



Canada Economic
Development
for Quebec Regions

Développement
économique Canada
pour les régions du Québec

Canada



Canada Economic Development for Quebec Region

A federal asset rooted in Quebec, for Quebec

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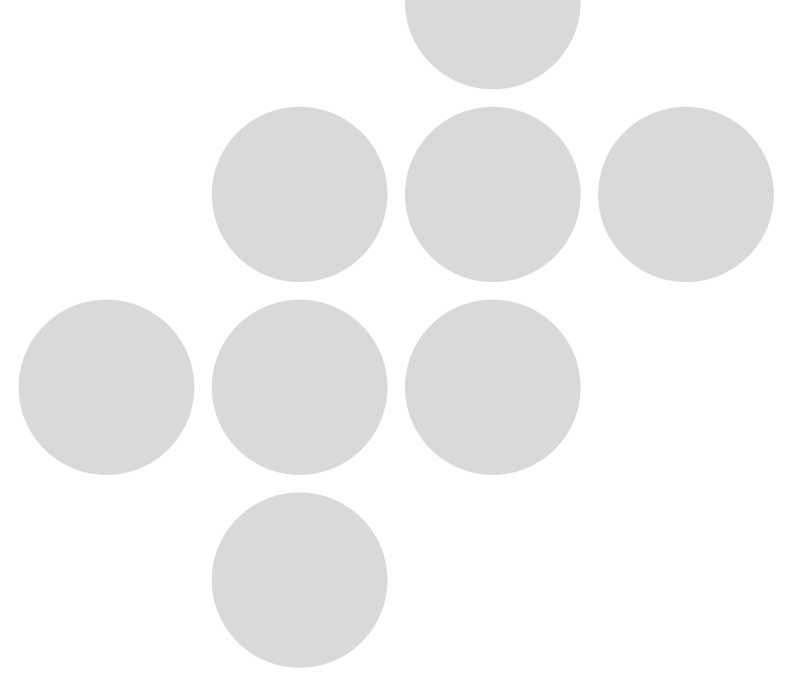
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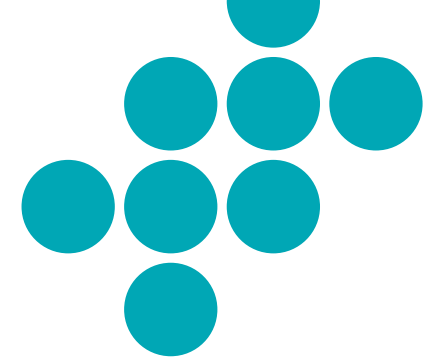
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Canada Economic Development for Quebec Regions (CED)



- Over half a century of achievements in regional development
- Established under the *Economic Development Agency of Canada for the Regions of Quebec Act*



Mission:

“Promote the long-term economic development of the regions of Quebec by giving special attention to those where slow economic growth is prevalent or where opportunities for productive employment are inadequate.

Promote cooperation and complementarity with Quebec and communities in Quebec.”

- Section 10 of the Act

We are present in all regions, at the heart of each distinct economic dynamic

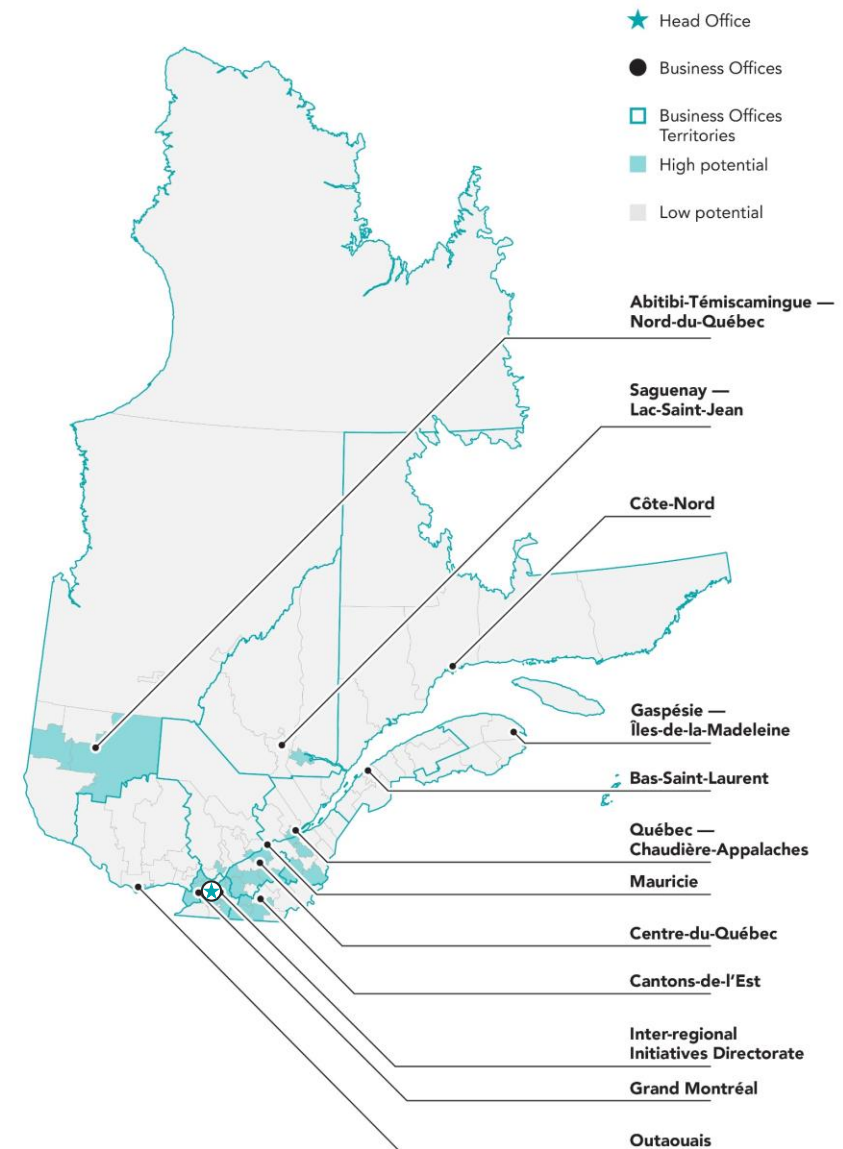
A head office in Montréal and 12 business offices rooted in the regions

