



ST. LAWRENCE  
ECONOMIC  
DEVELOPMENT  
COUNCIL

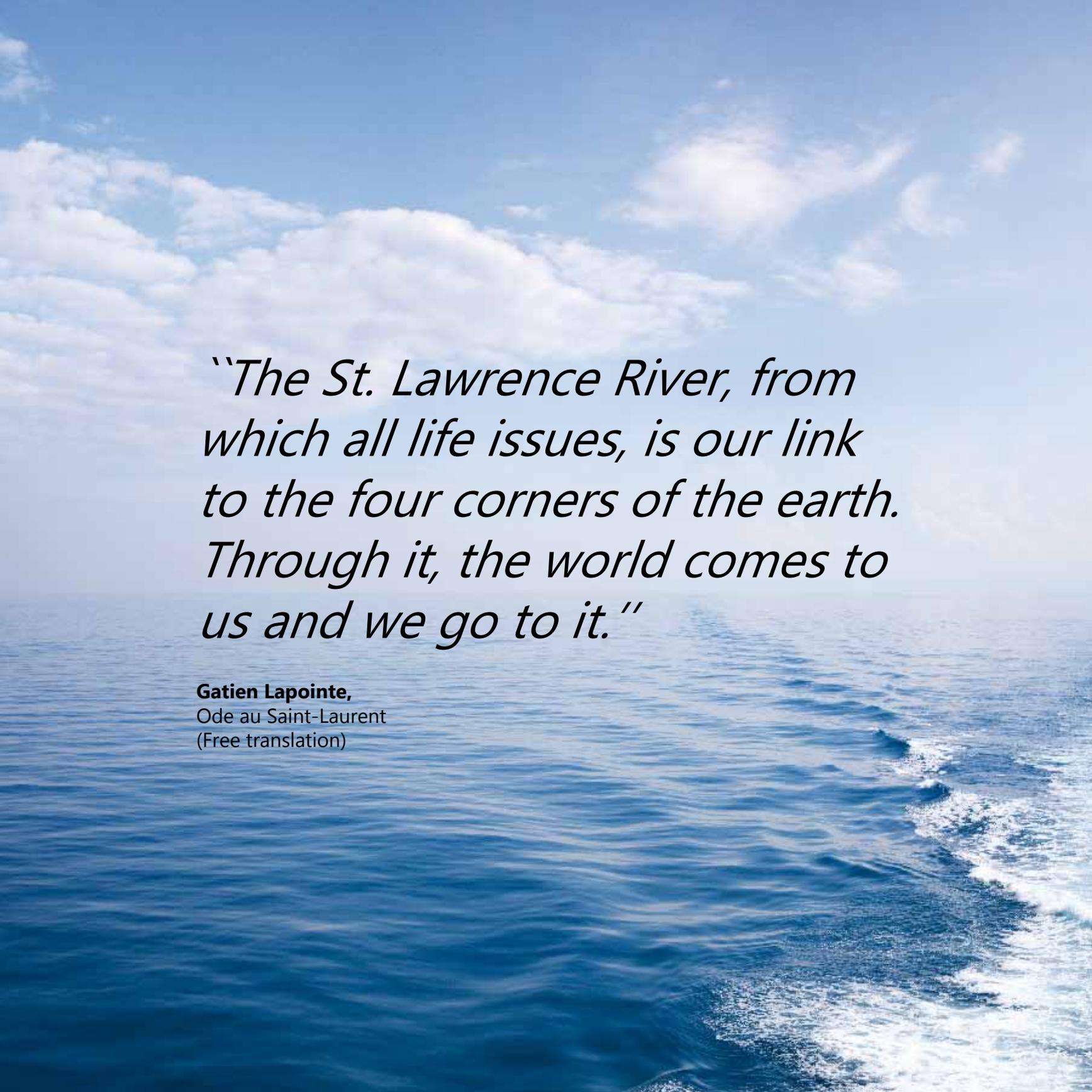
# Activity Report

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2012-2013



ST. LAWRENCE  
ECONOMIC  
**DEVELOPMENT**  
COUNCIL



*“The St. Lawrence River, from  
which all life issues, is our link  
to the four corners of the earth.  
Through it, the world comes to  
us and we go to it.”*

