

ST. LAWRENCE EXPRESS

THE MARITIME INDUSTRY BIMONTHLY

SEPTEMBER 9 2014



Promotion Campaign of the Marine Industry

Given the current context of unprecedented interest in the marine industry, SODES has decided to launch a promotional offensive to contact groups which, too often, say they know little or nothing about our activity sector.

The results of a survey commissioned by SODES and completed by 1200 respondents throughout Québec have encouraged us to orchestrate an intensive promotional awareness campaign to highlight the maritime community's contribution to Québec's economic dynamics and Quebeckers' quality of life. The exercise is



also designed to dispel certain myths and preconceived notions regarding marine sector activities. As of October, billboards located near the bridges in Montréal and Québec City, where motorists are often stuck in traffic, will be used to convey our messages. The campaign will precede Québec Marine Day. During it, SODES will also launch Phase 1 of *Science en jeu*, an in-class educational module in which youngsters use a virtual platform to learn about port operations and marine transport.

Nicole Trépanier,
President

These are only two examples of actions planned for the campaign to promote our industry. To start these projects, SODES has used its own financial resources, thereby confirming our commitment to the cause. Companies have also been contacted and asked to take part in fundraising. We are very pleased to announce that, to date, the following members have agreed to participate in this three-year promotional campaign: Quebec Port Authority, Canadian National, Canada Steamship Lines, Fednav, Groupe Desgagnés, Montreal Gateway Terminals and Ocean. Our goal is to raise \$600 000 to fund projects that will span three years (2014 to 2017).

In recent weeks, all SODES members received an e-mail inviting them to participate in the campaign. We encourage you to join our ranks to ensure the activity's success. Further details are available from the SODES head office and [here](#).

Thank you in advance for helping us promote your industry!

The President,

SODES NEWS



Luncheon Meeting at Sorel-Tracy

Septembre 25 2014

**The luncheon meeting is at
12h15 and will be preceded
by a cocktail at 11h30.**

[Auberge de la Rive](#)

**Speaker:
Jean D'Amour
Minister for Transport and
the Implementation of the
Maritime Strategy**

**[Register
to the event](#)**

**[Sponsor
the event](#)**

In the last provincial elections, the Quebec Liberal Party proposed an ambitious maritime strategy, which will be the lynchpin of Québec's economic recovery. The strategy would promote the full potential of the St. Lawrence River and stimulate the economic development of Québec's coastal regions.

The Honourable Jean D'Amour, Minister for Transport and Implementation of the Maritime Strategy, will give us an update on how this strategy will be set out in the coming years.



SODES NEWS

Maritime Strategy

SODES shared its thoughts in the context of consultations designed to enhance the proposed maritime strategy the Government is preparing to implement.

The comments submitted on September 8 were directed primarily at the strategy's maritime transport-related directions.

SLE to be published bimonthly

In future, the St. Lawrence Express (SLE) will be published every two months. In order to stand out from other publications produced by the industry,

The SODES team will tackle new subjects from new angles.

We hope you'll like the new format.

Communications Officer position to be filled

SODES is currently looking for a Communications Officer to join its team full time in Québec City to cover an 11-month maternity leave.

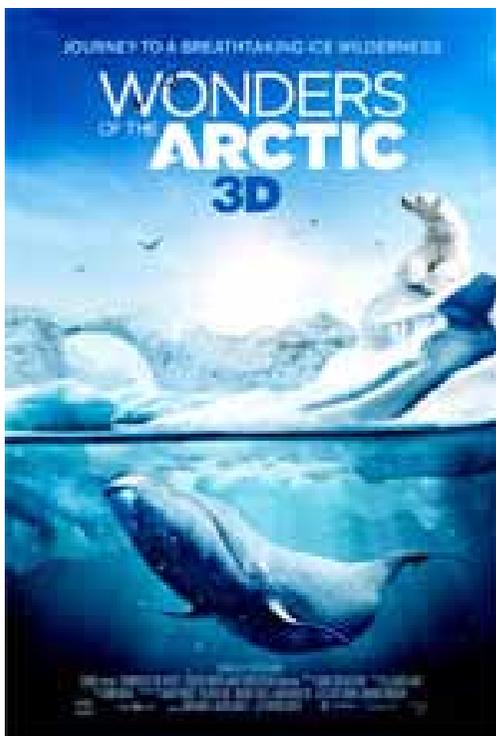
To consult the job offer, [click here](#).



INDUSTRY NEWS

Fednav Presents Wonders of the Arctic IMAX

Wonders of the Arctic 3D, the fifth movie for giant screen produced by Science North, distances itself by its breathtaking cinematography.



“Fednav is proud to sponsor Science North’s large format film, *Wonders of the Arctic 3D*. The movie illustrates the interest and responsibility people from all walks of life are taking on studying climate change and its effects on the Arctic and its inhabitants,” says Paul Pathy, President and Co-CEO, Fednav Ltd.

“Since 2012, Fednav and the WWF have been working together to determine best practices for safe, sustainable Arctic shipping. The movie is an extension of our mission to minimize the environmental impact our industry has on nature.”

Click on the video to view the trailer.



THE WORLD OVER...

A magnificent container ship

This fall, captains and crews fighting Atlantic Ocean currents might well come across the piercing gaze of an African woman.

More than 150 containers of a CMA CGM vessel have been covered by a giant photo collage by French artist JR, depicting the eyes of an African woman.

Although he has been contemplating this project for years and has wanted to use containers as pixels for a long time, this is the first time the artist is using this support. JR generally exhibits his collages on enormous walls worldwide, notably in Los Angeles, Paris, India, Brazil and Kenya.



Photo: Fabien Montreuil

The CMA CGM Magellan will carry this artwork and its cargo to Asia, via the Mediterranean and the United Arab Emirates.

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