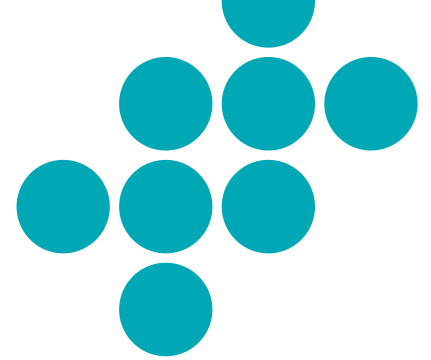
- On-the-ground knowledge of factors influencing the development of each region
- Adapted financial support and accompaniment through actions centred around SMEs and the organizations supporting them

Our aim: To create the right conditions to foster economic growth in every region, based on their respective realities

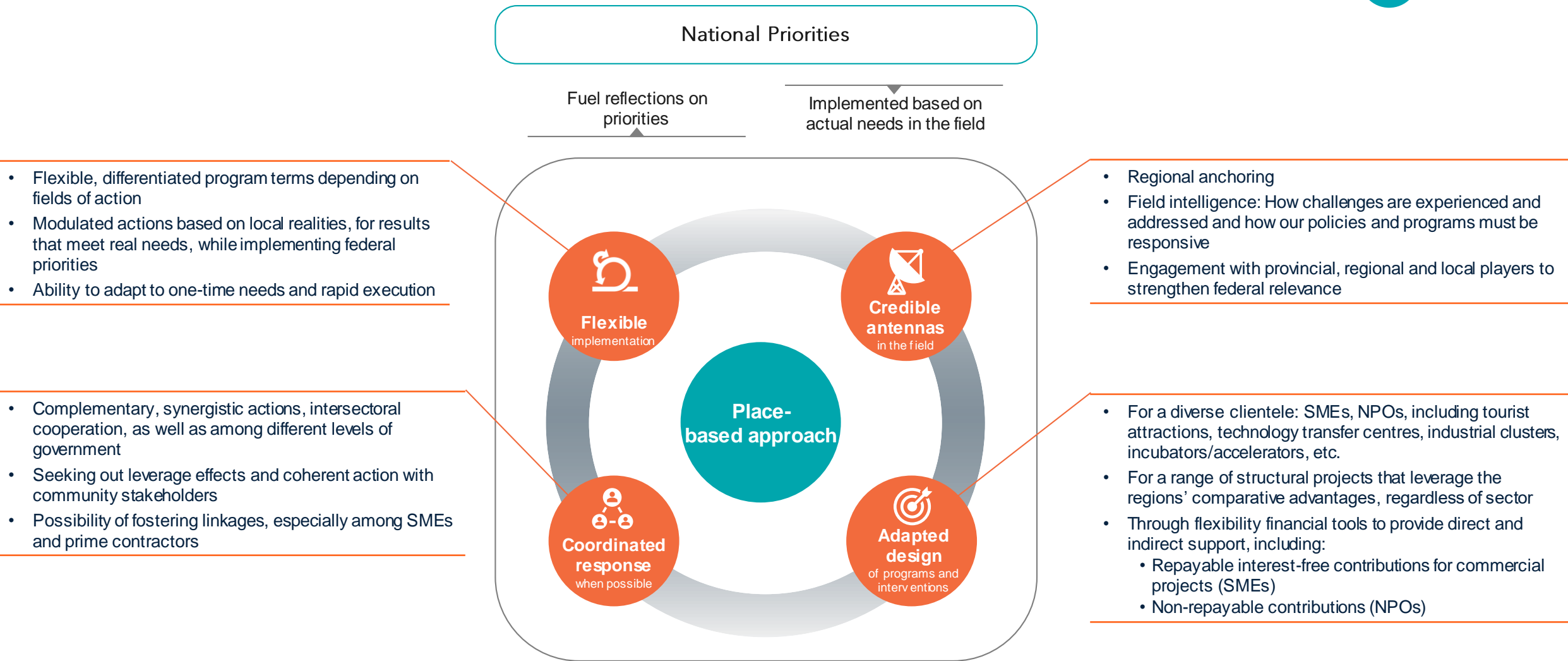
Our priorities for action: To respond to issues as they are experienced on the ground

Our approach: Flexible, community-focused, in collaboration with the Government of Quebec, key stakeholders, our federal partners





A unique approach: Focusing on Quebec as we implement federal priorities



We act based on economic issues specific to Quebec

Structural Issues



Demographics

Decrease in relative weight plus aging population

- Population: 8.59M (22.5% of Canadian population)
- Median age: 42.7 years
- 14% immigrants (22% for Canada)
- 82% in urban areas representing 10% of the territory



Economy

Currently strong, but still below its demographic weight

- 19.1% of Canada's GDP
- Growing, low unemployment rate – but hindered by labour shortages
- Diversified economy based on small businesses, centred around services and manufacturing (255,350 SMEs) – but behind in investments, productivity, entrepreneurship and market diversification
- 18.1% of investments in Canada
- 17.5% of international exports



Regions

Realities vary from one region to the next

- Major disparities among major centres, medium-sized cities and rural territories (connectivity, sectors, job creation and types)

Impacts of the Pandemic



An economy on hold

- Drop in nominal GDP: -5.3% in 2020 (+4.3% in 2019), including -10% for monthly GDP in March
- Initial employment slowdown at 2002 level
- Quebec's manufacturing sector in 2020: The 3rd greatest annual decline in GDP in Canada (-9.1%)