**Gatien Lapointe,**  
Ode au Saint-Laurent  
(Free translation)

# SODES Chairman of the Board's message

It gives me great pleasure to present the 2012-2013 St. Lawrence Economic Development Council (SODES) activity report, which reflects the efforts made to maintain and consolidate our role as the voice of Québec's maritime community for the benefit of all our members.



Pierre Préfontaine,  
Chairman of the Board

This document details the work done by the SODES management team with the support of our board members, who have been ready, willing participants. Representative of the industry's various sectors, our 29-member SODES board is a vital entity. Meeting five times a year, the men and women comprising it are active in our organization's success. I would like to thank them for their dedication. I would also like to highlight the outstanding contribution of the members of the Executive Committee.

Finally, I would like to express my appreciation for the role played by our permanent staff, without whom all of these actions could not have taken place. Despite limited resources, every year, the management team succeeds in doing an enormous amount of work. We can be proud to be represented on a daily basis by such a dynamic, enthusiastic group.

Kudos all round!

A handwritten signature in blue ink, appearing to read 'Pierre Préfontaine'.

Pierre Préfontaine  
Chairman of the Board

# SODES President's message

I am very pleased to join the Chairman of the Board of Directors in presenting this activity report, which provides an overview of the SODES management team's work and achievements over the past year.

While the report offers a comprehensive account of the SODES staff's accomplishments, I would like to draw your attention to some in particular.

Let me begin by pointing out that 2012 was a year of innovation for our organization. New projects emerged and, promotionally speaking, we stepped up our efforts to reach a broader public and spotlight our industry for Quebeckers. Be it our publication of a brochure on the marine industry, our participation in designing an edukit with the Fondation Monique Fitz-Back or use of our St. Lawrence River information booth during events targeting the general public, I am very proud of the wide range of projects that we successfully carried out.

Another important event in 2012 was the annual Québec Marine Day, which SODES organizes with the St. Lawrence Shipoperators. This 12th edition, held in a post-electoral context, demanded significant creativity in order to offer our members an ongoing, interesting program.

Early in 2012, we decided to step up our service offer to increasingly meet our members' expectations. A survey conducted in April enabled us to define these needs. Based on it, we decided to organize a members-only event—SODES workshops—the first of which, under the theme of governance, addressed the legal questions surrounding maritime management's new realities and trends. The activity's resounding success led management to add it to its roster of annual events.

Rich in new elements, 2012 was also a year for consolidating headway made on many issues. I hope that, as you read this report, you will learn more about our organization's role and usefulness.



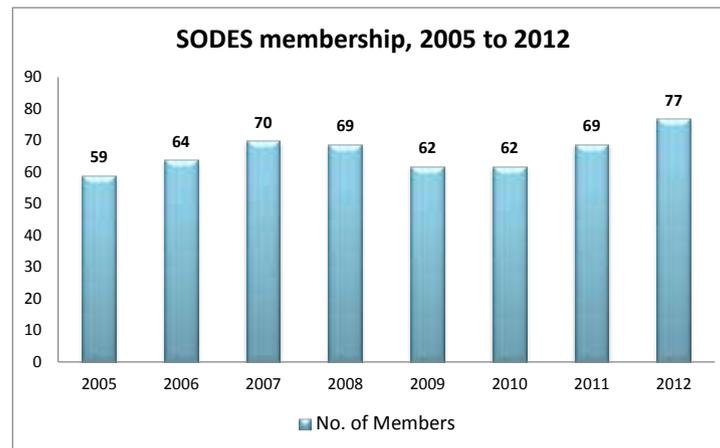
Nicole Trépanier,  
President

A handwritten signature in black ink that reads "Nicole Trépanier".

