



## SODES Chairman of the Board's message

Since taking up my duties as SODES Chairman of the Board, I have had the pleasure of working with many directors. In the past year, some have left their places to company or industry colleagues and others have begun a well-deserved retirement.



Pierre Préfontaine,  
Chairman of the Board

I would like to thank them all, personally and on behalf of the Board, for the valuable time they have devoted to SODES. They were from various activity sectors—a fact that weighs heavily in favour of our organization's representativeness—and their expertise nourished our discussions, enabling us to better define our aims and directions. Combined, these elements helped SODES better fulfill its mission.

Departures necessarily require replacements and, in recent months, the Board has welcomed new directors ready and willing to continue the work under way. Once again, I would like to point out how thrilled I am at the interest our Board of Directors raises. As the year closed, we had 28 members and knew that the maximum number of seats would probably have been filled by the June 2014 AGM.

In concluding, I salute the involvement of our past Board members and rejoice in the arrival of new ones. Thanks to you, SODES remains the Voice of the St. Lawrence and an important player in discussions to come.

Kudos all round!

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

Pierre Préfontaine  
Chairman of the Board



## SODES President's message

Overseeing SODES' operations and directions is both a challenge and pleasure on a daily basis—as an association, we must respect our organization's prime mandate while adapting to changing realities. Combining these two elements is the lifeblood of my work and the interest it holds for me.

This past year has been rich in change. The St. Lawrence – Great Lakes Trade Corridor file, first initiated in 2008, was back in the forefront. The study update follow-up committee has been hard at work and the first recommendation-linked offensives will begin in the coming months. To fuel our outlook, the Canada-European Union Comprehensive Economic and Trade Agreement is of significant interest. Already, talks are under way between the different government departments involved in the discussions and SODES member companies and organizations. By working together, we will achieve all of the conditions needed to make the St. Lawrence a key, competitive trade axis for many years to come.

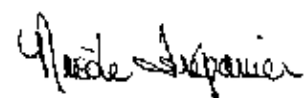
To promote the industry, SODES spared no efforts in gaining greater recognition for the maritime sector. Despite its limited budget, our awareness campaign, led jointly with the Ministère des Transports du Québec, continued. To complement it, based on a Léger Marketing survey, SODES developed a communications plan that was adopted in 2014 and aims to reach various groups. Our Board of Directors acknowledged the quality of the actions targeted and encourages the work proposed. In the coming weeks, management will conduct a fund-raising campaign involving our members in order to carry out positive educational projects designed to support the industry. We hope you will all collaborate.



Nicole Trépanier,  
President

Finally, changes in the management team have translated into human resources that are dynamic, motivated and skilled. All of these ingredients for success should allow us to carry out numerous projects and fulfil our mission even more effectively.

Thank you to our members, directors and staff...because of you, we are able to do great things!