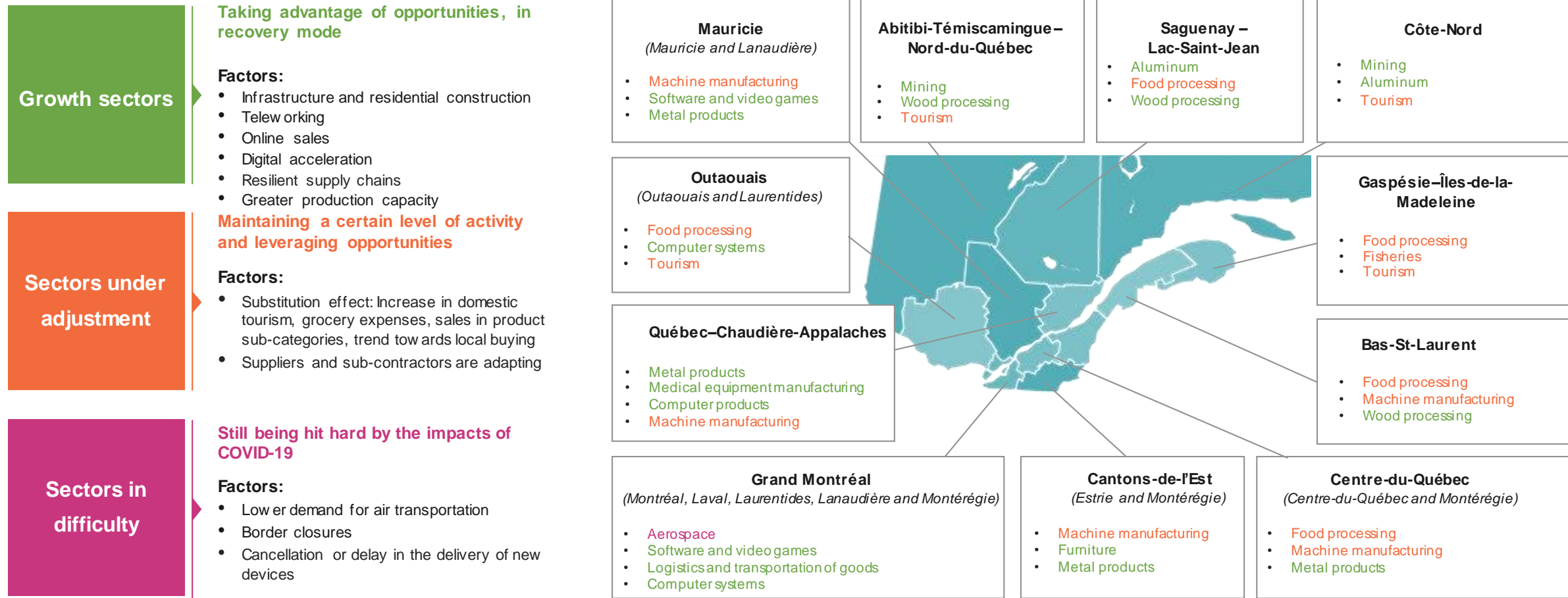
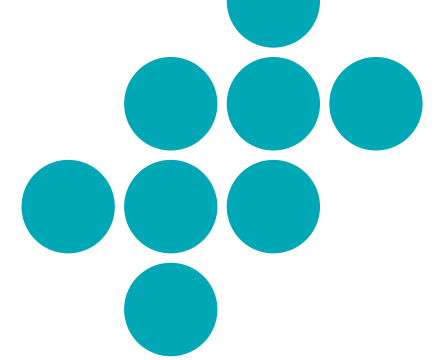


A strong recovery

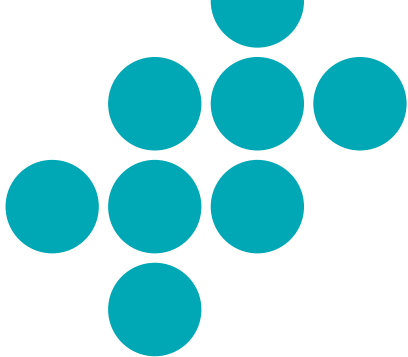
- Vigilance around the rise of a 4th wave
- April 2021: Quebec's GDP exceeds pre-pandemic levels, at \$382 billion
- In July 2021, one of the lowest unemployment rates; the hardest-hit sectors continue to be accommodation and food service

We are adjusting to a variable economic recovery

Good prospects in most major regional sectors, but some uncertainty still lingers

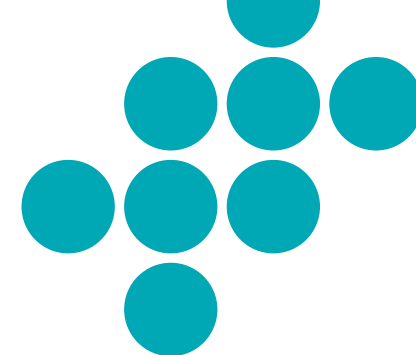


Our priority actions respond to the economic issues facing Quebec's regions



Issues	Impacts of the pandemic on the economy, sectors and regions	Shortage of labour / next-generation entrepreneurs	Shortcomings in commercialization / market diversification	Delay in productivity and investments	Climate change adaptation	Difficulty for devitalized communities to adapt
Priority actions	<p>Boosting the economic resilience of businesses and regions as we move out of the crisis (temporary) CED is implementing several targeted initiatives to support the economic recovery and help businesses and communities seize opportunities to position themselves for the future.</p>					
	<p>Enhancing the competitiveness and expansion of Quebec businesses CED supports SMEs and the organizations that accompany them in developing, adopting, adapting and commercializing technologies that will boost their productivity, accelerate their growth and bolster their competitiveness on all markets.</p>					
	<p>Fostering clean growth CED encourages the development, adoption and commercialization of clean technologies that will boost SMEs' industrial productivity and competitiveness.</p>					
	<p>Promoting vital communities CED promotes growth for all by strengthening regions' and communities' entrepreneurial and industrial fabric through diversification, the enhancement of assets such as tourism, foreign investment promotion and support for participation in the economy for all and in all Quebec regions.</p>					

Our programs and initiatives are flexible and adapted



Regional Innovation

Supporting innovation through business productivity and growth and through regional ecosystems

- Regional Economic Growth through Innovation (REGI)



Vital Communities

Helping communities seize development and diversification opportunities

- Quebec Economic Development Program (QEDP)
- Community Futures Program (CFP)
- Economic Development Initiative (EDI) – Linguistic Duality