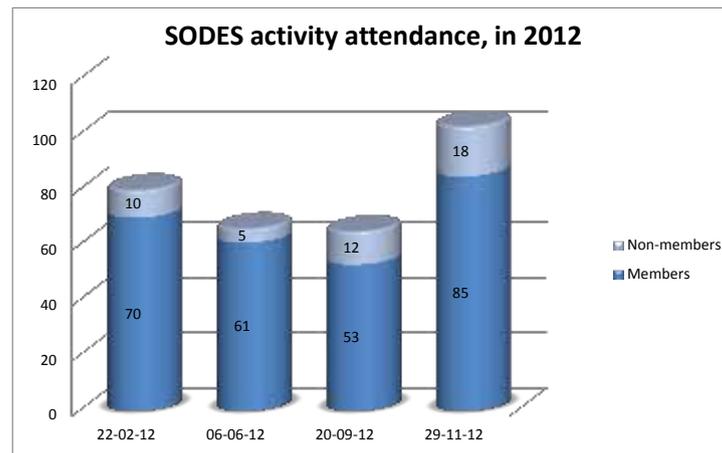
Nicole Trépanier  
President

# Highlights

## A membership in evolution



## Luncheon conference still so popular



## Promoting the industry outside our regular network

In 2012, SODES sought to generate spinoffs outside its traditional network. The promotional activities instituted, for example, participation in Rendez-vous naval de Québec in June, focussed increasingly on events involving the general public. Similarly, despite ties to the maritime community, the majority of guest speakers featured at our SODES luncheon conferences, were from other activity sectors.

This helped underscore the roles SODES plays in promoting the marine industry to Quebeckers. It also enhanced awareness of various companies composing our industry, helped increase their visibility and offered them new business opportunities.

## A forum for exchange reserved for SODES members

A members' survey revealed a demand for professional development in certain areas while interacting with other partners. In response, SODES initiated a new service involving workshops featuring experts. In November, an initial series of presentations on governance, given by Gil Rémillard and Jean Mongeau, culminated in a conference by former Québec premier Bernard Landry, who spoke on "An uncertain world economy– Québec's situation."

# 2012 Overview

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## Our files

**In 2012, SODES adopted a solid action plan, whose priorities were to consolidate membership, increasingly meet members' needs, improve the marine industry's image and enhance the latter's visibility.**

## News

### **SODES workshops**

On November 28, SODES held its first half-day workshop organized in collaboration with the firm Fraser Milner Casgrain (FMC). Among the subjects addressed were: new realities involving governance in the marine sector and board of directors' responsibilities. The participation of FMC attorneys gave attendees insight into the impact of Bill C-38 (Mammoth Act) on development projects, among other things.

### **New members**

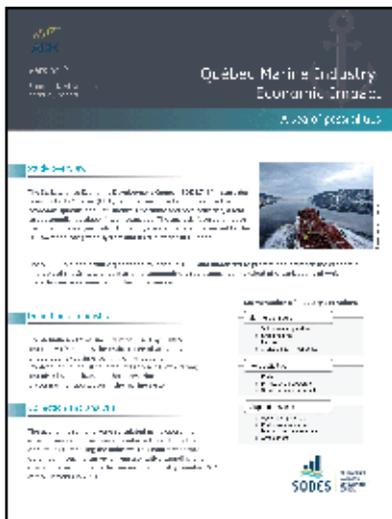
Maritime Employers Association  
Borden Ladner Gervais  
Empire Stevedoring  
Fiscalité Canada  
Fraser Milner Casgrain s.e.n.c.r.l.  
Saint-Lawrence Seaway Development Corporation  
OMNI Corporate Solutions Ltd.  
Voile internationale Québec



