

Bureau du Québec à Toronto (Toronto Office) Presentation

Toronto Francophone Affairs Advisory
Committee

June 3, 2022

Catherine Tadros, Chief Representative

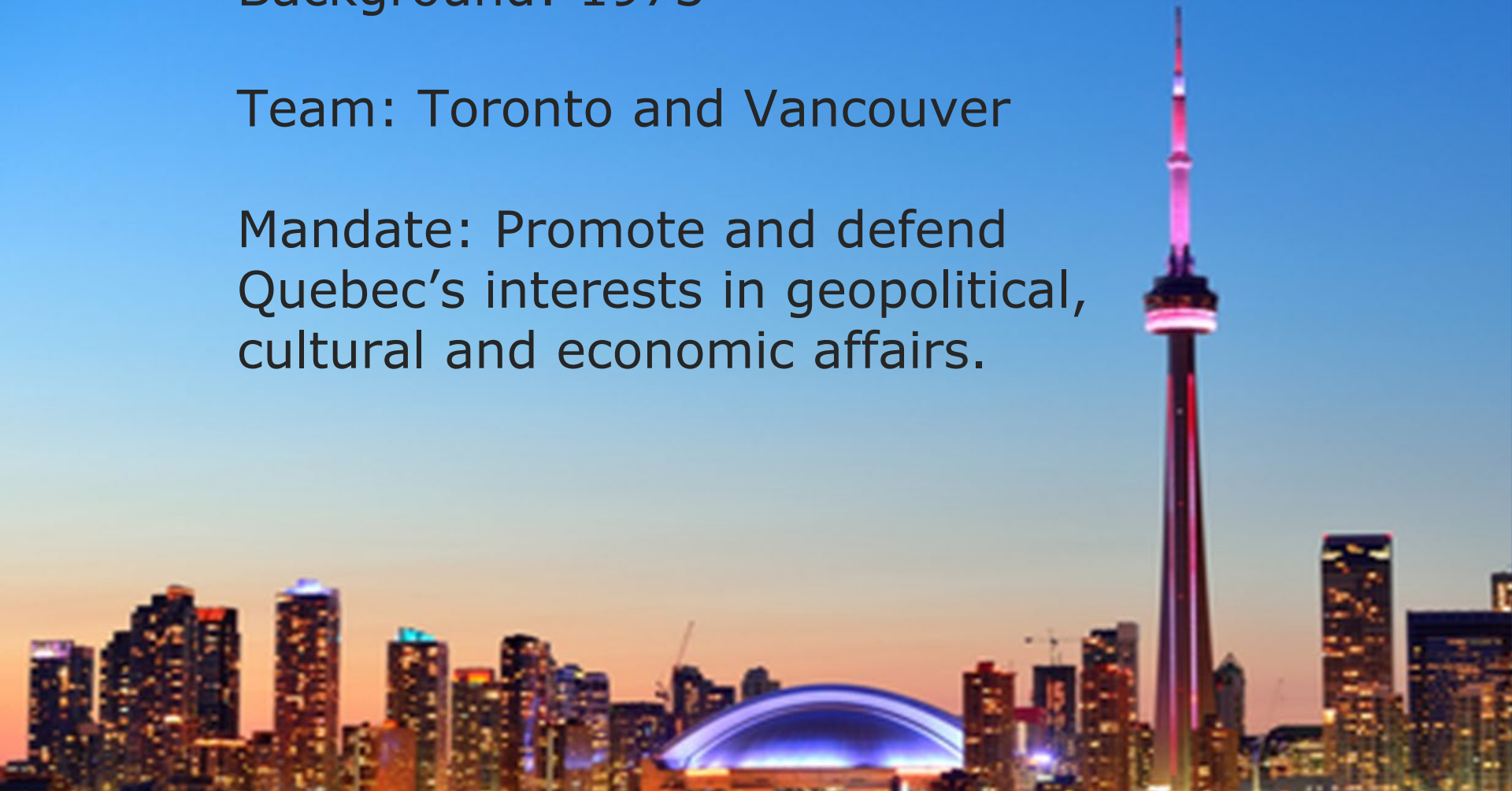


Bureau du Québec à Toronto (Toronto Office)

