's architectural, technological, and manufacturing know-how.

## EVENTS

The Cluster was the instigator of several unifying events. First of all, the Cluster's Annual Meeting brought together businesses and organizations from the greater Québec City region, as well as Montréal, to rethink the building of tomorrow. Then, the 2<sup>nd</sup> edition of Innovation in the Service of Your Business welcomed more than 40 manufacturers, research centres, and public financing partners to jointly develop innovative products or processes.

## ACTIVITIES

4 lunches featuring meetings, discussions, and networking were held over the course of the year. These meetings allowed architects and manufacturers from the region who were interested in working together to make first contact, present their know-how, and identify opportunities for collaboration.

## \$1.6M in benefits

**3** foreign buyers and delegations hosted allowing us to explore business opportunities

**527** participants in initiatives to support business growth

**19** activities for business networking and skills development

**2** industrial innovation consortia to support marketing and R&D



I have actively participated in the Cluster for several years, and I always appreciate the different networking activities, the technical and visionary presentations, and the participation in international conferences like Greenbuild. Being part of the motivates me to keep up-to-date on the technological changes and the major digital shift that the construction sector is taking in order to address the challenges of the coming years, such as the reduction of greenhouse gases and the well-being of the people who will live or work in these buildings.

LUC JOLICOEUR – CIMA+





# BUILDING TOMORROW



Last November 15, the Green and Smart Buildings Cluster revisited the year 2018 as part of its annual meeting, presented by Soprema. In addition to allowing participants to discover the issues, challenges, and goals that power the Cluster, they were able to attend a panel on the market trends for the coming years and the presentation by the new Cluster committee. This whole evening was centred around the theme “Building Tomorrow” to illustrate the innovative and practical nature of green and smart buildings.



## Great participation

In total, more than 75 people from 66 different organizations—including the rector of Université Laval, Sophie D’Amours—travelled to the Atrium of the Pavillon Charles-de-Koninck at Université Laval. They played very different roles in the industry: organizations, clients, architects, engineers, manufacturers, consultants... This variety resulted in particularly interesting discussions between the participants and illustrates the importance of the green and smart building sector to the region’s industry.



## A panel of developers

A panel of major private and public developers also shared their expectations, visions, and dreams regarding green and smart buildings for the greater Québec City region. This was made up of representatives from La Capitale, Synchro Immobilier, the Société québécoise des infrastructures, Université Laval, and the City of Québec.



This evening also gave us the opportunity to thank Normand Hudon, Associate and Chief Senior Architect at Coarchitecture, for his many years at the head of the Cluster and to welcome Michel Dallaire, President and CEO of Groupe Dallaire, as the new Cluster President.





## Here are some of the top initiatives of 2018:

### MISSIONS

A dozen participants made up the regional delegation for the double mission to the BIO and RESI conferences in Boston. For their part, the 3 winners of the 2017 Devtech life sciences competition travelled to San Francisco as part of the Biotech Showcase to develop their markets with venture capital. 3 other missions also took place in Europe for the cosmeceutical and digital health sectors.

### COMPETITION

The 6<sup>th</sup> edition of the Devtech life sciences competition featured young businesses in the start-up, pre-marketing, or marketing phase. The winners—ImagingRT, Targa Biomedical, and Zilia Health—received a grant allowing them to take part in the Redefining Early Stage Investments (RESI) Conference in San Francisco in 2019.

### CONFERENCES

Conferences in the Des succès inspirants series brought together more than 250 participants who were able to discover internationally renowned businesses such as Optel, Feldan Therapeutics, EndoCeutics, and Phytronix.

## \$27.9M in benefits

**7** international missions to support innovation and the development of foreign markets

**9** foreign buyers and delegations hosted allowing us to explore business opportunities

**24** activities and programs for business networking and skills development

**1,350** participants in initiatives to support business growth

**4** industrial innovation consortia to support marketing and R&D

**9** partnership agreements with key clusters in Canada and abroad

“ For an emerging business like ours operating in the complex universe of life sciences, QI's contribution is invaluable. Whether it's through their activities such as FISQ, their advice, or their Devtech life sciences and INPAQTS competitions, the benefits of the services offered by QI are tangible and help facilitate our international marketing efforts. ”

PATRICK SAUVAGEAU - ZILIA HEALTH

# THE 12<sup>TH</sup> HEALTHCARE FORUM: AN EDITION AS RELEVANT AS EVER



On December 5 and 6, 2018, more than 250 participants from diverse backgrounds came together in Québec City as part of the 12<sup>th</sup> Healthcare Forum. This year, the topic was also one that stirs up both passions and questions: artificial intelligence and megadata applied to the healthcare sector.

## Experienced speakers

The event featured the participation of international guests: Alexia Audevert, founder of datactik; Darrell Johnson, Vice President, Data Sciences and Business Solutions at Medtronic; and Sharon Gillett, Chief Research Director at Microsoft Research. In addition to these presentations, various stakeholders—from both the business side as well as from research centres and government agencies—came to share their own experiences, issues, and challenges related to the integration of these new technologies in the health sector. Likewise, a panel consisting of industry as well as a patient-partner, Sylvain Bédard, discussed these innovations and challenges: a perfect example of the necessary collaboration with patients identified during the Forum.