# 2012 Overview

## Release of study on the Québec marine industry's economic impact

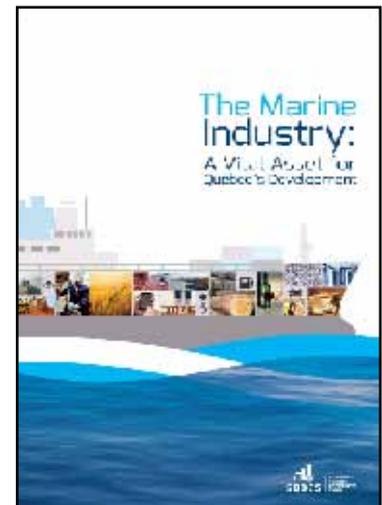
The study on the economic impact of Québec's marine industry was intended to provide the sector with recent, all-inclusive data and to highlight its importance for the provincial economy. Conducted using the Institut de la statistique du Québec's (ISQ) intersectorial model, the study was officially published on February 23 and, since then, has been available on the SODES website (summarized version in English). The project was co-funded by SODES and Transports Québec.



## Publication of a brochure on the marine industry

A brochure produced by SODES to promote the marine industry was released in June 2012. Inspired by similar documents produced by the Aluminum Association of Canada and the Mining Association of Canada to present their activity sectors,

the brochure includes data from the marine industry economic impact study. Available in both French and English, it can be downloaded from the SODES website.



An abridged version has been available since November. SODES encourages its members and partners to use this brochure when meeting with potential clients, for public events and when dealing with governments.

# 2012 Overview

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## Ongoing

**Every year, SODES organizes and participates in many events. The management team also monitors regulations and intervenes when need be by publishing briefs and other documents which, once they have been forwarded to the government departments in question, are available on our website and announced in our monthly newsletter.**

## Public communications

In the past year, SODES made presentations at the following conferences:

- “La gestion intégrée du Saint-Laurent” (Integrated management of the St. Lawrence), at the Forum Saint-Laurent, March 27, 2012.
- “Faire le Nord ensemble : le savoir-faire du maritime” (Building the North together: maritime know-how), May 28, 2012 at the Forum minier.
- “Shoreline Communities and the Marine Industry: Challenges and Opportunities”, at the Great Lakes and St. Lawrence Cities Initiative conference, June 28, 2012.
- “La Société de développement économique du Saint-Laurent, voix de la communauté maritime au Québec” (The St. Lawrence Economic Development Council (SODES), the voice of Québec’s maritime community), November 15, 2012, to students of the multimodal transportation logistics program at Cégep François-Xavier Garneau college.

SODES also participated, as an exhibitor, in various events designed for both the industry and the general public:

- GreenTech, May 29 and 30.
- Rendez-vous Naval de Québec, June 9 and 10.
- Great Lakes and St. Lawrence Cities Initiative conference, June 27 and 28.
- Port of Trois-Rivières open house, September 9.

Our organization was also quoted in the local and regional media on some 15 separate occasions and its staff members gave several interviews. Articles authored by SODES were published in Maritime Magazine. And, a special insert was produced, with the St. Lawrence Shipoperators and other partners, for inclusion in the dailies La Presse (Montreal) and Le Soleil (Québec City) just before Québec Marine Day (October 20).

# 2012 Overview

## **SODES events**

Year in, year out, SODES organizes events and luncheon conferences to promote networking within the marine industry.

### Luncheon conferences

Montréal (February 23)

“Les activités minières dans le territoire du Plan Nord”  
(Mining activities on Northern Plan territory)

Pierre Langlois, Heenan Blaikie

Trois-Rivières (September 20)

“Profil industriel en Mauricie, voir au-delà de l’arbre et de la forêt” (La Mauricie region industry profile – seeing past the forest and the trees), Yves Lacroix, GL&V Canada Inc.