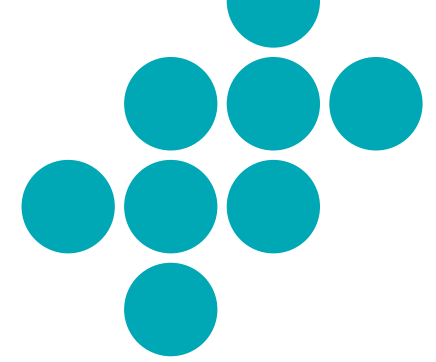


Targeted Ad Hoc Support

Supporting development opportunities (national in scope or specific to Quebec or a region) within a prescribed time frame

- National initiatives
 - Linked to national issues
 - Linked to COVID-19
 - Linked to the recovery
- Initiatives specific to Quebec

Our clients: SMEs and the organizations that support them



Profile of SMEs Receiving Support (median)

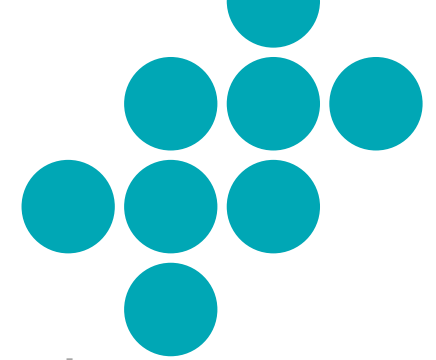
AGE	9.2
NUMBER OF EMPLOYEES	20
SALES	\$2.7M
MAIN SECTOR OF ACTIVITY	MANUFACTURING

Types of NPOs Receiving Support (not exhaustive)

- Sociétés d'aide au développement des collectivités (SADC) / Centres d'aide aux entreprises (CAE) (in rural areas)
- Industrial clusters
- Incubators/accelerators
- Technology transfer centres
- Promotion and structuring of tourism attractions
- Attraction of foreign direct investment



Our projects: Some examples



Projects under regular programs



Clean Technology

\$2M in funding for Annexair, a business specializing in the design and manufacture of high-energy-performance ventilation units, to reduce the carbon footprint of its new intelligent plant and complete its manufacturing fleet by acquiring digital equipment.

Projects under pandemic-related measures

Tourism

\$10M in support for the Alliance de l'industrie touristique du Québec to offer financial assistance to the province's tourism businesses to implement adaptation measures in line with new health standards.

Regional Air Transportation Initiative

\$8.8M in support for Pascan Aviation to help it enhance its service along certain routes. The project will enable it to acquire equipment to provide better connectivity in several of Quebec's regions.

Innovation

\$114K in support for Rimouski-based Multi-Électronique, a business specializing in the design and manufacture of electronic hydrographic and oceanographic equipment, to complete the work needed to develop an innovative product.

Indigenous

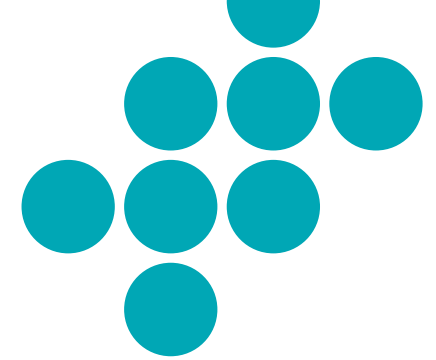
\$262K contribution for Basse-Côte-Nord business Innuberge, which offers ecotourism activities within the Unamen Shipu community, to launch a three-star hosting business.



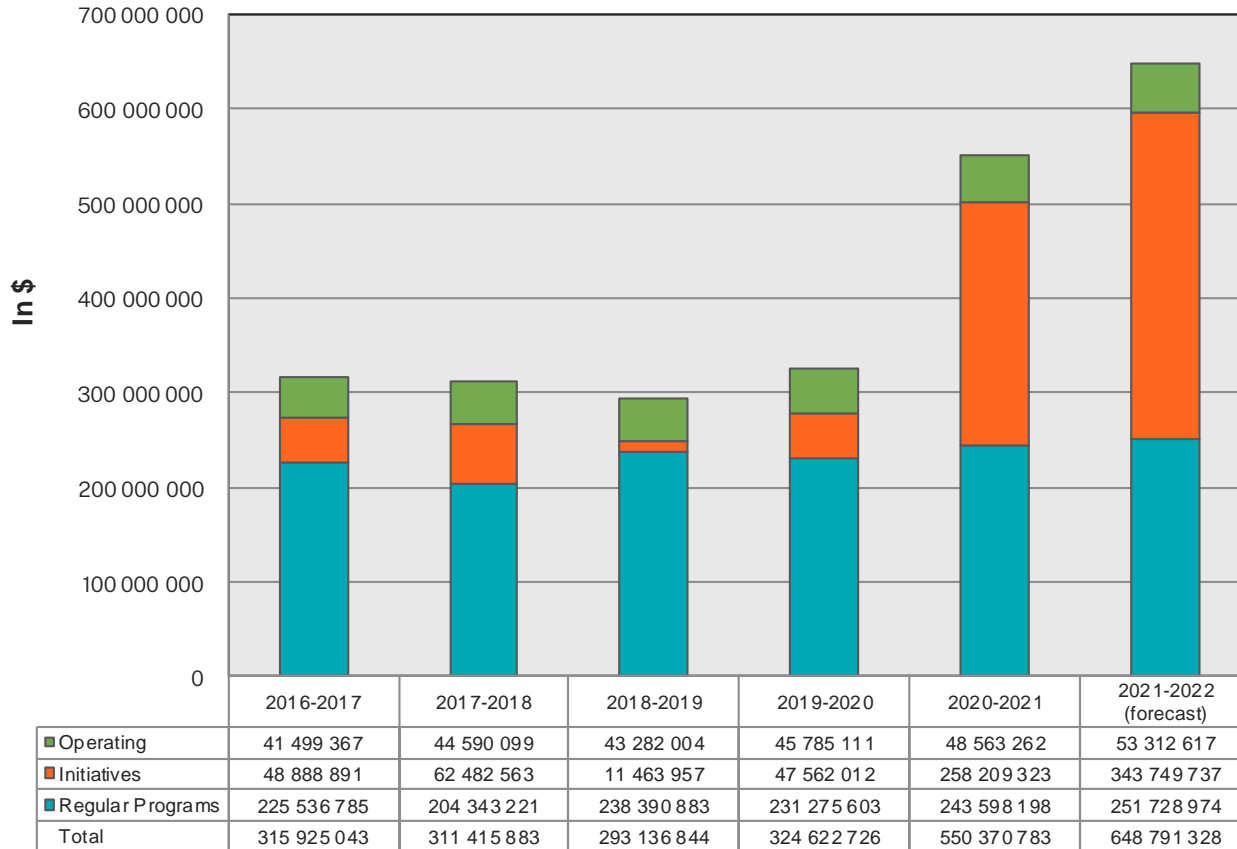
Canadian Seafood Stabilization Fund

\$617K in support for Les Fruits De Mer Madeleine inc. to enable the business to respond to changes required around worker health and safety to counter the pandemic while also maintaining a productive workforce.