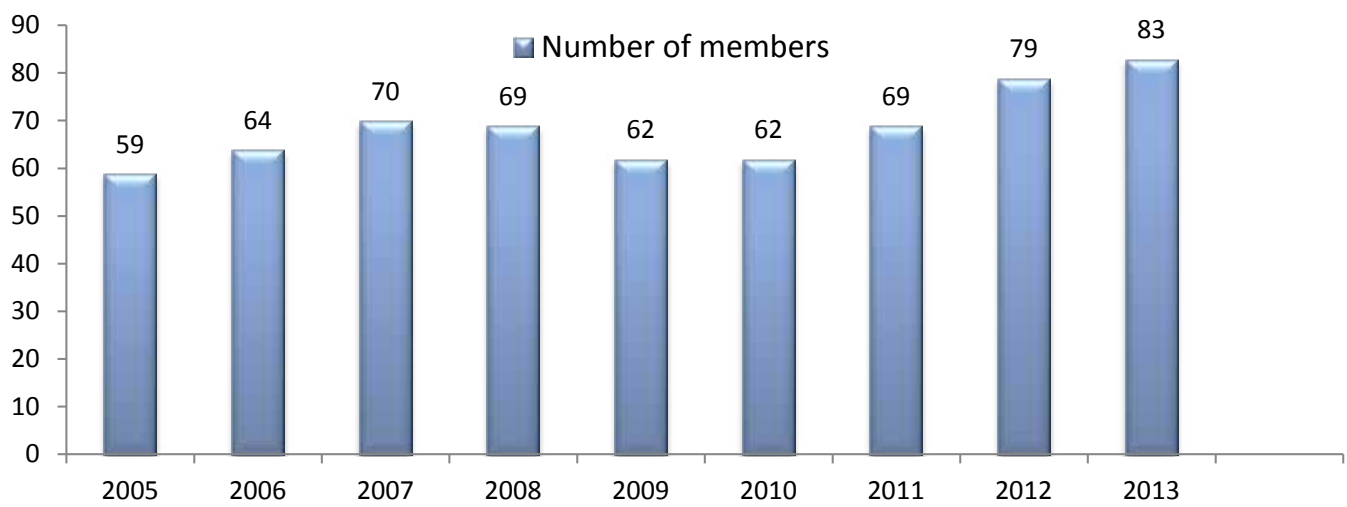
Nicole Trépanier  
President



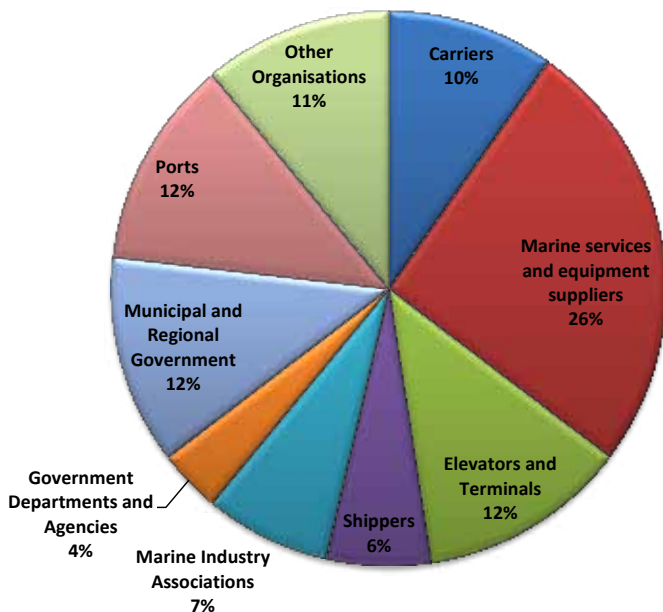
# Highlights

## Membership

### Membership Growth, 2005 to 2013



### SODES Membership by Business Sector, in 2013



## Representativeness and growing numbers!





## Highlights

### Léger Marketing survey

In November 2013, SODES mandated the firm Léger Marketing to conduct a survey on Quebecers' knowledge and perceptions of the marine industry. The findings were used to better orient SODES' future actions so as to promote the economic interests of the St. Lawrence maritime community.

Broadly speaking, the survey showed that:

QUEBECKERS  
CONSIDER  
THEIR MARINE  
INDUSTRY  
TO BE BOTH  
NECESSARY  
AND SAFE

LITTLE IS,  
HOWEVER,  
KNOWN  
ABOUT THE  
QUÉBEC MARINE  
INDUSTRY

THIS LACK OF KNOWLEDGE GENERATES  
A NEGATIVE PERCEPTION OF CERTAIN  
ASPECTS SUCH AS RESPECT FOR THE  
ENVIRONMENT, REGULATIONS AND  
TECHNOLOGICAL DEVELOPMENT



## 2013 Overview

### Our files

**For SODES, the year 2013 was marked by “newness”: new committees, new files, new collaboration, new events. The winds of change swept over the organization’s activities and achievements.**

### News

#### New members







# 2013 Overview

## Public communications

Over the past year, SODES staff gave conferences and participated in various events, including:

- ⚓ Shortsea shipping conference: Shortsea Shipping, Current and Future, March 19 and 20
- ⚓ North American Strategy for Competitiveness (NASCO) regional day, April 24
- ⚓ GreenTech, May 29 and 30
- ⚓ Welcome Aboard !, October 3
- ⚓ Symposium Staying Afloat: Cruise ship and ferry risk management conference, October 30 and 31

Our organization was also cited about twenty times in the local and regional media, complete with several interviews. Nicole Trépanier was featured in an article vaunting her management qualities in the Montreal daily La Presse of September 14. Finally, in collaboration with the St. Lawrence Ship-operators, a special insert was published in the dailies La Presse and Le Soleil to mark Québec Marine Day (October 22).