Québec City (June 6)

“Le contexte des raffineries de l’Atlantique Nord-Est”  
(The Northeastern Atlantic refineries context)

Gilles De Bellefeuille, Jean Gaulin Refinery, Ultramar

Montréal (November 29)

“La pérennité des activités portuaires dans le Saint-Laurent” (Sustainable port activities on the St. Lawrence)

Sylvie Vachon, Montreal Port Authority

### Québec Marine Day (QMD)

For the 12th consecutive year, QMD was held at the Québec National Assembly. Under the theme, “Visibility, development, prosperity – Maritime activity and the regions, going hand in hand”, the goal of QMD 2012 was to highlight the marine industry’s contribution to Québec’s economic prosperity and regional development.

About 50 marine industry representatives met with elected officials from all parties. The day’s discussions focussed on the sector’s concerns related to two major issues: current financial assistance programs and support for implementing shortsea shipping services.

Québec Marine Day closed with a cocktail at the Le Parlementaire restaurant attended by elected officials, industry representatives and government members. As usual, it was a networking opportunity that was widely appreciated by SODES members.



# 2012 Overview

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## St. Lawrence Award

SODES presented this year's St. Lawrence Award to Canada Steamship Lines for its project to build Trillium Class Lakers, a first in the Québec marine industry's history.

## **Publication of briefs and other documents on important topical issues**

SODES works to rally the industry around common interests in order to present clear positions to governments so that its concerns are taken into account in future policies and directions. It does so on regulatory and legal questions that may affect the St. Lawrence's economic development.



## **St. Laurent EXPRESS (SLE) newsletter**

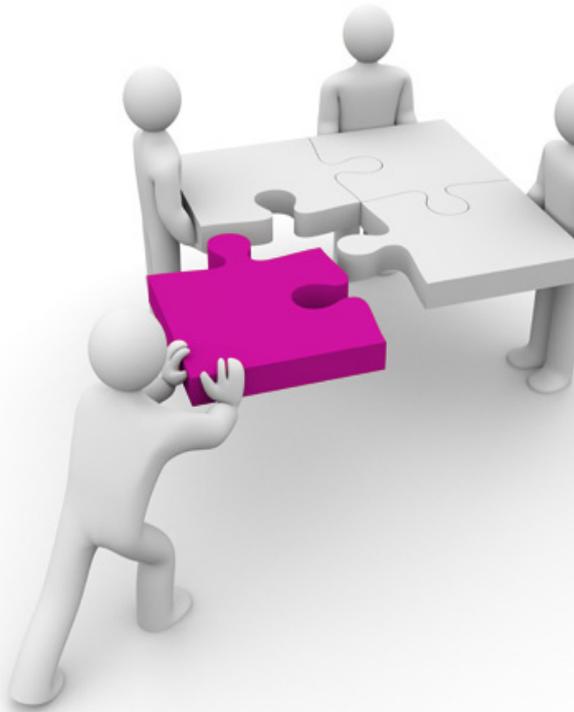
Through the SLE, SODES informs its members of the latest developments in both the industry and our organization. Our newsletter is sent monthly to our members and partners, all elected Members of the National Assembly and Québec's federal Members of Parliament.

## **Website**

Over the past year, the management team has worked hard to enhance the SODES website. Already given a make-over to mark our 25th anniversary, the most recent changes focussed on providing a wider range of information, more user-friendly consultation and dissemination of news enabling "visitors" to better understand commercial maritime sector activity. The website posts an ever-growing number of visitors—more than 1000 every month.

## Our joint efforts

**SODES mobilizes our members and rallies them to ensure common positions on major issues affecting the St. Lawrence River's economic development. To do so, SODES sits on numerous committees and also regularly collaborates in various activities linked to the St. Lawrence and the marine industry.**



### News

#### **CargoM**

In November, when the Logistics and Transportation Metropolitan Cluster of Cluster, CargoM, was created, Nicole Trépanier was appointed to the Board of Directors. Cargo M's mission is to make Greater Montréal a recognized multimodal platform sought for its operational and environmental performance, its contribution to its business partners' creativity and its support for economic development.