Our budgets: Profile and evolution of our expenditures



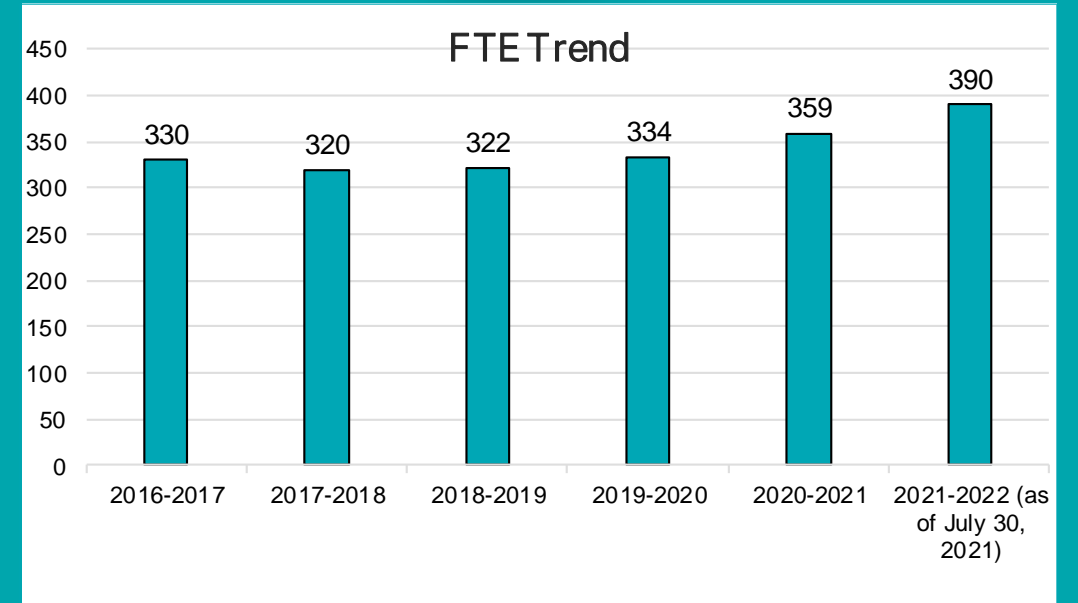
CED's Total Expenditures*



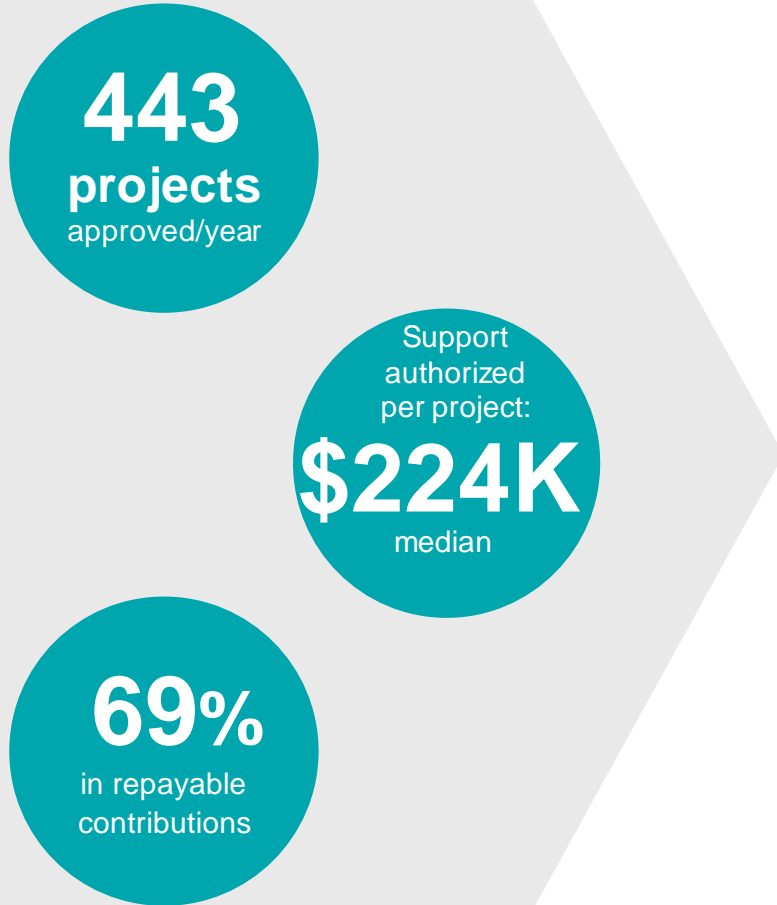
*Expenditures include the Employee Benefit Plan (EBP)



