

ST. LAWRENCE EXPRESS

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PRÉSIDENT'S MESSAGE



Dear members, I would like to take this opportunity to wish you all a very happy holiday season filled with warmth, love and health. 2014 was a busy year...a year of awareness.



Beginning in the spring, our industry held politicians' attention in the provincial elections.

The draft maritime strategy is a significant opportunity for us, particularly because our industry now appears to play a crucial role in Québec's economic recovery.

This new economic context makes the marine sector a key player in government projects and focuses media attention on us. Unfortunately, our industry currently needs to work on improving its media image. A misinformation campaign, linked to the hydrocarbon transport by ship, is being run

by social groups and certain media. Falsehoods are being presented as facts, and, as a result these ideas are becoming crystallized in public opinion.

On November 13, the SODES luncheon conference welcomed François Ducharme, Chief Operating Officer and Senior Partner with TACT Intelligence-conseil. One of the Québec's authorities in the field of strategy consulting, Mr. Ducharme raised some concerns about Quebecers' perception of our industry.

His comments require a response on our part. It is time to change the tide and ensure that the public receives positive messages in our regard. We must enhance our media coverage and make governments aware that they too must work to get the facts straight, stressing the existing regulations and emergency measures, access to a compensation fund, application of the user-pays

principle, etc.

To do this, we must work together and SODES intends to do just that with the help of the marine industry's other sectorial associations.

For 2015, my most sincere wish would be to have the marine industry recognized as a driving force for the Québec economy, of course, but especially to have our sector recognized for what it really is—a safe industry that is regulated and environment-friendly.



Marie Héparier

SODES' CONVERSATIONS

CETA: *SWEET AND SOUR*



On November 25, the Rendez-vous activity organized by SODES gave people from the industry a chance to get information about the Canada-European Union Comprehensive Economic and Trade Agreement (CETA). A dozen speakers were on hand to express their viewpoints in their respective areas of expertise. The topics addressed over the day-long event were: regulations, opportunities offered by activity sector (forestry, energy and agrifood) and the benefits for shipping.

Among its guests, SODES welcomed Vincent Cloutier, Chief Economist with La Coop fédérée. We interviewed him to introduce you to his organization.

In a few words, what is La Coop fédérée ?

La Coop fédérée is more than 100 000 members in 97 cooperatives located in several Canadian provinces. Present throughout the

entire agrifood chain, its business network has diversified over the years. The heart and soul of this cooperative movement, created in 1908, remains the agrifood marketplace. Its activities also include meat processing, retail sales (through its hardware stores BMR and Unimat) and the sale of petroleum products (as Québec's biggest independent retailer, Sonic).

What do you consider the main international trade issues... where CETA is concerned ?



There are many challenges and CETA offers positive and less-positive opportunities. For export

products like blueberries, maple syrup and meat, it's positive overall. But we're worried about the domestic market since supply management is likely to be affected. Because we have to adjust production based on supply, we'd like CETA to set limits to protect the domestic markets that are very important for us. It's essential...competition is very keen and we must constantly be on our guard to be the best.

If you had a message for the marine industry, what would it be ?

Continue being optimistic about the future. Trade more, listen to your customers, become the best and the most effective...because the competition is fierce.



SODES NEWS



LUNCHEON CONFERENCE

Pierre-Olivier Pineau

**HÔTEL PUR IN QUÉBEC CITY
February 19, 2015**



Pierre-Olivier Pineau, PhD, HEC Montréal, is a professor at the Department of Decision Sciences of HEC Montréal and holds the Chair in Energy Sector Management since December 2013. He is an energy policy and management specialist, with a focus on electricity reforms. His research focuses on electricity market integration and on optimal approaches to balance energy production and consumption.

Register online
www.st-laurent.org

«BROUGHT TO YOU BY SHIP» IS NOW ONLINE



In conjunction with CREO, SODES has put an educational game online to enable youngsters to discover the marine industry. They have to putting their logistics skills to the test to ensure that the goods arrive at the port in time, while managing their company's profits and eco-efficiency.