#### **Human Resources Sectorial Committee of the Maritime Industry (CSMOIM)**

In 2012, the SODES President obtained a mandate on the CSOIM Board of Directors. At the same time, she became the organization's treasurer, leading her to sit on the Executive Committee. The future generation of marine industry workers and ongoing personnel training are files of major importance for many SODES members. The Committee's work is crucial for solving these problems.

# 2012 Overview

## Marine mammal working group (G2T3M)

This working group's self-attributed overall mandate consists in identifying potential solutions for reducing the risk of collision involving marine mammals in the St. Lawrence Estuary while permitting merchant marine activities without compromising safety. SODES has been a G2T3M member since the group's inception.

Photo: GCC



Photo: Fisheries and Oceans Canada



Photo: Nanuk



## Québec Entreprise magazine

The magazine Québec Entreprise devoted its entire October 2012 issue to the marine industry. SODES was approached early on in the project and asked to suggest people in the industry whom reports could cover. This publication, whose circulation is 25 000 copies, targets business people and reports on industrial activities in all Québec regions.

## Québec Port Authority's Community Relations Committee

SODES was invited to sit on the Community Relations Committee set up by the Québec Port Authority in 2012. The Committee's mandate is to maintain a formal communications channel between the Port and the community players concerned by its activities and to improve the way port projects are carried out in order to increase their social acceptability. The Committee meets every three months.

## Ongoing

### **Fondation Monique-Fitz-Back**

SODES continued its collaboration with the Fondation Monique-Fitz-Back in 2012. The edukit “Mon fleuve et moi”, designed to inform young Quebecers and make them aware of issues related to protecting, developing and promoting the St. Lawrence and Great Lakes was distributed in Québec City area schools once again.

SODES’ St. Lawrence Promotional Committee and the Ministère des Transports du Québec invested \$10 000 in this project.



### **Green Marine and the St. Lawrence marine industry environment committee**

SODES continues to support Green Marine in the pursuit of its objectives. Director Mélissa Laliberté sits on the St. Lawrence marine industry environment committee, which met twice in 2012. The Committee continues to work to enhance Green Marine’s environmental program and develop new indicators. SODES also participated as an exhibitor in Green Marine’s GreenTech conference and Nicole Trépanier led a panel on improving waste management aboard ships in Canadian ports.

Finally, the SODES-Green Marine management contract was renewed for a three-year period, consolidating collaboration between the two organizations on a daily basis.

# 2012 Overview

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## **Institut maritime du Québec advisory board**

This board is mandated to advise the Board of Directors of the Collège de Rimouski, which reports to the Institut, notably with regard to IMQ directions, development, organization and operations, while ensuring that the organization's mission is pursued. The IMQ's Executive Director chairs the board, whose members represent the different activity sectors for which the Institut offers training. SODES' President is a board member and participated in the meeting held last year.

## **Marine Advisory Board**

The Marine Advisory Board ensures information exchange between the Québec marine industry and the Canadian Coast Guard (CCG) on the marine services supplied by the latter. This makes both parties more aware of their realities and respective positions on files of common interest. Since its creation, the Marine Advisory Board has enjoyed SODES' support in terms of secretariat services and work coordination.

In 2012, the Marine Advisory Board held two meetings. Among the subjects discussed, the most noteworthy are maintaining service levels despite significant cutbacks within the CCG, fleet renewal, ice breaker deployment, e-navigation and buoyage.

SODES also participated in the two committees attached to the Marine Advisory Board:

- Maintenance dredging advisory committee (coordination)
- Québec e-navigation committee and national subcommittee



# 2012 Overview

## Marine Industry Forum

The Marine Industry Forum met twice in 2012. On May 7, an information session on the Northern Plan enabled members to hear Clément Gignac and Robert Sauvé speak about the role shipping can play in developing this project. In the fall, the Forum's meeting metamorphosed into a workshop where members defined their priorities as a basis for developing a new action plan.

The Forum is generally co-chaired by the SODES Chairman of the Board and the Québec Minister for Transport.

