

# QUÉBEC

## PANORAMA



Québec 

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# QUÉBEC HAS BEEN ENGAGING IN DISTINCTIVE DIPLOMACY FOR NEARLY 50 YEARS.

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**Québec** is the only French-speaking state in North America and asserts its international personality through autonomous diplomacy via a network of **25 government offices** in **14 countries**.



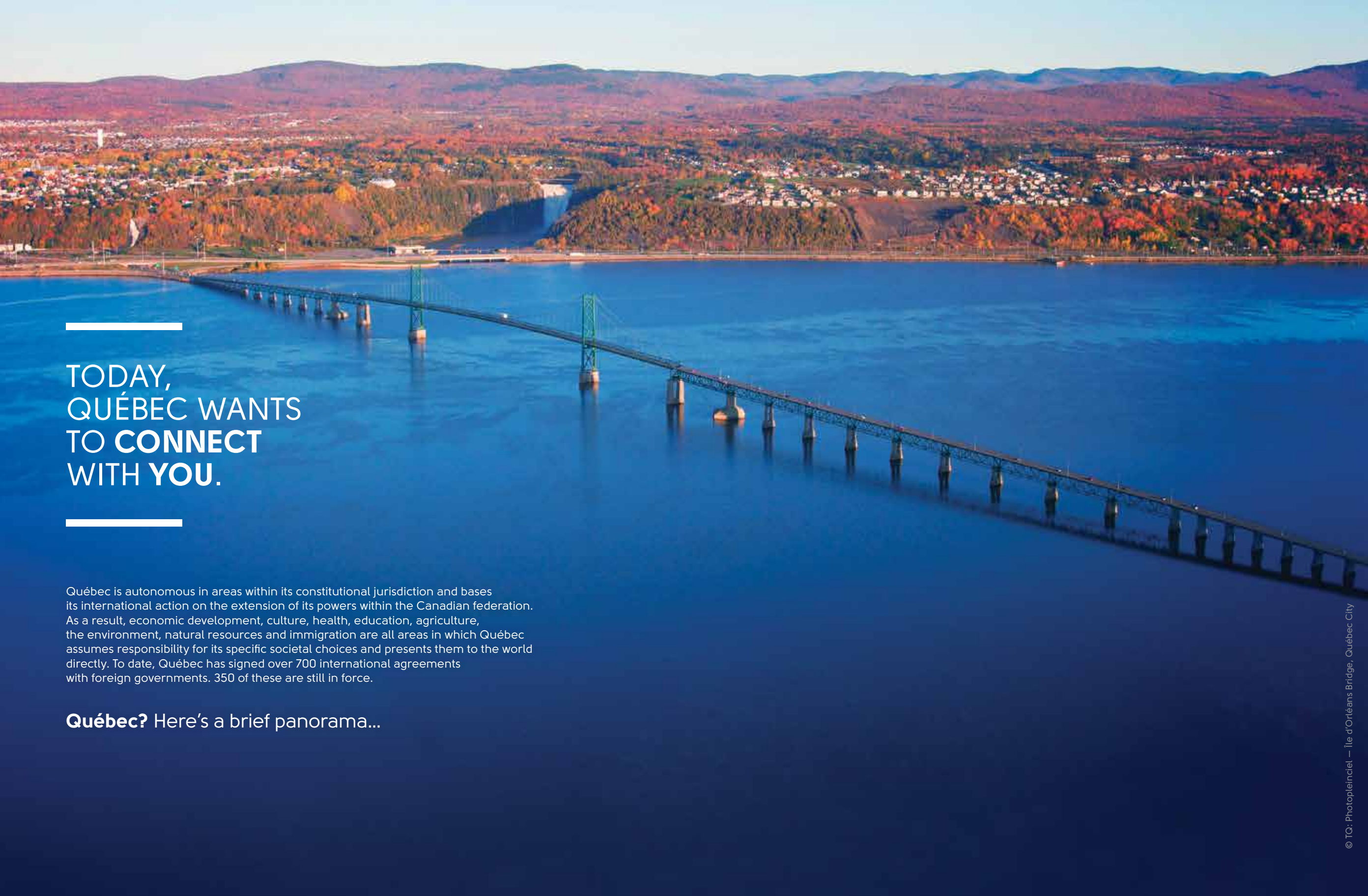
*“Le Québec d’aujourd’hui ne peut se soustraire au défi de la construction d’un autre monde possible.”*  
(Today’s Québec cannot avoid the challenge of building another, possible world.)