## Regional roundtable on integrated management of the St. Lawrence, Québec City region

SODES participated in the work of the committee in charge of facilitating the creation of the Regional roundtable (RR) on integrated management of the St. Lawrence. This 6-member temporary committee was mandated to:

- ⚓ draw up a list of water-related stakeholders, by activity sector
- ⚓ propose RR operating rules
- ⚓ organize the RR creation meeting

The Regional roundtable seeks, for a given territory, to:

- ⚓ promote joint efforts between the regional stakeholders concerned by specific issues related to the St. Lawrence
- ⚓ contribute to the development, adoption, implementation and follow-up of an integrated regional management plan (PGIR), with the collaboration of the different actors



## 2013 Overview

### ***Rendez-vous de la Sodes***

*Rendez-vous de la Sodes* is a new category of event—day-long thought-provoking “retreats”—organized by SODES. First presented with the collaboration of the Port of Montreal, the 2013 edition of this activity spotlighted the theme “St. Lawrence – Great Lakes Trade Corridor”.

The day-long activity allowed a dozen speakers and panellists to meet to share their expertise on shipping, port project financing, city-port relations, the Canada-European Union free trade agreement, the importance of Québec’s manufacturing sector and changes in North American energy prices. The activity also provided an opportunity to hear Minister Lisa Raitt, who highlighted the quality of SODES’ work linked to the Trade Corridor file.

Overall, more than 100 people took part in the first *Rendez-vous de la Sodes*. Given this rousing success, SODES will organize the event annually. The theme of the 2014 *Rendez-vous de la Sodes* will be the Canada-European Union Comprehensive Economic and Trade Agreement (CETA).

### **St. Lawrence Award gets a make over**

The St. Lawrence Award was re-worked in 2013. SODES reviewed the operating rules and now takes individual rather than corporate nominations. Also, citizens who do not necessarily belong to the marine industry can now be nominated. However, they must have a remarkable accomplishment to their credit, stand out from an economic viewpoint or have shown leadership with regard to sustainable development in the last year.

This year, SODES presented the St. Lawrence Award to David Bolduc, who has been the Executive Director of Green Marine since its creation in 2007. He has worked in the marine industry for almost ten years now, and his involvement, dedication and professionalism led Green Marine to post an exceptionally successful performance in 2012.





## 2013 Overview

### **St. Lawrence Express gets a new look**

The St. Lawrence Express (SLE) got a new look in 2013. The cover page, colours, font and format were completely overhauled last year. The newsletter is now bigger with more news and feature articles.

The SLE enables SODES to inform its readers about the industry's most recent developments and about different current issues. It is sent to members, partners and all of Québec's provincial MNAs and federal MPs.



# ST. LAWRENCE EXPRESS





## 2013 Overview

### **St. Lawrence – Great Lakes Trade Corridor**

#### **St. Lawrence – Great Lakes Trade Corridor study update**

For years now, the St. Lawrence – Great Lakes Trade Corridor file has been a priority for SODES. In 2013, the project to update the study initially conducted in 2008 resulted from a meeting with Minister Lebel, who stressed the importance of getting information on the Corridor in order to plan the next federal infrastructures program.

This update allowed us to identify the actions required to maintain the Trade Corridor's competitiveness. More importantly, the exercise carried out by SODES, showed continuity in St. Lawrence – Great Lakes system users' needs. In fact, the recommendations issued in 2008 are still relevant. And, new choices and challenges linked to the world economic situation and growth in markets trends have emerged. The results of this process were presented in a document published in winter 2013 and containing about forty recommendations.

The purpose of the exercise was to build a consensus among users to secure the future of the St. Lawrence – Great Lakes system.