Photo: Louis Rhéaume



## National Marine Advisory Board (NMAB)

The Commission consultative maritime nationale is the Canadian Coast Guard Commissioner's advisory board. It studies services offered to clients and is mandated to create a permanent forum for discussion between the CCG and the Canadian marine industry. SODES attended the NMAB's two annual meetings to present Québec's concerns, gathered through the Groupe conseil maritime that SODES coordinates. Both CCG and industry members decide on the specific issues to be discussed. Among them are service levels and standards, service supply and performance measures.

In 2012, the CCG re-divided Canada's administrative regions to merge Québec, the Great Lakes and the Arctic. The CCG is confronted with issues linked to renewing and maintaining its fleet and land infrastructures which, due to their age, require major investments. The NMAB allows these important matters to be dealt with in partnership with the Commissioner, his team, and other regions' industry representatives.

# 2012 Overview

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## **Navigation Coordination Committee (NCC)**

SODES maintained its participation on the NCC. In 2012, the Committee and the working groups in which SODES participated met nine times. The efforts of the NCC and its members were directed at a second publication of the Sustainable Navigation Strategy (SNS) and preparing an information guide on navigation on the St. Lawrence. Produced under the aegis of the St. Lawrence Action Plan, this guide will promote sustainable navigation on the St. Lawrence by addressing essentially environmental questions related to marine transport and pleasure boating.



Photo: Louis Rhéaume

# 2012 Overview

## Québec Port Network Committee (CRPQ)

The Québec Port Network Committee's goal for 2012 was to produce a report on the status and needs of Québec ports: Canadian port authorities (CPA), commercial ports owned by Transport Canada (TC), Bécancour and Valleyfield.

At the Marine Industry Forum, on May 7, 2012, a document presenting major investments planned for the next 10 years was tabled by the Committee in which SODES participates.

Photo: Port of Valleyfield



Photo: Port of Matane



Photo: Port of Québec



## Radio-Canada's "Bleu" TV show

The TV show "Bleu" aired on Radio-Canada and the RDI network in summer 2012. This 17-episode series featured the marine sector and its careers. The interviews, conducted by journalist Normand Latour, are available on the SODES website. Initially, the marine industry helped fund this project, which will be repeated in 2013.



# 2012 Overview

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## **Regional Marine Advisory Council (RMAC)**

SODES attended the meetings of the Conseil consultatif maritime régional (RMAC) organized by Transport Canada and the Canadian Coast Guard to inform industry players of progress made on regulatory and legislative files.

## **Regroupement des usagers du Saint-Laurent (RUSL)**

The RUSL is a group mandated to defend the St. Lawrence's water level regulation-related interests.

In 2012, the International St. Lawrence River Board of Control began a series of public consultations to debate a new approach envisaged to manage flows and water levels in the Lake Ontario - St. Lawrence system.

In response, the Regroupement des usagers du Saint-Laurent met several times to adopt a shared position on this measure's acceptability.

## **Research Chair in Maritime Transport**

SODES' involvement in the Research Chair in Maritime Transport is twofold. Administratively speaking, SODES is the intermediary for industry representatives' financial contributions. Where research programming is concerned, SODES sits on the Scientific Committee, which is responsible for orienting work based on the needs of the industry and the Ministère des Transports du Québec.

In 2012, two scientific opinions were scheduled for publication: the first on ore terminals and the second on the cabotage system. Difficulties encountered with regard to the Chair's production and visibility led SODES to terminate its involvement, a decision that was ratified by the Board of Directors on June 6, 2012.