Our Labour Force



Tangible results and benefits



A leveraging effect



Growing businesses

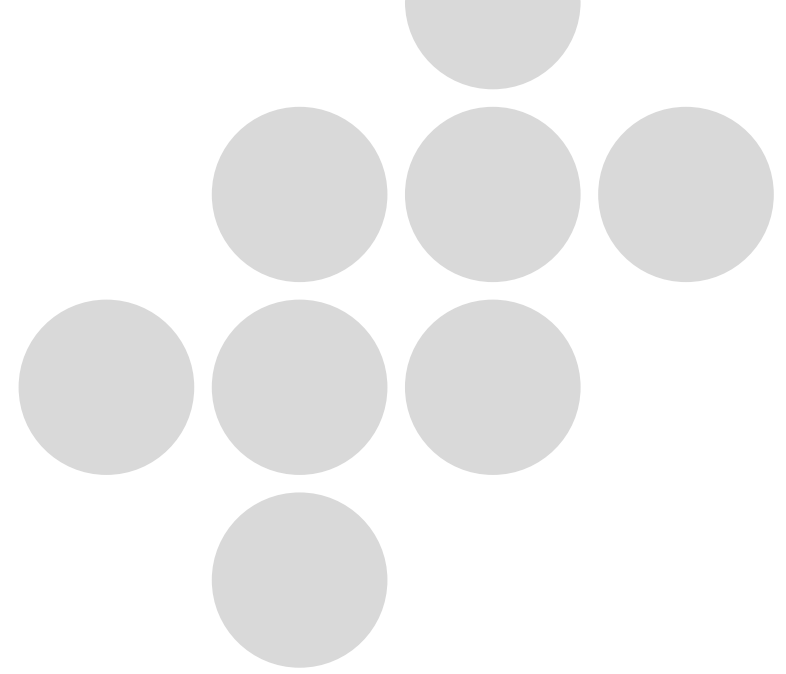
18% increase in sales among businesses supported by CED from project start to project end

Lasting benefits

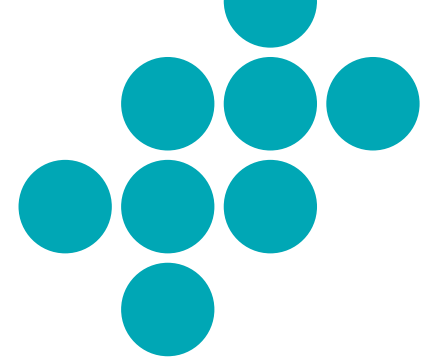
CED has helped create and maintain **20,986** jobs in Quebec's regions



NEXT STEPS



Welcoming you



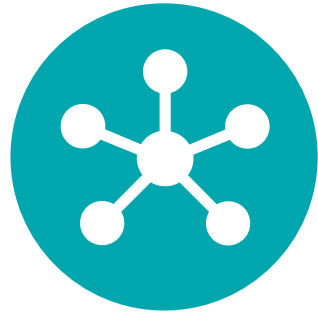
Supporting you so you can assume your duties rapidly and with fluidity

- Knowing your needs and giving you our support
- Obtaining a signature on CED's schedules and agreeing on an approach to obtain your directives regarding projects
- Agreeing on briefing processes
- Agreeing on announcement processes