Background: 1973

Team: Toronto and Vancouver

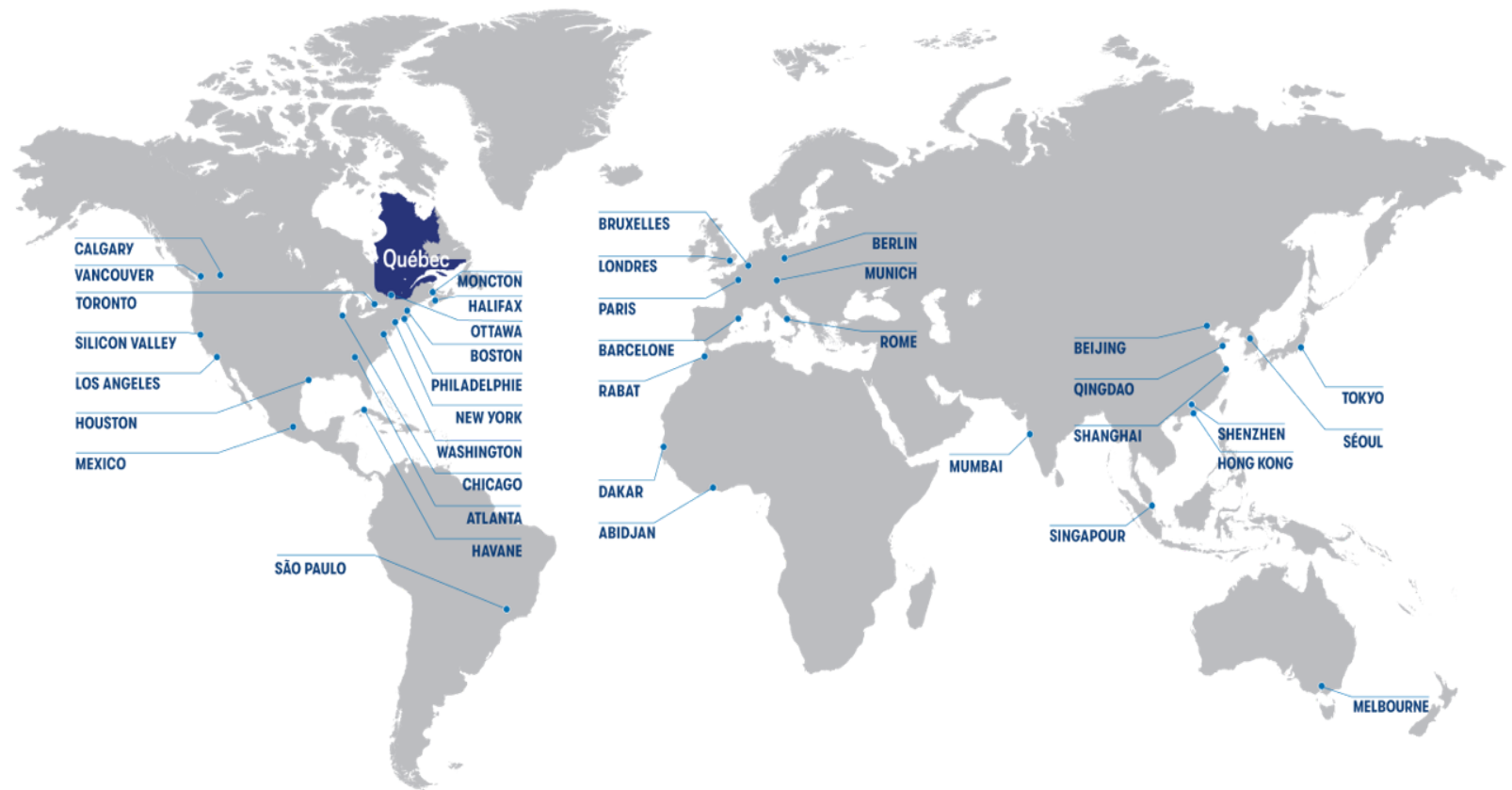
Mandate: Promote and defend
Quebec's interests in geopolitical,
cultural and economic affairs.



Bureau du Québec Offices in Canada



Bureaux du Québec Offices Around the World



Toronto Office Team



CATHERINE TADROS
CHIEF REPRESENTATIVE



ANIS OUANES
DIRECTOR, ECONOMIC
AFFAIRS

Economic Affairs Team

BENOIT BRETON



TRANSPORTATION
AEROSPACE
INFRASTRUCTURE
CONSTRUCTION
PUBLIC
PROCUREMENT

VALÉRIE DUFOUR



CONSUMER GOODS
FASHION AND DESIGN
FURNITURE
MINING

DAVID DUPUY



AGRIFOOD

**JOUHARA
LAROSSI**



FINTECH
MEDTECH
ARTIFICIAL
INTELLIGENCE
LIFE SCIENCES

Other Sectors

MANON CÔTÉ



**CULTURE
FRANCOPHONIE**

CLAUDINE BRULÉ



**PUBLIC AFFAIRS
COMMUNICATIONS**

DANIEL BONIN



**FRANCOPHONE
POLITICAL AFFAIRS**

INTER-PROVINCIAL TRADE

B & S sales: \$81B

Second-largest market after the US

Trade surplus

	Exports		Imports	
	\$B	%	\$B	%
Ontario	43	58%	45	67%
Alberta	9.5	13%	7.9	12%
Atlantic Provinces	8.5	11%	6.5	10%
British Columbia	7.5	10%	4.8	7%
Saskatchewan and Manitoba	5.5	7.4%	3.2	5%
Territories	0.6	1%	0.1	0%