**Paul-Gérin Lajoie**, politician and father of the “Gérin-Lajoie doctrine”

Québec deploys a diplomatic infrastructure that is exceptional for a non-sovereign state. In terms of international relations, it has accomplished things that no other federated state before it has. This capacity to act is primarily based on the Gérin-Lajoie doctrine, as formulated in 1965 by Québec’s deputy premier at the time. The doctrine expresses “the international extension of Québec’s domestic areas of jurisdiction.” All Québec governments have since embraced and defended this principle, which today forms the bedrock and basis of Québec’s international action. Each day, the Ministère des Relations internationales et de la Francophonie, which will celebrate its 50th anniversary in 2017, articulates this desire to provide Québec with the means to take action and build its influence on the international scene.

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\* Québec has three representations in Paris: the Québec Government Office, the Delegation for Francophone and Multilateral Affairs and the Québec Representation in the Permanent Delegation of Canada to UNESCO.



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# TODAY, QUÉBEC WANTS TO **CONNECT** WITH YOU.

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Québec is autonomous in areas within its constitutional jurisdiction and bases its international action on the extension of its powers within the Canadian federation. As a result, economic development, culture, health, education, agriculture, the environment, natural resources and immigration are all areas in which Québec assumes responsibility for its specific societal choices and presents them to the world directly. To date, Québec has signed over 700 international agreements with foreign governments. 350 of these are still in force.

**Québec?** Here's a brief panorama...

# OPEN MINDED

*“À vivre au bord d’un fleuve, surtout en terre du nord, on prend vite des habitudes d’éternité.”*

*(In living along a river, especially in northern lands, one quickly takes on ways that border on the eternal.)*

**- Jovette Marchessault,**  
Québec feminist painter, sculptor, novelist, poet and playwright  
(1938-2012)

Every year in the heart of winter on four of Canada’s coldest weekends, Igloofest attracts tens of thousands of electronic music fans who come to dance under the stars in the Old Port of Montréal. With its ice-and-steel decor, striking architectural staging, programs that feature the best local and international DJs, and the Igloo Village, Igloofest is one of the hottest events in Montréal and among the most prominent in Canada.

People in Québec embrace diversity. It is the source of the exceptional cultural vitality that defines them. Quebecers are recognized for their open-mindedness, creative genius and way of making happiness and the joy of living top priorities.



## A population of 8.1 million

Québec is Canada’s second most densely populated province (23% of the Canadian population).



## French-speaking

French is the official language of Québec and the first language of 78% of Quebecers.



## Multilingual

47% of Quebecers have a mastery of at least two languages, 43% master Canada’s two official languages (French and English) and over 10% speak at least three languages.



## Educated

83% of Quebecers have a high school education or higher and 22% hold a university degree.



## Open

Montréal, the world’s second largest French-speaking city after Paris, is a cosmopolitan metropolis renowned for its cultural vibrancy. Almost four million people live in the greater metropolitan area where over 80 recorded ethnicities contribute to the diversity and vitality of their communities.



## Creative

The mix of influences that forged the Québec identity (French, Aboriginal, Anglo-Saxon, North American), and the vast northern territory where it emerged, are largely responsible for the creativity that is inherent to Quebecers. Innovation was long a matter of survival. Today, it is a powerful economic, social and cultural driving force for Quebecers.

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# QUÉBEC SOCIETY IS BASED ON THE COMMON VALUES OF **SOLIDARITY, EQUALITY AND FREEDOM.**

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## Education

Education in Québec is free for everyone up to university level. University tuition fees are the lowest in North America.



## Family

Québec families benefit from a public parental leave program and subsidized childcare network. It's no surprise that Québec is described as a "paradise for families."



## Health

Quebecers benefit from a universal health insurance plan that guarantees them free healthcare. Several social services are also available at no cost. With respect to medication, Quebecers are covered by a combined public/private drug insurance plan that provides for financial contributions by insured individuals.