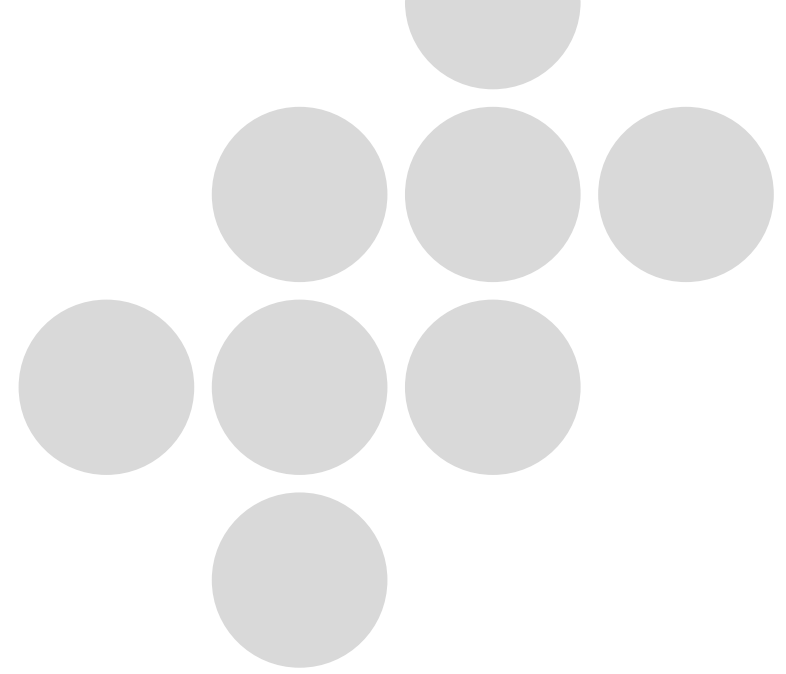


Understanding where you want to go

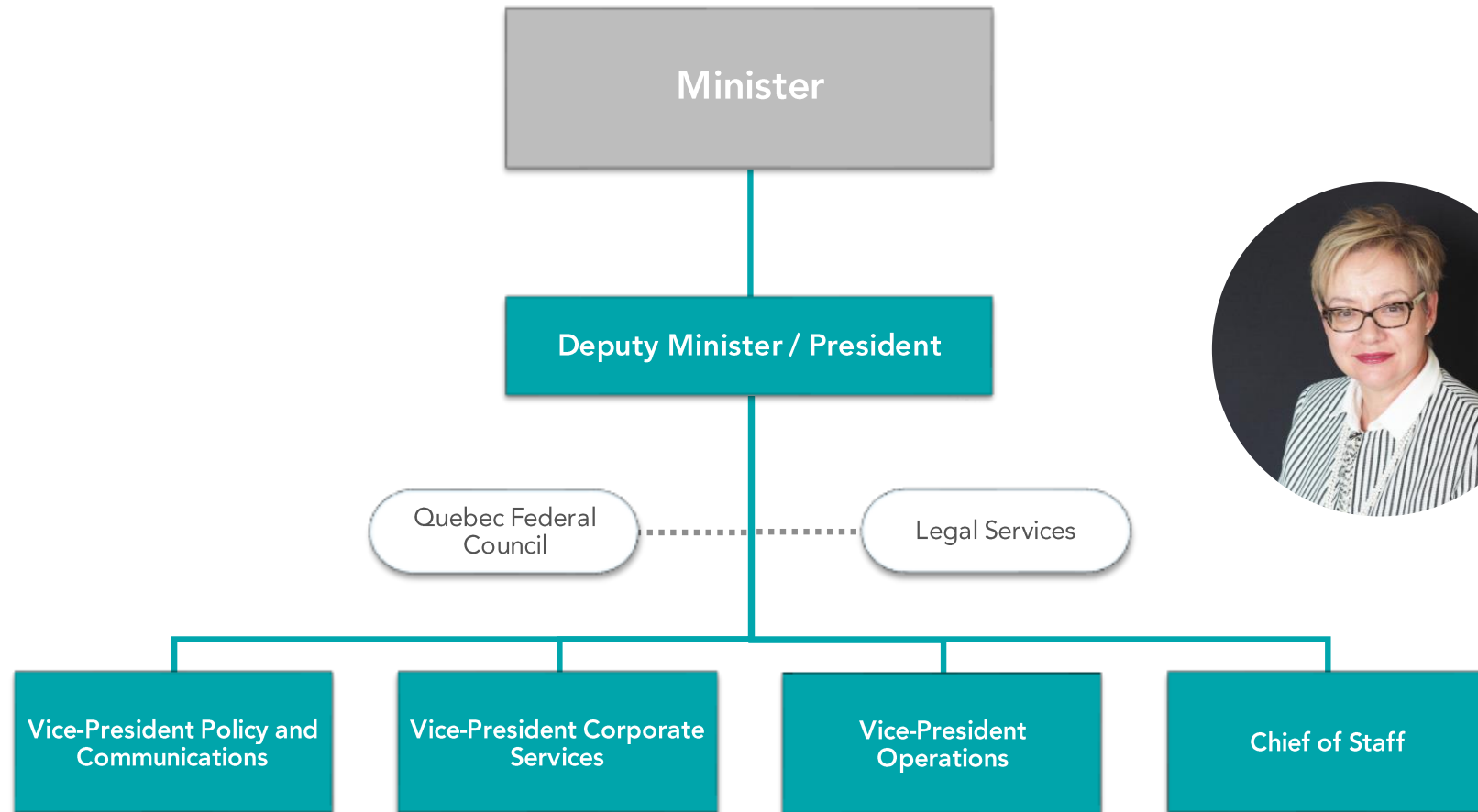
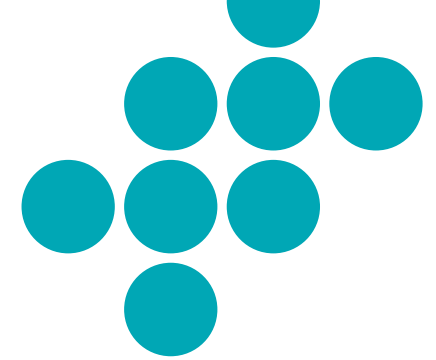
- Discussing your priority actions and giving you our best advice
- Presenting our ongoing initiatives and programs and discussing them



ADDITIONAL INFORMATION

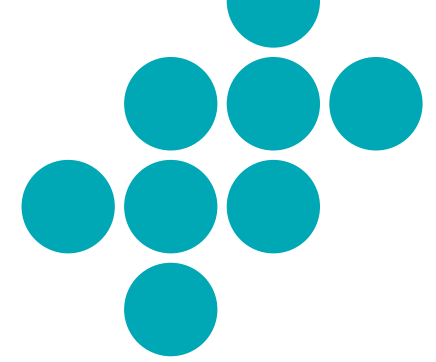


Organizational structure



Manon Brassard
Deputy Minister / President of CED

Are you getting questions?




Useful key messages on CED

- Canada Economic Development for Quebec Regions (CED) is a key federal partner in Quebec's regional economic development.
- Present across Quebec through its 12 business offices tuned into their communities, CED supports businesses and regions to foster economic and community prosperity by giving priority to projects that generate long-term economic benefits.
- CED accelerates economic development: Through its actions, it boosts regional innovation, SME growth and the vitality of Quebec's communities.
- CED also plays a key role in enabling integration and linkages that bring the right partners together on a project.
- While continuing to support the long-term growth of our economy and our regions, CED also implements several federal measures in Quebec to provide relief to businesses and regions hit by the economic impacts of the pandemic and accompanies them as they recover.
- CED maintains close collaborative relationships with its federal partners and the Government of Quebec, targeting complementary approaches.