#### **St. Lawrence – Great Lakes Trade Corridor follow-up committee**

The St. Lawrence – Great Lakes Trade Corridor follow-up committee, coordinated by SODES, was created in the wake of the updated study's publication. The committee's work is aimed at setting priorities among the forty-or-so recommendations made and reaching a consensus on a medium-term and long-term development vision in order to increase volumes transported in the Corridor. The follow-up committee has 15 members representing St. Lawrence – Great Lakes Trade Corridor users. Each of the following sectors is represented:

- Canadian port authorities
- Domestic ship owners/operators
- International ship owners/operators
- Government of Canada

- Québec government
- Regional ports
- Related services and activities
- Land transportation



## 2013 Overview

### Supporting the new generation of workers

As part of its 2012-2016 strategic plan, SODES mandated itself to ensure mobilization and a common position on the major issues affecting the St. Lawrence's economic development from a sustainable development viewpoint. Because R&D remains an effective, necessary tool to enable the marine industry to better target these key issues, SODES offers its members the opportunity to talk with up-and-coming researchers on topics of interest for the sector.

Graduate and post-graduate students from Laval University's interuniversity centre for research into company networks, logistics and transportation (Centre interuniversitaire de recherche sur les réseaux d'entreprise, la logistique et le transport (CIRRELT), whose researchers are particularly interested in the marine sector, henceforth share the benefits and results of their studies in a new section of the St. Lawrence Express called *La parole à la relève*.

SODES also organized the first edition of the *La parole à la relève* event, featuring CIRRELT students, which ran Thursday, October 10, 2013. The event provided an opportunity to hear master's and doctorate students speak about their research and work.

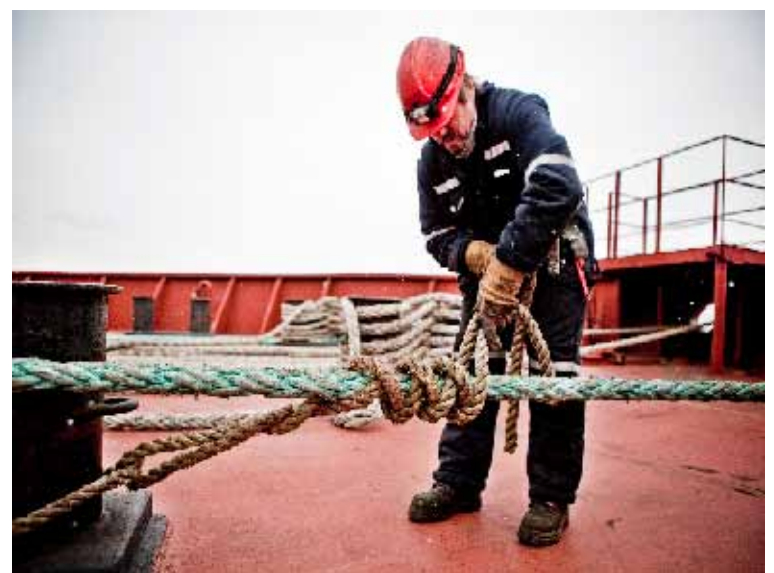


Photo: GCC

Photo: CSMOIM



# 2013 Overview

## Ongoing

### Québec Marine Day (QMD)

For the 13th consecutive year, QMD was held at the National Assembly. This year's theme was "My river, my provider!" and the activity provided an opportunity to recall that with a \$2.3 billion contribution to the GDP, 27 000 jobs generated on land and at sea and more than \$680 million in revenues for the different levels of government, the marine industry definitely plays a key role in Québec's economic prosperity.



In 2013, QMD allowed about 50 marine industry representatives to meet with 15 or so elected members of the National Assembly from the different political parties.

### Publication of briefs and documents on key current issues

SODES works to rally the industry around common interests so as to present clear positions to government, thereby ensuring that its concerns are addressed in future directions. It does this on matters involving regulations and legislation likely to affect the St. Lawrence's economic development.

In this regard, in 2013, SODES published briefs on Québec's National Strategy for Sustainable Mobility, Québec's energy policy and Bill 49 amending the Engineers Act.







## 2013 Overview

### **SODES events**

Every year, SODES organizes events and luncheon-conferences to promote marine industry networking.