## Rights and freedoms

Québec is a democratic society based on the rule of law where all citizens are equal in value and dignity and where all individuals have the right to express themselves, freely choose their lifestyles and be different. Gender equality is also a fundamental value for Quebecers.



## Social economy

Québec is positioning itself as a global centre of expertise in the cooperative sector, particularly as a result of Desjardins, Agropur and the Coop fédérée. There are 7,000 collective enterprises (cooperatives and NPOs) in Québec and over 150,000 jobs associated with them. Québec also hosts the International Summit of Cooperatives, the largest international business event of its kind.

## Cooperation is a powerful economic and social driver in Québec



### Desjardins — cooperating in building the future

The history of Desjardins is inseparable from that of modern Québec. In December 1900, Alphonse and Dorimène Desjardins founded North America's first savings and credit cooperative in Lévis: the Lévis caisse populaire, or credit union. They championed the idea of cooperation and sought to improve the condition of the working classes and contribute to the economic development of French Canadians. Today, Desjardins is the world's fourth largest cooperative financial group and has always remained true to the philosophy of its founders. Desjardins Group now manages over \$220 billion in assets and, according to Bloomberg, ranks second among the world's soundest banking institutions (first in North America, 2014).



# BOTH FEET ON THE GROUND

*“À l'échelle cosmique, l'eau est plus rare que l'or.”*

*(On a cosmic scale, water is rarer than gold.)*

- **Hubert Reeves**, contemporary Québec astrophysicist and ecologist

Quebecers are aware of the challenges inherent to making the transition to a sustainable economy. They are therefore actively involved in the fight against climate change and have set sustainable development standards that are among the world's most stringent. Recent initiatives by Québec and its partners are concrete proof of this commitment to future generations.

Inaugurated in 1968 and featuring a unique architecture, the hydroelectric installation consists of the Daniel-Johnson Dam and Manic-5 generating station and is a true illustration of Québec engineering ingenuity. Integrated into the magnificent Manicouagan Valley, it is the world's largest multiple-arch buttress dam.



## The carbon market: the centerpiece of Québec's action in the fight against climate change

After becoming the first government in North America to impose a duty on fossil fuels, Québec again demonstrated its leadership in 2013 by creating a cap-and-trade system for greenhouse gas (GHG) emission allowances.

In 2014, Québec linked its system with California's, resulting in the largest cross-border carbon market in North America.

The carbon market is a major social project and constitutes the centerpiece of Québec's action in the fight against climate change.



## An electric corridor to forge ahead with green power

With its 31 charging stations over a distance of 160 km, the Québec-Vermont electric charging corridor along the Montréal-Burlington highway provides electric vehicle users with a comprehensive recharging infrastructure. It is proving to be an innovative and promising project for the entire American Northeast.



## Québec: committed to biodiversity conservation

In 1996, the Québec government adopted a strategy to implement the Convention on Biological Diversity, which set major goals for protected areas. Today, Québec's network of protected areas accounts for 9% of its land area, or more than 152,000 km<sup>2</sup>.

You can enjoy a relaxing getaway in one of the 26 national parks in the Parcs Québec network, where 37,400 km<sup>2</sup> of unparalleled protected areas await you, from Mount Orford to Pingualuit!

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# WITH UNTAMED EXPANSES AS FAR AS THE EYE CAN SEE, VAST FORESTS AND INCOMPARABLE FRESHWATER RESERVES, QUÉBEC IS QUITE SIMPLY LARGER THAN NATURE.

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Québec is a northern territory that stands out for its immenseness and infinite natural wealth: fresh water, forests, mineral resources, hydraulic potential... Québec is characterized by abundance.



**1,667,712 km<sup>2</sup>**

Two and a half times the size of Texas, three times the size of France and almost five times the size of Japan: Québec is the largest of Canada's ten provinces.



## The St. Lawrence River: a gateway to America

Stretching over a distance of 1,200 km, the St. Lawrence River is among the world's longest navigable waterways and the largest in North America, providing direct access to the heart of the continent year round.



## 3% of the planet's freshwater reserves

With its 4,500 rivers and half a million lakes, 10% of Québec's territory is covered by freshwater bodies. This represents 3% of the planet's renewable freshwater reserves.