Website and social media

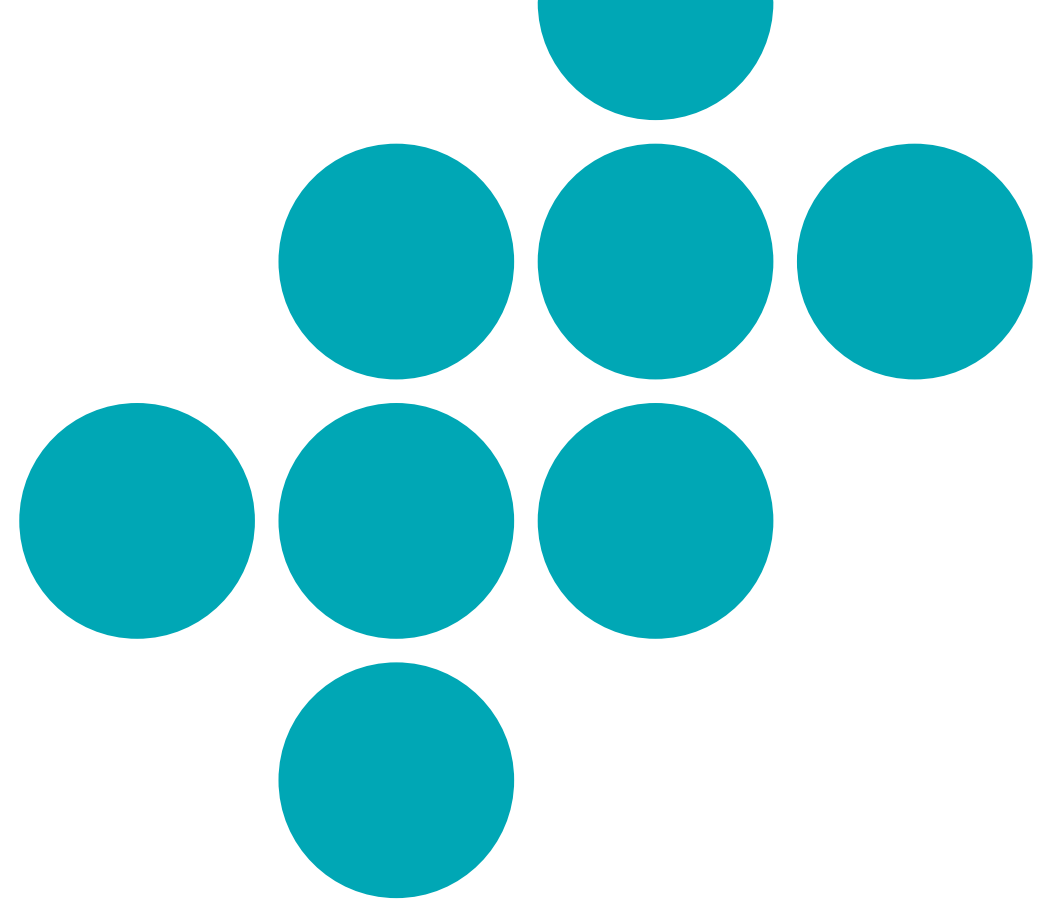
 ced.canada.ca

 @CanEconDev

 LinkedIn

 YouTube

 Facebook



CED: A federal asset rooted in Quebec, for Quebec

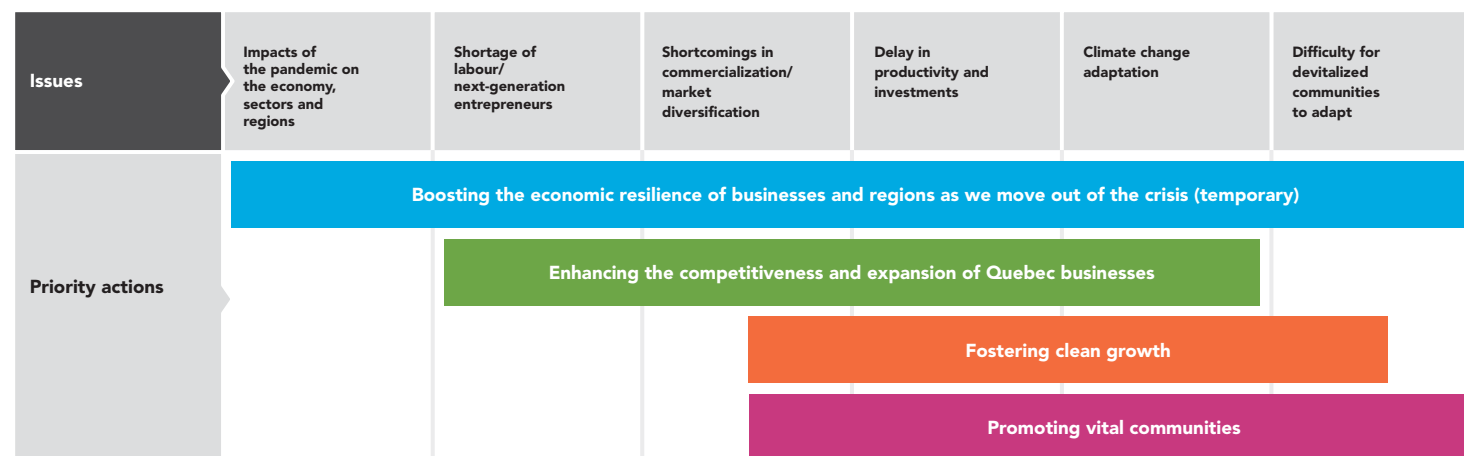
Our mission

Promote the long-term economic development of the regions of Quebec

- With special attention to the regions with slow economic growth
- By assisting SMEs and the organizations that support them
- In complementarity with the Quebec Government and communities
- By bringing strategic partners together

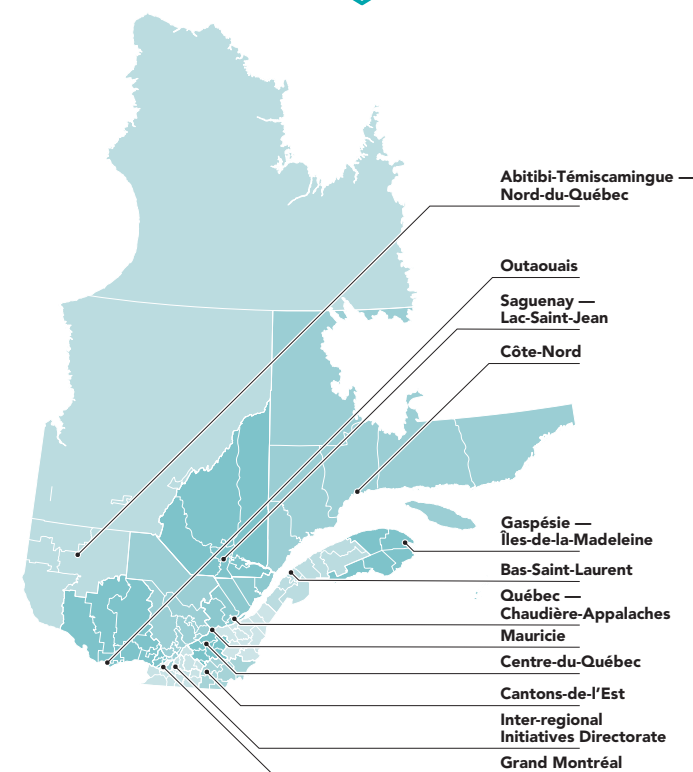
Our intervention priorities

Support high-potential projects that respond to the economic challenges of the Quebec regions



Our presence

- A head office in Montréal
- 12 business offices rooted in the regions
- An understanding of the different regional economic dynamics
- Interventions tailored to the local development potential



CED: A federal asset rooted in Quebec, for Quebec

Our approach

Operating with agility locally:

- Field intelligence – refined environmental assessment in order to design interventions that are adapted to the realities
- Flexibility in program design and implementation
- Collaboration with the various regional actors
- 359 FTEs* dedicated to programs and initiative development, delivery and assessment



*Data for 2020–21

Tangible results and benefits*



A leveraging effect

\$1
invested by CED



\$5.65
invested by other sources

Growing businesses

18% increase in sales among businesses supported by CED from project start to project end

Lasting benefits

CED has helped create and maintain **20,986** jobs in Quebec's regions

*Source: The data are based on actions under the regular QEDP and REGI programs between April 1, 2016, and March 31, 2021.