#### **Luncheon meeting :**

**QUÉBEC CITY** FEBRUARY 21  
« MARINE TRANSPORT:  
CENTRAL TO A  
21ST-CENTURY  
VISION FOR  
TRANSPORTATION »  
**SYLVAIN GAUDREAU**,  
MINISTER OF TRANSPORT

**MONTRÉAL** JUNE 12  
« LIQUEFIED  
NATURAL GAS: A  
PROMISING FUEL  
FOR SHIPPING »  
**SOPHIE BROCHU**,  
PRESIDENT AND CEO,  
GAZ METRO

**MATANE** SEPTEMBER 26  
« THE ST. LAWRENCE,  
A CORNERSTONE IN  
DEVELOPING WIND  
ENERGY IN QUÉBEC? »  
**MARC-ANTOINE RENAUD**,  
BUSINESS DEVELOPMENT MANAGER,  
ENERCON

**MONTRÉAL** NOVEMBER 13  
« THE SEAWAY: A  
BINATIONAL  
PARTNERSHIP  
POISED FOR GROWTH »  
**BETTY SUTTON**,  
ADMINISTRATOR,  
U.S. DEPARTMENT OF TRANSPORTATION'S SAINT LAWRENCE SEAWAY DEVELOPMENT CORPORATION



## 2013 Overview

### Our joint efforts

**SODES mobilizes its members to ensure a common front on key issues affecting the St. Lawrence River's economic development. To do so, our organization participates in various forums, sits on numerous committees and regularly collaborates on various activities linked to the marine industry and the St. Lawrence.**

### News

#### **Cost recovery – Canadian Marine Advisory Council subcommittee**

In 2013, the Canadian Coast Guard (CCG) set up a temporary Canadian Marine Advisory Council (CMAC) subcommittee to look into methods for setting marine service fees. More specifically, the subcommittee is mandated to act as a forum for Canada's marine industry to perform analyses and tests and to express itself as the CCG reviews and updates its method for setting marine service fees, in keeping with the User Fees Act, in order to modify these fees.

As Groupe conseil maritime (GCM) coordinator for the Québec region, SODES participates in this subcommittee's work.

#### **Québec Port Authority's community relations committee**

SODES sits on the community relations committee created by the Port of Québec to establish and maintain formal communication channels between the port and the community stakeholders concerned by its activities.

The committee also seeks to improve the manner in which port projects are carried out in order to enhance their social acceptability. It meets every three months.



Photo: Port of Québec





## 2013 Overview

### Ongoing

#### **CargoM**

Nicole Trépanier sits on the Board of Directors of the Logistic and Transportation Metropolitan Cluster of Montréal, CargoM, whose mission is to make Greater Montreal a multimodal platform that is recognized and sought after for its operational and environmental performance, its contribution to its business partners' competitiveness, and its contribution to economic development.



In 2013, in the context of CargoM's work, Nicole Trépanier was made co-Chair of the second component, *Communication and reach*, which seeks to give the organization tools to help produce a dynamic portrait of the sector's spinoffs in order to raise public and international awareness of the freight transportation sector.

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

SODES continues to support Green Marine in pursuing its objectives by sitting on the St. Lawrence environment committee in order to study Green Marine's program so as to improve it and develop new indicators. The SODES-Green Marine management contract is still in effect until the end of 2014. This agreement consolidates daily collaboration between the two organizations.





## 2013 Overview

### **Groupe conseil maritime (GCM) coordination**

The GCM (marine advisory board) ensures information exchange between the Québec marine industry and the Canadian Coast Guard (CCG) regarding the marine services the latter provides. This allows CCG and industry representatives to better know each party's respective realities and positions on files of common interest. Since its creation, the GCM has enjoyed SODES' support in the form of secretarial and work coordination services.

In 2013, the GCM held two meetings. Among the topics discussed were shutdown of the Québec City Search and Rescue Centre, fleet renewal, navigation aids (placing beacons and year-round buoys on the St. Lawrence) and e-navigation. The GCM has often highlighted the good collaboration between the industry and the CCG and reiterated the importance of maintaining the service level required to ensure safe commercial activity on the St. Lawrence.