## The world's fourth largest producer of hydroelectricity

Québec is the fourth largest producer of hydroelectricity in the world. 98% of all electricity produced in Québec comes from hydraulic sources and meets nearly half of Québec's entire energy needs. This renewable, clean, low-cost energy gives Québec an undeniable competitive edge in the North American market.



## 2% of the world's forests

Québec's forest area accounts for 20% of Canada's and 2% of all the world's forests. Québec's forests cover more than 760,000 km<sup>2</sup> – the equivalent of Sweden and Norway combined.



## Northern Québec: rich mineral potential

In addition to diamonds and phosphate, Québec is rich in a very wide variety of metals: silver, copper, iron, lithium, nickel, niobium, gold, rare earths, uranium and zinc. Québec also has promising hydrocarbon potential.



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## THE WEALTH OF QUÉBEC'S REGIONS IS REFLECTED IN **THE BEAUTY** OF ITS LANDSCAPES.

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*“Je ne me demande pas  
où mènent les routes;  
c’est pour le trajet que je pars.”*

*(I don't ask where roads lead; it is the journey that matters to me.)*

- Anne Hébert, Québec author and poet (1916-2000)

You'll find uniquely exceptional regions everywhere in Québec: on the banks of an immense river, nestled on bountiful lands and along magnificent panoramic roads. Their scenic beauty is matched only by the generosity of the local people who are eager to help you discover it.

There are 17 regions in Québec where adventure, relaxation, nature, culinary delights and unforgettable encounters await you. You'll have a long way to go if you want to see it all..., and that's the best part!

Abitibi-Témiscamingue • Bas-Saint-Laurent • Capitale-Nationale • Centre-du-Québec  
Chaudière-Appalaches • Côte-Nord • Estrie • Gaspésie-Îles-de-la-Madeleine • Lanaudière  
Laurentides • Laval • Mauricie • Montérégie • Montréal • Nord-du-Québec • Outaouais • Saguenay-Lac-Saint-Jean

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# A HEAD FOR BUSINESS

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*“Success is survival”*

- **Leonard Cohen**, contemporary Québec singer-songwriter, poet and novelist

A sound and dynamic business environment, a workforce recognized for combining talent and creativity, abundant energy, boundless innovation, a tax system and operating costs that are among the most advantageous in North America, not to mention a strategic position between America and Europe...

**Québec has everything you need to succeed.**



## Innovation sparks success

### **Bombardier** — Evolution in motion

Bombardier Inc. grew from the inventive genius and entrepreneurial spirit of a young mechanic born in 1907: Joseph-Armand Bombardier. He built his first “vehicle that can travel on snow” at the age of 15, enabling people to get around during the snowy winters in rural Québec. His first noteworthy commercial success came in 1937 with the launch of the B7 snowmobile, which could accommodate as many as seven passengers. Bombardier Inc. is now a major multinational in the transportation sector. The company is the world’s only manufacturer of both trains and aircraft. It is the third largest in civil aeronautics and a world leader in the rail transportation industry. Today, Bombardier “is shaping the future of mobility” in over 60 countries.

### **Cirque du Soleil** — Dream maker

Original, unique, explosive and boldly creative since its inception, Cirque du Soleil has always sought to nurture the imagination, stimulate the senses and arouse emotions the world over. Founded in 1984 by Guy Laliberté, the Cirque now employs 4,000 people around the world, including over 1,300 artists representing 50 nationalities and 25 different languages.

### **C2 Montréal** — Somewhere between genius and insanity

C2 Montréal (C2MTL) is an international business conference that was conceived and founded by the Sid Lee creative agency and Cirque du Soleil. As a world flagship creativity and innovation event, C2MTL intends to reinvent the business conference, break down barriers between industries and disciplines, promote and facilitate interconnections between business leaders from all continents and trigger new ideas. Speakers who are changing the world, exhibitions, multimedia and conceptual spaces, screenings, workshops and festivities: C2MTL is nothing short of the “Davos of creativity”.

### **The International Economic Forum of the Americas** — Conference of Montréal

For the past 20 years, some 180 speakers and over 3,000 participants have been meeting each year in June to discuss major issues concerning economic globalization. The Conference of Montréal is intended to be a staunchly inclusive, accessible and neutral event, a place to gather and discuss that is focused on the future and finding solutions.

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# SIX REASONS WHY QUÉBEC IS THE PLACE TO GROW AND EXPAND YOUR COMPANY.