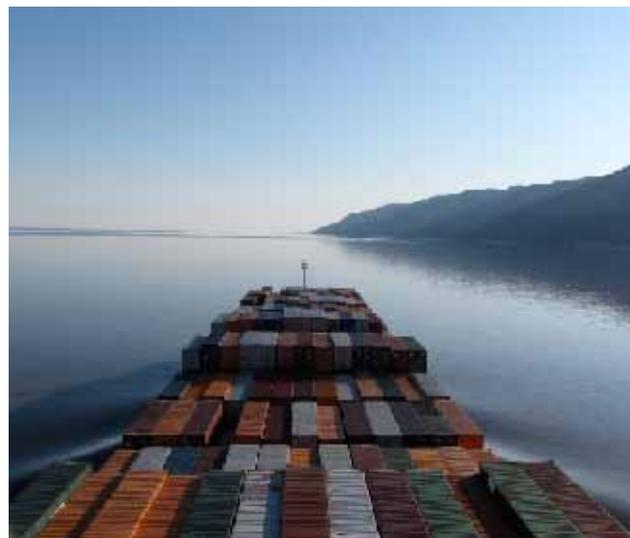


Photo: Louis Rhéaume

# 2012 Overview

## Shortsea Shipping Roundtable

SODES is a member of the Shortsea Shipping Roundtable coordinated by the St. Lawrence Shipoperators. Through its joint efforts and its members' expertise, the Roundtable seeks to promote marine transport in Québec and between Québec and the rest of North America as an alternative solution to the other modes of transportation.

Québec's SSS Roundtable is a Québec government initiative, created via the Marine Industry Forum. A progress report on the Roundtable's activities is forwarded to Forum members at each of its two annual meetings.

## St. Lawrence Promotional Committee

The Promotional Committee created by SODES continued working to make the marine industry better known to the public. Various projects were initiated in 2012, despite the fact that budgets are constantly shrinking. They include: collaboration with the Fondation Monique-Fitz-Back, Radio-Canada's TV show "Bleu" and participation in public events using our St. Lawrence promotional booth.



Photo: Nanuk

# Board of Directors

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## Chairman

Pierre PRÉFONTAINE, Canada Steamship Lines

## Executive Committee

Jean-Luc BÉDARD, Montréal Port Authority

Jocelyn FORTIER, Société des traversiers du Québec

Jean GRÉGOIRE, Langlois Kronström Desjardins

Michel TOSINI, Fednav

## Observer

Denis SIMARD, Ministère des Transports du Québec

## Directors

Jean E. AUBRY-MORIN, St. Lawrence Seaway Management Corporation

Jean BÉDARD, Maritime Employers Association

Laurent BELLAVANCE, Technopole Maritime du Québec

Éric BOISVERT, Somavrac

Jean-Claude BOUCHARD, Communauté métropolitaine de Québec

Jean-Philippe BRUNET, Ocean Group

Gaston DÉRY, Roche Ltd., Consulting Group

Michel FORTIN, Corporation des Pilotes du Saint-Laurent Central

Michael FRATIANNI, Montreal Gateway Terminals Partnership

Michel GADOUA, Société du port de Valleyfield

Donald GALLIENNE, Aluminerie Alouette

Christopher GAUTHIER, Arrimage Québec

Gaby GAUTHIER, Ville de Sept-Îles

Ghislain HARVEY, Saguenay Port Authority

Marcel LABRECQUE, Québec Port Authority

Pierre LEFEBVRE, Logistec Corporation

Claude MAILLOUX, Human Resources Sectorial Committee of the Maritime Industry (CSMOIM)

Marie-Lyne MORNEAU, Société de développement industriel et portuaire de Matane

Avit OUELLET, Sept-Îles Port Authority

Jean OUELLET, ArcelorMittal Mines Canada

Daniel OUMET, Corporation of Lower St. Lawrence Pilots

Richard PAINTER, AON Reed Stenhouse

Michel PARENT, Trois-Rivières Port Authority

François ROYER, Desgagnés Group

# Management team

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Nicole TRÉPANIÉ  
President

Mélissa LALIBERTÉ  
Director, Projects and Governmental Affairs

Laurie GRENIER  
Communications Manager

Pierrette ROY  
Accounting Technician and Administrative Agent

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