

québec



Québec 

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# QUÉBEC IS A LAND OF JUNCTURES, A BRIDGE BETWEEN TWO GREAT CIVILIZATIONS FROM WHICH IT EMERGED: EUROPEAN AND AMERICAN.

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In the beginning, the underlying influences that shaped North America converged in Québec: The traditions and cultures of the First Nations, French and British were followed by those of immigrants from the world over.

Today, Québec is a place to connect and create that is highly valued by talented people around the globe. That's because ideas are expressed freely and can collide, flourish and become realities in Québec; because Québec is both peace-loving and assertive, forward thinking and proud of its roots, northern yet warm and inviting, rich in contrasts; because openness and free thinking are the hallmarks of its society; because education, knowledge and innovation are its driving forces.

Because, ever since it was founded, Québec has been a place where the sky's the limit.



Québec is the largest of Canada's 10 provinces, with a surface area of 1,667,712 km<sup>2</sup>.



The Québec nation has French roots and is one of Canada's two founding nations (the other has British roots).



In Québec, 11 Aboriginal nations live side by side with the Québec nation: Abenaki, Algonquin, Attikamek, Cree, Huron-Wendat, Innu, Inuits, Malecite, Mi'kmaq, Mohawk and Naskapi.

# BONJOUR



[international.gouv.qc.ca](http://international.gouv.qc.ca)

# BONHEUR ET JOIE DE VIVRE



Quebecers share a common language – French – that unites them in the richness of their diversity.

It can be said that, in addition to speaking French, Quebecers speak frankly. One language they definitely don't speak is *la langue de bois*, which translates to "wooden language" and refers to ambiguous or pompous verbiage. If Quebecers sing in French, invent new expressions, mangle the language at times, and love it madly, it's because French has a very special place in their hearts. It is a nuanced and subtle language, a rich, constantly evolving language that, in Québec, carries within its accents the history of a people. Revered and flourishing in North America, French holds the key to understanding everything about Québec, its resilience and its zest for life.



French is the official language of Québec, the only French-speaking state in North America. It is the first language of 78% of Quebecers.

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HAPPINESS  
AND *JOIE DE VIVRE*  
ARE TOP PRIORITIES  
FOR QUEBECERS.

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Quebecers approach life on a human scale, with simplicity and authenticity:

gastronomy, festivals, wide open spaces, extreme sports, snowball fights in winter, sugar shacks in spring, motoring on lakes in summer, apple picking in the fall, hiking in the mountains, nights on the town, afternoons at the neighbourhood skating rink, fishing trips, life in Montréal – amazing, creative, dazzling – and in Québec City – elegant, romantic, inspiring...

Just meet a Quebecer and you'll be convinced.

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QUÉBEC WAS BUILT ON THE BANKS OF THE MAJESTIC ST. LAWRENCE RIVER, WHICH EMBODIES THE MEMORY OF ITS PAST AND THE PROMISE OF ITS FUTURE.

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# MÉMOIRE ET AVENIR

Quebecers are nature lovers and are well aware of their collective wealth. They're deeply committed to the fight against climate change and have adopted sustainable development standards that are among the world's most ambitious. As a result, Québec is proudly affirming its role every day as a leader in protecting biodiversity. At the same time, Québec is reducing its ecological footprint.

## QUÉBEC IS HOME TO:



3% of the planet's renewable freshwater reserves



2% of the world's forests



**THE ST. LAWRENCE RIVER:** the longest navigable waterway in North America



The largest cross-border carbon market in North America



**HYDRO-QUÉBEC:** one of the world's leading producers of hydroelectricity



Protected areas that cover 9% of its land mass



**1,000** organizations linked to clean technologies

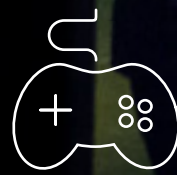
# QUÉBEC IS FERTILE GROUND FOR INNOVATION, NEW IDEAS AND ATTRACTING TALENT.

This can be attributed to the quality of its schools and universities, the forward-looking approach it takes on the international mobility of qualified workers, and the tax advantages it provides for research and development (R&D) activities. There is a unique synergy in Québec between the arts, design, high-tech and science sectors. That synergy spawned the creativity and genius that have forged Québec's international reputation.

## DID YOU KNOW?



Montréal 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.



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



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

## Québec's strategic sectors of excellence

Aerospace • Agri-food • Construction • Industrial design  
Energy • Environment • Mining • Fashion and apparel • Life sciences  
Information and communication technologies (ICT) • Ground transportation

## OPEN TO INVESTMENT: four reasons to choose Québec

**Its workforce:** Educated, highly skilled, multilingual and creative.

**Its robust research and development (R&D) environment:** Québec is home to 40% of all Canadian companies involved in R&D.

**Its strategic position as a gateway between Europe and America**

**Its energy:** The most extensive hydroelectric power grid in North America: clean, renewable, abundant, low-cost energy.