SODES also coordinates two committees linked to the GCM:

- ⚓ Maintenance dredging advisory committee
- ⚓ Committee on e-navigation and national subcommittee for Québec



Photo: Wikipedia.fr



Photo: Creative Commons

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

The President of SODES continued to sit on the CSMOIM Board of Directors and the organization's advisory committee until June 2013. SODES also collaborated on updating the marine human resources sectorial study.



## 2013 Overview

### **Marine Industry Forum**

The members of the Marine Industry Forum met three times in 2013: May 14, October 21 and 22. The Forum's last meeting, in October, ran two days. A summary of the actions envisaged in the Marine Transportation Policy adopted by the Quebec government in 2001 and the transportation of dangerous goods by ship were among the files discussed at these meetings.

The Forum is usually chaired by SODES' Chairman of the Board and the Québec Minister for Transport.



Photo: Nanuk

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

SODES continues to participate in the NCC. In 2013, the NCC and the working groups SODES is involved in met a dozen times. Over the past year, the efforts of the NCC and its members were directed at re-editing the Sustainable Navigation Strategy (SNS) and preparing an information guide on navigating the St. Lawrence.

### **Participation on the Canadian Marine Advisory Council and the Conseil consultatif maritime régional**

SODES participated in the meetings of the Conseil consultatif maritime régional (CCMR) organized by Transport Canada and the Canadian Coast Guard in order to inform industry stakeholders of progress made on regulation and legislation-related files.





## 2013 Overview

### Participation on the National Marine Advisory Board (NMAB)

The National Marine Advisory Board advises the Canadian Coast Guard Commissioner and studies the services the organization offers its clients. It is mandated to create a permanent forum for discussion between the CCG and the Canadian marine industry. SODES attends NMAB'S two annual meetings to present Québec's issues, which are identified via the Groupe conseil maritime, which it coordinates.

CCG and industry members determine the specific questions to be discussed, including service levels, standards and delivery, and performance measures.

The CCG is faced with challenges linked to the renewal and maintenance of its fleet and its land facilities which, given their age, require major investments. The CMAC allows these important issues to be dealt with in partnership with the Commissioner, his team and industry representatives from the other regions.

### Quebec Shortsea Shipping Council

Until 2013, SODES was a member of the Quebec Shortsea Shipping Council coordinated by the St. Lawrence Shipoperators. SODES took part in three meetings last year and decided to withdraw from the file to concentrate its efforts and resources on other files included in its strategic plan.



Photo: Wikipedia.fr



Photo: Louis Rhéaume



## 2013 Overview

### St. Lawrence awareness committee

SODES continues to coordinate the work of the campaign to enhance public awareness of the marine industry. The campaign, which has been active since 2005, is in its second phase. Begun in fall 2009, this second component seeks to inform the public, via the media, of the advantages of marine transportation.



#### ↓ Radio-Canada's show Bleu

The TV show Bleu aired in summer 2013 on Radio-Canada and RDI. The 10-episodes serie spotlights the marine sector and its careers. The interviews, conducted by journalist Normand Latour, are available on the Radio-Canada website. The marine industry helped fund this project.

#### ↓ Collaboration with the Fondation Monique-Fitz-Back

In 2013, SODES continued its collaboration with the Fondation Monique-Fitz-Back. The edukit "Mon fleuve et moi," designed to inform young Quebeckers and make them aware of issues surrounding the protection, development and promotion of the St. Lawrence River and the Great Lakes, was again distributed in the region's schools.



SODES' St. Lawrence awareness committee and the Ministère des Transports du Québec invested \$10 000 in this project.





## 2013 Overview

### **Working Group on Marine Traffic and Protection of Marine Mammals (G2T3M)**

Since April 2011, the members of the Working Group on Marine Traffic and Protection of Marine Mammals in the St. Lawrence's marine estuary (G2T3M) have been working together to reduce the risk of collision between shipping industry vessels and whales in the St. Lawrence Estuary.

In 2013, temporary voluntary measures were tested from June to October in the sector between Pointe à Boisvert and Cap de la Tête au Chien. SODES has sat on the G2T3M since its inception.