Source: Tableau statistique canadien, February 5, 2021

INTER-PROVINCIAL TRADE: ONTARIO

Buys \$43B of B&S in Quebec
Largest trade partner
Increased QC-ON trade



\$3.4B



\$1.7B



ECONOMIC SERVICES

At the service of SME exporters of Quebec
products and services
370 client companies in 2021-22
Over \$33M in outright sales



CANADIAN FRANCOPHONIE

The Government of Québec has actively supported Canada's Francophone communities for over 25 years.

This support has taken the form of three policies: one adopted in 1995, another in 2006, and the most recently adopted policy in 2021.

- *Politique du Québec à l'égard des communautés francophones et acadiennes du Canada : un dialogue, une solidarité agissante* [Quebec policy on Francophone and Acadian communities in Canada: dialogue and active solidarity]
- *Politique du Québec en matière de francophonie canadienne : l'avenir en français* [Québec Policy on the Canadian Francophonie: the future in French]
- *Politique du Québec en matière de francophonie canadienne : se mobiliser pour une francophonie forte, unie et engagée* [Québec Policy on the Canadian Francophonie: rallying for a strong, united and engaged Francophonie]

CANADIAN FRANCOPHONIE

SE MOBILISER POUR
UNE FRANCOPHONIE FORTE,
UNIE ET ENGAGÉE

RALLYING FOR A STRONG,
UNITED AND ENGAGED
FRANCOPHONIE

- Action-oriented
- Accompanied by a three-year government action plan including 75 measures in different sectors of activity
- About 20 Government of Québec departments and agencies are taking these measures, which also involve the contribution of several community stakeholders.

CANADIAN FRANCOPHONIE

SE MOBILISER POUR
UNE FRANCOPHONIE FORTE,
UNIE ET ENGAGÉE

RALLYING FOR A STRONG,
UNITED AND ENGAGED
FRANCOPHONIE

1. Foster greater mutual understanding and willingness to be open with each other among Francophone and Quebec communities.
2. Preserve the vitality of Francophone and Acadian communities.
3. Promote the French language and Francophone cultures.
4. Showcase Francophones' contribution to Canadian society and the Canadian economy.
5. Accentuate the Government of Québec's leadership.

CANADIAN FRANCOPHONIE

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RALLYING FOR A STRONG,
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KEY MEASURES:

1. Journée québécoise de la francophonie canadienne:
March 22
2. Creating the “francoresponsible” label
3. Annual meetings: Mobilisation franco (Centre de la francophonie des Amériques [CFA] and Fédération des communautés francophones et acadienne du Canada [FCFA])

CANADIAN FRANCOPHONIE: Canadian Francophonie Support Program (CFSP)

Over \$2M per year

ALL SECTORS:

- Culture
- Economic development
- Early childhood
- Health
- Youth
- Seniors
- Diversity, etc.



CANADIAN FRANCOPHONIE: CFSP in Toronto

TORONTO: 55 projects / \$300,000 + / 3 years

Ex:

- Toronto Francophonie Week
- Culture: Cinéfranco, Francophonie en fête, Franc'Open Mic, TFT
- Economy:
 - SÉO and Toronto Global Forum (National Summit on Francophone Minority Economies)
 - CCO and HEC Montréal entrepreneurial base (HEC sponsorship – Incubateur Francophone Toronto)
 - Conseil scolaire Viamonde and Idée éducation entrepreneuriale (Entrepreneurial Community School)
- Other:
 - FrancoQueer and Interligne (Awareness workshops in Ontario's Francophone schools)

CANADIAN FRANCOPHONIE



Prix du commerce
Ontario-Québec
en francophonie

This award recognizes the excellence of Francophone SMEs that have made their mark on the inter-provincial stage through their impact and significant contribution to increasing trade between Quebec and Ontario.

It is awarded annually by the Fédération des chambres de commerce du Québec (FCCQ) and Fédération des gens d'affaires francophones de l'Ontario (FGA).

THANK YOU!