# CONVERT ESPRIT

## MONTRÉAL

### A student-oriented 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.

### A cultural metropolis

Montréal is one of America's major not-to-be-missed cultural hubs. 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.

### An international city

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 2017, the 375<sup>th</sup> anniversary of Montréal's founding will be an opportunity to showcase the city's heritage and cultural wealth. Citizens and visitors alike will be able to join the celebrations that are sure to be a true reflection of Montréal — a great metropolis recognized for its creativity, vitality and openness.

SUPER TECHNO, COSMOPOLITAN  
AND INTIMATE, MONTRÉAL STANDS  
OUT FOR ITS CASUAL ELEGANCE.

Montrealers embrace diversity  
and share common values:  
a zest for life and open-mindedness.

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

IN ADDITION TO BEING THE CRADLE OF AMERICA, THE ONLY WALLED CITY NORTH OF MEXICO AND A UNESCO WORLD HERITAGE SITE, QUÉBEC CITY IS ALSO AMONG THE MOST PROSPEROUS IN CANADA.

VIBRANTE

A population of **800,000**

Canada's seventh largest metropolitan area

UNESCO World Heritage City

## QUÉBEC CITY

### Technoculture

Québec City has one of Canada's highest concentrations of research and technological transfer centres, with a pool of over 6,000 researchers and associates. Each year, Québec stands out in world rankings of "smart cities." Add to that the fact that it's famous for its technology park – Canada's first – and is recognized as a thriving centre for artistic creation in theatre and multimedia and you've got the perfect picture of a truly techno-cultural city.

### 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. With over one million festivalgoers, 10 indoor and outdoor stages, more than 1,000 artists and nearly 300 shows, not to mention international stars, and music ranging from rock, French song and hip-hop to electro and jazz, and major names in world music, the FEQ has gained a stellar reputation among the world's great music festivals.

### Unrivaled winter capital

In addition to staging the planet's biggest winter carnival (the Québec Winter Carnival), the city hosts a Big Air World Cup right downtown, ice canoe races on the St. Lawrence River and a Lights Festival that culminates with New Year festivities on the Grande Allée. With the Charlevoix region just an hour away, the Greater Québec City area is also the gateway to some of the most spectacular alpine resorts in the American Northeast. Roughly 100 skating rinks all around town add to the city's Nordic appeal.

It's easy to see why Québec City is sure to thrill you in any season.



ART IN QUÉBEC  
CAN BE SENSITIVE,  
WILD, INTIMATE  
OR EXPLOSIVE,  
BUT IT'S ALWAYS  
ORIGINAL.

**The expression *art de vivre* (the art of living) aptly describes the way Quebecers approach daily life. Art and life are one and the same! And art is everywhere here.**

Art has special status in Québec. Digital art lights up its cities. There are festivals going on everywhere, all the time, bringing laughter and wonder, showcasing artists from here and beyond. We exhibit our art in virtually every corner of the world and, when it comes to creativity, we're on a par with the world's major fashion capitals. Dance is big in Québec. We dance day and night. You'll even catch us dancing at noon on Sundays and in February when it's minus 30° Celsius. Whether it's on stage or on top of a bar, we dance on all five continents...

like the Ballets Jazz de Montréal, Marie Chouinard, Dave St-Pierre and La La La Human Steps. We create rock and visual arts, video games and French song, circus arts, classical, contemporary and electronic music, theatre and a unique body of literature. And we export it all internationally as an affirmation of our identity. Because Québec is first and foremost defined by the women and men who create the world and reinvent it each day.

# ART DE VIVRE

## OUR ARTISTS

Arcade Fire, Denys Arcand,  
François Arnaud, Patrick Bernatchez,  
Leonard Cohen, Corno, Denis Côté,  
Luc Courchesne, Michel De Broin, René Derouin,  
Céline Dion, Le Cirque Éloize, Xavier Dolan,  
Moment Factory, Philippe Falardeau,  
Marc-André Hamelin, Herman Kolgen,  
Dany Laferrière, Stéphane Lafleur, Phyllis Lambert,  
Diane Landry, Pierre Lapointe, Suzanne Lebeau,  
Salomé Leclerc, Rachelle Lefèvre, Marie-Nicole Lemieux,  
Robert Lepage, Edouard Lock, Rafael Lozano-Hemmer,  
Denis Marleau, Yann Martel, Wajdi Mouawad,  
Kent Nagano, Yannick Nézet-Séguin, Kim Nguyen,  
Orchestre symphonique de Montréal, Karim Ouellet,  
Jessica Paré, Luc Plamondon, Marc Séguin, Simple Plan,  
Dave St-Pierre, The Barr Brothers, Kim Thuy,  
Michel Tremblay, Jean-Marc Vallée,  
Denis Villeneuve, Rufus Wainwright,  
Patrick Watson, Les 7 doigts de la main,  
Le Vent du Nord,  
Les Violons du Roy...

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Québec 