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## Research and development (R&D): at the core of Canada's most diversified economy

40% of all Canadian companies active in R&D are in Québec, and Québec accounts for 30% of R&D jobs in Canada.

Québec is home to three of Canada's seven most active research universities (Université Laval, McGill University and Université de Montréal).

Québec accounts for 28% of Canada's venture capital investments.

Every dollar invested in R&D in Québec is eligible for advantageous tax credits.



## The workforce: educated, highly skilled and creative

Québec boasts an excellent education system and one of the best enrolment and graduation rates of member countries of the Organisation for Economic Co-operation and Development (OECD). Moreover, there is a unique synergy in Québec between the arts, design, high-tech and science sectors that spawns the creativity and genius that have forged its international reputation.



## Access to markets: a strategic position between Europe and America

Québec is an integral part of the NAFTA economic space, which gives it access to a pool of 464 million consumers. Québec has also been involved in the negotiations for a Comprehensive Economic and Trade Agreement between Canada and the European Union. The agreement's ratification would give Québec direct access to a pool of 500 million consumers.



## Energy: abundant, clean and inexpensive

Québec has the largest hydroelectric power grid in North America. It is also one of the most reliable and self sufficient in the world. Energy costs in Québec are among the most competitive on the continent.



## Accessibility: investment friendly

With affordable labour costs, energy rates that are among the world's lowest, attractively priced rental spaces and one of the most competitive tax rates in North America, Québec enables businesses to increase their competitive edge internationally.

According to the latest data, costs for setting up operations in Québec are 4.8% lower than in the United States and 2.9% lower on average than in the G7 countries.

Montréal ranks first out of North America's 20 largest cities in terms of operating cost competitiveness (KPMG, 2013).



## Stability: economic and social

Québec is recognized for its well-regulated banking system, stable and extensive commercial ties with the United States, international free trade agreements and export growth.

The Economist Intelligence Unit (EIU) ranks Canada as the best G7 country and the fourth worldwide for doing business in 2012-2016.

In April 2012, Moody's stated that the Canadian banking industry was the most robust in the world.

Québec is known for its pacifism and is one of the safest places in the world. Crime rates in the metropolitan areas of Québec City and Montréal are among the lowest in North America.

# QUÉBEC'S SECTORS OF EXCELLENCE.



## Québec – among the world's aerospace industry elite

Montréal is one of the world's three aeronautics capitals, along with Seattle and Toulouse, and is one of the few places in the world where a plane can be assembled from A to Z. Virtually all the components needed to manufacture aircraft are made within a 30 km radius of Québec's metropolis. That's why the major international organizations of the aviation world, including the International Civil Aviation Organization (ICAO), are headquartered in Montréal.

In Canada:

- 55% of aerospace production originates in Québec;
- 50% of the aerospace workforce is employed in Québec;
- 70% of aerospace R&D is carried out in the Greater Montréal area.



## Québec – an ecotechnology incubator

Québec's technology companies specializing in sustainable development are prime examples of the capacity for innovation and forward thinking that are the hallmarks of Québec's economy.

Québec is actively engaged in developing environmentally friendly technologies, especially in the transportation electrification and bioenergy sectors. Nearly 1,000 organizations linked to cleantech, including roughly 400 innovative companies and more than 200 public research groups are located in Québec. In addition, Québec offers the most competitive tax incentive program in Canada and one of the best of all industrialized countries.



## Montréal – a major North American life sciences and health technology hub

Every step involved in drug development, from basic research to marketing, can be carried out in Québec. Eight of the world's ten largest pharmaceutical companies operate in Québec.

In the field of biotechnology, many of the companies that are making their mark around the world are headquartered in Montréal and the city is home to several internationally renowned research centres that are Canada's driving force in genomics.

There are five university hospital centres (UHCs) in Québec. In addition to providing care as well as specialized and ultra-specialized clinical services, the UHCs are also teaching hospitals, research centres and facilities where health-related technology and intervention methods are assessed. There are nearly 1,900 researchers carrying out work in the research centres alone.



## Québec - a top strategic location for expanding an information and communication technologies (ICT) company

Close to 180,000 people in Québec are specialized in software development, microelectronics, multimedia, optics and photonics, post-production technical services for films, etc.