## A competition to highlight innovations in health care

The 12<sup>th</sup> edition was also an opportunity to highlight certain fruitful collaborations within the context of the INPAQTS competition. 2 projects—one between Logibec and Dr. Alexandre Messier, and the other between Zilia Health and ophthalmologist Béatrice Des Marchais—came away as the big winners of this first edition of the competition. Both projects received a \$10,000 grant, in addition to benefiting from the personalized support of the Bureau de l'innovation en santé et en services sociaux to assist in larger-scale deployment.



This event was made possible thanks to the support of our valued partners—GSK, AstraZeneca, Janssen, Innovative Medicines Canada, Merck, Bristol-Myers Squibb Canada, Celgene, Génome Québec, MEDEM, Medtronic, Novartis, Pfizer Canada, Roche, Sanofi, Servier, and Takeda—as well as our programming partners—BioQuébec, BIOTECanada, Génome Québec, Innovative Medicines Canada, and Norton Rose Fulbright.

# board of directors <sup>1</sup>

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Attorney, BCF SENCRL, Secretary of the Board

Québec International would like to thank **Gertrude Bourdon and Normand Hudon**, who left the Board of Directors in 2018, for their valuable collaboration. We would also like to thank the representatives of our major backers for their support and constant presence: **Youri Rousseau**, Regional Director, Québec-Chaudière-Appalaches at Canada Economic Development, **Jacques Vidal**, Director of Entrepreneurship and Regional Development for Québec City, **Alain Kirouac** <sup>3</sup>, Associate Secretary General at the Secrétariat à la Capitale-Nationale, and **Jean-François Talbot**, Regional Director at the Ministère de l'Économie, de la Science et de l'Innovation.

1. Composition as of December 31, 2018

2. Member of the Human Resources and Governance Committee

3. Member of the Auditing Committee

4. Non-voting member

# thanks to our partners

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## Major Public Partners

### Government of Québec

**Secrétariat à la Capitale-Nationale**

**Ministère de l'Économie et de l'Innovation**

Ministère de l'Immigration, de la Diversité  
et de l'Inclusion

Ministère de l'Agriculture, des Pêcheries  
et de l'Alimentation du Québec

Ministère du Travail, de l'Emploi  
et de la Solidarité sociale

Ministère des Relations internationales  
et de la Francophonie

### Government of Canada

**Développement économique Canada pour  
les régions du Québec**

Affaires mondiales Canada

### City of Québec

## Other financial Partners

ADRIQ

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AstraZeneca

Banque de développement du Canada

BB Immigration inc.

BCF

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BIOTECanada

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Bureau de l'innovation du Ministère de la Santé  
et des Services sociaux

Caisse de dépôt et placement du Québec

Caisse Desjardins de Québec

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CGI

Chambre de commerce Française

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Deloitte

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Financière Sun Life

Fonds de solidarité FTQ

Fonds franco-qubécois pour la coopération décentralisée	Mallette	PwC
Fonds Innovexport	MEDEC	Reloc Québec
Génome Québec	Medicago	ROBIC
GSK	Médicaments novateurs Canada	Roche
Groupe Perspective	Medtronic	Sanofi
iA Groupe financier	Merck	Servier
Investissement Québec	Mon CPA en ligne	Société du Centre des congrès de Québec
Janssen	Mouvement Desjardins	Tact Intelligence-conseil
Joli-Cœur Lacasse	Norton Rose	Takeda
Logisco	Novartis	Tassé Bertrand Avocats
	Pfizer	

## Other collaborators

48° Nord International	Centre de recherche de l'IUCPQ	Consulat général des États-Unis d'Amérique à Québec
Accès Étude Québec	Centre de recherche du CHU de Québec	Créneau Bois - Chaudière-Appalaches (BOCA)
Alliance Culture + Numérique	Centre de recherche industrielle du Québec (CRIQ)	Créneau ÉcoConstruction
Alliance santé Québec (ASQ)	Centre en imagerie numérique et médias interactifs (CIMMI)	Délégation générale Wallonie-Bruxelles
Association québécoise des informaticiennes et informaticiens indépendants (AQII)	Chambre de commerce du Montréal métropolitain	Desjardins Lab
Association québécoise des technologies (AQT)	Chambre de commerce et d'industrie de Québec	Dolbec International
BIM Québec	CIUSSS de la Capitale-Nationale	École nationale d'administration publique (ENAP)
Blockchain Hub Québec	Coalition Force 4.0	Éducation Internationale
Bureau de la Bavière au Québec	Collège BART	ENCQOR
Campus Notre-Dame-de-Foy	Collège O'Sullivan	Entrepreneuriat Laval
Cégep de Lévis-Lauzon	Conseil de recherche en sciences naturelles et en génie du Canada - CRSNG	Espace CDPQ
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Fonds InnovExport	Office du tourisme de Québec
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Institut national d'optique (INO)	Pôle régional en éducation supérieure de la Chaudière-Appalaches
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Institut sur la nutrition et les aliments fonctionnels (INAF)	Réseau des Femmes d'affaires du Québec
J'entreprends Québec	Sherbrooke Innopole
Jeune chambre de commerce de Québec	Société de développement économique de Drummondville
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La Centrale	Specktrum
La Guilde	Startupfest
La Ruche	Sunny Side Up
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Lucas Meyer Cosmetics	Technopolys
Lumira Capital	TOPMED
MEDEQ	Université du Québec
Microsoft Azure Québec	Université Laval
Ministère de l'Éducation et de l'Enseignement supérieur	Université TÉLUQ
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