**TRANSPORTATION CONVENTION
AND TRADE SHOW**

DU 30 MARS AU 1^{er} AVRIL 2015 + PALAIS DES CONGRÈS DE MONTRÉAL

**March 30 to April 1, 2015 –
Palais des congrès de Montréal**

A SMALL DONATION FOR A GREAT CAUSE

In our last newsletter, we announced the implementation of a marine industry promotional campaign and a fundraising objective of \$ 600 000. We are proud to report that, to date, we have raised almost the entire amount. However, we would encourage members who have not yet contributed to this funding endeavour to help us reach our goal.



SODES NEWS

RECORD TURNOUT FOR QUEBEC MARINE DAY



Close to 200 participants from the marine industry and a dozen elected officials met in the National Assembly, under the banner Strategically maritime, to talk about developing the St.

Lawrence's economic potential with regard to the far-reaching maritime strategy recently announced by the Government. Organized by SODES and the St. Lawrence Shipoperators, Québec Marine Day gave participants a chance to discuss the following subjects:

Human resources

Ensure that navigating and land-based personnel are available

Safety and effectiveness

Promote shipping, the safest, greenest mode of transportation

Modal transfert

Promote shortsea shipping

Infrastructures

Upgrade and develop marine infrastructures

SYLVIE VACHON RECEIVES ST. LAWRENCE AWARD



Sylvie Vachon was the recipient of the St. Lawrence Award presented at the 14th Québec Marine Day in the National Assembly of Québec. SODES wanted to recognize Ms. Vachon's efforts, which breathed new life into the marine industry, and congratulates her on the positive impact her work has had on the marine sector as a whole.

We would also like to highlight the work and involvement of the other two finalists, whom the jury also deemed outstanding candidates. They are **Benoît Mercille**, Director General of the Fondation Monique-Fitz-Back, and **Richard Gaudreau**, Member of the Tanker Safety Expert Panel.

INAUGURATION OF CANEST TRANSIT TERMINAL

CanEst Transit inaugurated its new \$ 20-million terminal on October 20. SODES' Nicole Trépanier and Mélissa Laliberté were on hand to witness this key investment. The terminal's 91 fully-renovated silos with a total capacity of 68 000 tonnes are used to store and transship agricultural products, which are then cleaned and put in containers for export. The Montreal Port Authority invested \$ 4 million in the project, which is located on Port of Montreal land, to improve the building as well as road and rail access.



SODES NEWS

Quebec maritime strategy day

Nicole Trépanier honorary chair

Nicole Trépanier is the honorary chair of the day-long Québec maritime strategy conference to be held on February 10, 2015 in Montréal. SODES is proud to join Les Événements Les Affaires to present this event, which is intended for all marine industry stakeholders.

Prospects, issues and business opportunities

A key Liberal government project, the first Québec Maritime Strategy targets economic recovery, while stimulating job creation and investment. The St. Lawrence River's development commands significant interest. Although major investments are expected, many questions remain as to the shape the strategy will

take, the marine industry's enhanced competitiveness and the funding needed to develop infras-



private-sector investment of \$4 billion and tax impacts estimated at \$3.5 billion.

The Government's first maritime strategy is becoming more and more concrete. Like the relaunching of the Plan Nord, the strategy will serve as a lever propelling the Québec economy forward.

Don't miss this opportunity to learn more about the impacts of the Québec maritime strategy.



tructures and logistics centres.

Minister for Transport and the Implementation of the Maritime Strategy Jean D'Amour will make a special presentation about the project's deployment, the 30 000 new jobs it expects to generate,

Register now and get a 30% discount. Offer applicable to SODES members only!



CONTACTS

THANKS TO OUR SPONSORS

Our recent activities—the luncheon conference featuring **François Ducharme** of **TACT Intelligence-conseil** and SODES Rendez-vous—both held in Montreal, we enjoyed that financial support of the following sponsors.

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GOLD SPONSOR



BRONZE SPONSOR



SODES WOULD LIKE TO EXTEND ITS SINCERE APPRECIATION SINCE THEIR SUPPORT IS ESSENTIAL TO ENABLE US TO ORGANIZE SUCH EVENTS.



*Happy Holidays
from the whole SODES team
and the best for 2015 !*

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