Québec ranks third worldwide for video game development, outranked only by California and Japan.

ICT companies in Québec can benefit from a tax burden that is up to seven times lower than elsewhere in North America.

## Other sectors of excellence in Québec

- Agri-food
- Construction
- Industrial design
- Energy
- Mining
- Fashion and apparel
- Ground transportation

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# THE EXCEPTIONAL DIVERSITY OF QUÉBEC'S TERRITORY OFFERS EXCITING AND DYNAMIC BUSINESS OPPORTUNITIES.

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The Québec government is tapping into this potential by introducing two major economic development projects built on the assets of the St. Lawrence River and Northern Québec.



## Maritime Strategy

The St. Lawrence River, the most majestic of our waterways, holds unique development potential in all of Québec's regions. Consequently, the Québec government is deploying the first Maritime Strategy in its history. The strategy aims to consolidate the positioning of Québec and the Montréal region as North American commercial logistic hubs for merchandise handling by focusing on Québec's deep water ports and maximizing the development of intermodal transport there. The government also intends to become part of the blue economy by investing in marine and environmental technology development. As Québec Premier Philippe Couillard noted, "Québec was born from its relationship with the sea. And the sea is also part of our future."



## Plan Nord

The Plan Nord reflects the Québec government's ambition to deploy the world's largest sustainable development project. Balancing economic, social and environmental aspects is of vital concern. Therefore, in addition to promising incomparable business opportunities, especially in the mining sector, the Plan Nord embodies the hope of a better future for local communities, First Nations and Inuit.

The territory covered by the Plan Nord is located north of the 49th parallel and covers nearly 1.2 million square kilometers. Exceptional wildlife resources exist within its boundaries and it is one of the last areas in the world where there is still potential for conserving vast intact natural territories.

This immense territory is rich in minerals of all kinds — gold, nickel, cobalt, platinum-group elements, zinc, iron ore, ilmenite, lithium, vanadium, rare-earth elements — and has 200,000 km<sup>2</sup> of commercial forests. The Québec government intends to open up access to the territory through strategic infrastructure, thereby fostering Northern Québec's economic development.

The government has also committed to safeguarding 50% of the northern territory by harmonizing its protection and the development of its resources.



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# A DIFFERENT WAY OF LOOKING AT THINGS

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*“Dans la ville où je suis né,  
le passé porte le présent  
comme un enfant  
sur ses épaules.”*

*(In the city where I was born, the past carries the present  
like a child on its shoulders.)*

- Robert Lepage, contemporary Québec writer,  
film and stage director, and actor

They say Quebecers are very sensitive to things, that they have a little *je ne sais quoi* that gives originality to their vision of the world. There's no question that they're completely genuine in their relations with others. Empathy, humanity and open-mindedness are a few of the things that make Québec **a place where the sky's the limit.**



# MONTRÉAL: OPEN-AIR LABORATORY FOR CREATION

## Knowledge city

Montréal ranks second in North America, after Boston, in terms of the number of university students per capita. It boasts Canada's largest pool of new university graduates (over 40,000 annually) and attracts the most foreign university students: more than 20,000 each year. Montréal is home to four world class universities: two French-speaking — Université de Montréal and Université du Québec à Montréal (UQAM) — and two English-speaking — McGill and Concordia.

## Cultural metropolis

Montréal is one of America's major not-to-be-missed cultural hubs. In addition to playing host to some 75 outstanding festivals and cultural events each year, many of the city's districts are considered artistic and creative crossroads with a unique and distinctive character: Old Montréal, Plateau Mont-Royal, Mile-End — recently recognized as an indie music epicentre — and of course the Quartier des Spectacles where 80 cultural venues are packed into one square kilometer.

## Planetary meeting point

Québec's metropolis ranks first in North America in terms of the number of international conferences it hosts. With roughly 85 consulates general, consulates and trade delegations, Montréal is also North America's second most important consular city (after New York) and is one of North America's three UN cities (along with New York and Washington). In 2014, Montréal was chosen as one of five global hubs for the Future Earth Project, an ambitious initiative to build an international research network on the environment and sustainable development.


## And jazz festival!

The Montréal International Jazz Festival is recognized the world over as the biggest event of its kind. It's also a celebration of Montréal's own cultural diversity and attracts nearly two million visitors each year!



A population of **3.8 million**  
Canada's second largest metropolitan area  
UNESCO City of Design

## Montréal is also defined by the eclecticism of Moment Factory.



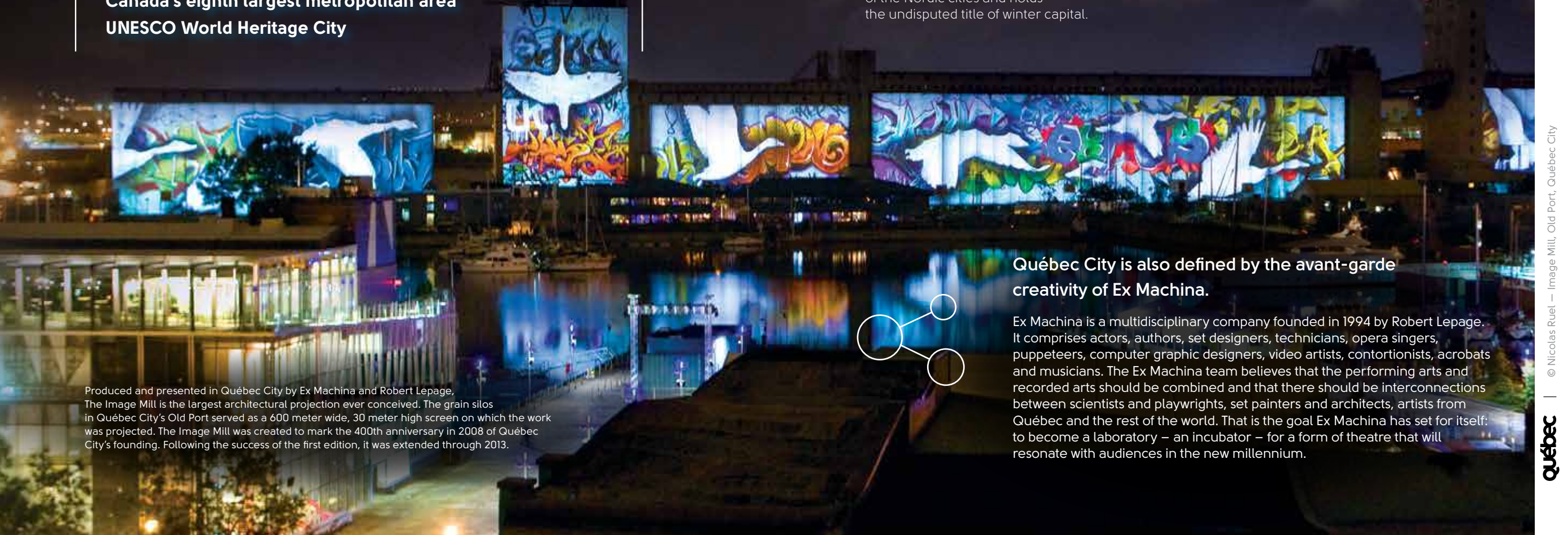
Moment Factory is a new media and entertainment studio specialized in the design and production of multimedia environments. Its mission: create sensory, interactive, unique and unforgettable experiences. Since its inception in 2001, Moment Factory has created more than 300 events, shows and installations around the world for such clients as Cirque du Soleil, Nine Inch Nails, Madonna, the Super Bowl, Disney, Microsoft, Sony, the Quartier des Spectacles in Montréal, and Los Angeles International Airport. The company currently employs over 100 people from 15 countries, who travel the world to turn increasingly spectacular ideas into realities.

# QUÉBEC CITY: TECHNO-CULTURAL CAPITAL.

In addition to being the cradle of America, the only walled city north of Mexico and a UNESCO World Heritage Site, Québec City also has one of Canada's highest concentrations of research and technological transfer centres, with a pool of over 6,000 researchers and associates.



**A population of 700,000**  
**Canada's eighth largest metropolitan area**  
**UNESCO World Heritage City**



Produced and presented in Québec City by Ex Machina and Robert Lepage. The Image Mill is the largest architectural projection ever conceived. The grain silos in Québec City's Old Port served as a 600 meter wide, 30 meter high screen on which the work was projected. The Image Mill was created to mark the 400th anniversary in 2008 of Québec City's founding. Following the success of the first edition, it was extended through 2013.

## Happiness

With almost full employment, accessible green spaces everywhere — the Plains of Abraham (one of the world's most prestigious urban parks) and the Samuel-De Champlain Promenade built along the St. Lawrence River are just two examples — and a rich and varied cultural life, Québec City simply exudes happiness.

## World winter capital

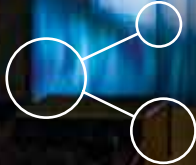
Québec City also boasts the world's biggest winter carnival (the Québec Winter Carnival), a Big Air World Cup held right downtown, access to some of the most spectacular alpine resorts in the American Northeast, and roughly 100 skating rinks all around town. Québec City is the most hospitable of the Nordic cities and holds the undisputed title of winter capital.

## Techno culture

Each year, Québec rises in world rankings of "smart cities." It's famous for its technology park — Canada's first — and is recognized as a thriving centre for artistic creation in theatre and multimedia: it's the perfect example of an unmistakably techno-cultural city.

## And summer festival!

Every July, the Québec City Summer Festival (FEQ — Festival d'été de Québec) literally takes over the city to put on one of Canada's biggest music events. It attracts over one million festivalgoers and features 10 indoor and outdoor stages, more than 1,000 artists and nearly 300 shows ... in 11 days!



## Québec City is also defined by the avant-garde creativity of Ex Machina.

Ex Machina is a multidisciplinary company founded in 1994 by Robert Lepage. It comprises actors, authors, set designers, technicians, opera singers, puppeteers, computer graphic designers, video artists, contortionists, acrobats and musicians. The Ex Machina team believes that the performing arts and recorded arts should be combined and that there should be interconnections between scientists and playwrights, set painters and architects, artists from Québec and the rest of the world. That is the goal Ex Machina has set for itself: to become a laboratory — an incubator — for a form of theatre that will resonate with audiences in the new millennium.

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# THE EXPRESSION *ART DE VIVRE* (THE ART OF LIVING) APTLY DESCRIBES THE WAY QUEBECERS APPROACH DAILY LIFE: IN QUÉBEC, ART AND LIFE ARE ONE AND THE SAME!

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Art is omnipresent here. Because Québec is first and foremost defined by the women and men who create the world and reinvent it each day.

## OUR ARTISTS:

Arcade Fire, Denys Arcand,  
Marie-Claire Blais, Isabelle Boulay,  
Robert Charlebois, Marie Chouinard,  
Chromeo, Cœur de pirate, Leonard Cohen, Corno,  
Denis Côté, Marie-Josée Croze, Michel De Broin,  
Caroline Dhavernas, Céline Dion, Le Cirque Éloise,  
Le Cirque du Soleil, Xavier Dolan, Angèle Dubeau,  
Philippe Dubuc, Réjean Ducharme, Olivier Dufour,  
Diane Dufresne, Moment Factory, Philippe Falardeau,  
Mariouche Gagné, Denis Gagnon, Garou, Eve Gravel,  
Elisapie Isaac, Oliver Jones, Jorane, Anthony Kavanagh,  
Dany Laferrière, Guy Laliberté, Micheline Lanctôt,  
Linda Lemay, Marie-Nicole Lemieux, Robert Lepage,  
Edouard Lock, Rafael Lozano-Hemmer,  
Yann Martel, Nadia Myre, Kent Nagano,  
Yannick Nézet-Séguin, Kim Nguyen,  
Karim Ouellet, Bruno Pelletier,  
Luc Plamondon, Jon Rafman,  
Stéphane Rousseau, Marie Saint-Pierre,  
Marc Séguin, Simple Plan,  
Dave St-Pierre, Michel Tremblay,  
Jean-Marc Vallée, Karine Vanasse,  
Denis Villeneuve, Rufus Wainwright,  
Patrick Watson,  
Les 7 doigts de la main...

Montréal music group Secret Sun performing on the roof of Ubisoft Montréal's Peck Building during the 2013 Pop Montréal festival. Located in the heart of Mile-End, the district is recognized as a thriving information and multimedia technologies hub and has become a sought-after cultural distribution venue owing to its spectacular view of Montréal.

Ministère des Relations Internationales et  
de la Francophonie

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