

SEPT-ÎLES •

# ST. LAWRENCE EXPRESS

OCTOBER 8, 2013

SAGUENAY

MATANE

QUÉBEC •

CP, NEW SODES  
MEMBER!

SODES AND COSBC  
WORKING  
TOGETHER

TROIS-RIVIÈRES •

CONTAINERIZATION AND  
TRANSFORMATION OF  
BRAZIL'S PORT SYSTEM

MONTRÉAL •



# PRESIDENT' MESSAGE

## SODES Rendez-Vous

In our March newsletter, I announced the official release of the updated St. Lawrence-Great Lakes Trade Corridor Study. Today, it gives me great pleasure to invite you to an event targeting this important trading axis, more specifically current and future choices and challenges likely to influence it in the years to come.



Nicole Trépanier,  
President

“SODES Rendez-vous”, made possible through the Port of Montréal’s collaboration, will offer an opportunity to hear specialists from different fields. Speakers and panellists will share their expertise on two themes that you, the SODES membership, have deemed priorities for ensuring the Trade Corridor’s future while increasing its competitiveness, namely: infrastructures and city-port relations.

Infrastructure panel participants will highlight the need for increasing port capacity on the St. Lawrence. Be it in terms of maintenance, growth outlook or structural change, facilities must meet current needs and respond to emerging trends. Infrastructure project financing and the importance of private-sector leadership in this regard are also on the morning’s agenda.

In the afternoon, the second panel will talk about city-port relations, more specifically the need for making people aware that ports are urban and economic development tools. At lunchtime, we will have the honour of hearing Canadian Minister of Transport Lisa Raitt speak about the Trade Corridor. And, finally, at 5:00 p.m., during the closing cocktail party, François Legault will be on hand to outline his St. Lawrence project.

We are pleased to offer you this comprehensive, far-reaching program. I would remind you that the goal underlying the event is to maintain the necessary dialogue between players to encourage governments to institute a global, structured vision for the Trade Corridor of tomorrow.

The President,

A handwritten signature in blue ink that reads "Nicole Trépanier". The signature is fluid and cursive, written over a white background.

# SODES' EVENTS



## **SODES Rendez-vous The St. Lawrence – Great Lakes Trade Corridor**

INVITATION

Thursday, November 14, 8:00  
a.m. to 7:00 p.m.\*

**Montreal Port Authority  
2100 Pierre Dupuy Ave-  
nue, Wing 1. Montréal,  
Québec**

Breakfast, lunch and cocktails in  
the Dominic J. Taddeo room  
Conferences in the auditorium

Registration required  
Places limited

On November 14, SODES is holding an event about the St. Lawrence – Great Lakes Trade Corridor.

This “Rendez-vous” follows the release of the updated Trade Corridor Study coordinated by SODES, which lists actions to take to ensure this major trading axis’ sustainability and competitiveness.

In the past, SODES was very active in coordinating the St. Lawrence – Great Lakes Trade Corridor Leadership Council, which defined private-sector priorities for implementing the Ontario-Québec Continental Gateway.

To spotlight current and future choices and challenges facing St. Lawrence-Great Lakes Trade Corridor users and promote the Trade Corridor, various experts will be brought together for the benefit of SODES members and the maritime community.

# SODES' EVENTS

\* PRELIMINARY PROGRAM

**8:00 a.m.** Welcome and registration (coffee and croissants)

**8:30 a.m.** MC's opening of day's activities and SODES' words of welcome

**8:45 – 9:30 a.m.** Conference (french)– *Update on the marine industry (Québec and international) and challenges facing the St. Lawrence-Great Lakes Trade Corridor*

- Claude Comtois, Université de Montréal

**9:30 – 10:30 a.m.** Conference (french)– *Quebec exports: opportunities and growing markets*

- Véronique Proulx, Regional Export Promotion Organizations (ORPEX)

---

**10:30 – 12:30 a.m.** Panel 1: *Infrastructures (french)– Increasing port capacity. Why and how?*

Moderator:

- Nicole Trépanier, SODES

1.1 *Current needs and growth outlook*

- Wendy Zatylny, President, Association of Canadian Port Authorities
- Simon Prévost, Association des manufacturiers exportateurs du Québec

1.2 *Changing and emerging markets*

- Energy sector representative (to be confirmed)
- Patrick Robitaille, Quebec Port Authority

1.3 *Financing and investments*

- Alexandre Prokhoroff, PricewaterhouseCoopers (PwC)
-



# SODES' EVENTS

**12:30 – 2:00 p.m.** Lunch - *Presentation by Canadian Minister of Transport*

- The Honourable Lisa Raitt

**2:00 – 2:30 p.m.** Conference (french)- *How to change ports into economic development tools*

- Claude Comtois, Université de Montréal

---

**2:30 – 4:30 p.m.** Panel 2 - *City-port cohabitation (french) - protecting territories and transportation corridors*

Moderator:

- Magali Amiel, CargoM
- Sylvie Vachon, Montreal Port Authority
- Claude Canuel, Mayor of Matane
- Ground transportation sector representative (to be confirmed)

---

**4:30 – 4:50 p.m.** *Summary and upcoming actions*

- MC summarizes day's debates and meeting follow-up

**5:00 – 7:00 p.m.** Closing cocktails

**5:00 – 5:20 p.m.** Conference (french) - *Presentation of St. Lawrence project*

- François Legault, Coalition Avenir Québec
- 



# SODES' EVENTS

\* This program is subject to change. Updates will be published on the SODES website and you will be informed of future modifications via the St. Lawrence Express newsletter.

## REGISTRATION

Cost for members: \$95 (plus taxes)

Cost for non-members: \$120 (plus taxes)

[Register to the event](#)

## SPONSORS

SODES welcomes sponsors interested in being associated with this "SODES Rendez-vous". If you are interested, please consult our [sponsorship program](#) or contact Laurie Grenier at 418 648-4572, ext. 201.



# SODES NEWS

## Marc-Antoine Renaud at the luncheon-conference

At its September 26 luncheon-conference, SODES had the honour of welcoming Marc Antoine Renaud, Business Development Manager ENERCON Canada.

Mr. Renaud's conference "The St. Lawrence, a cornerstone in wind energy development in Québec?" was a rousing success. Guests were delighted to hear Mr. Renaud present the new realities of this burgeoning industry.

SODES thanks its sponsors for making this event possible:



Photo: Laurie Grenier

Silver Sponsor:



TERMINAUX PORTUAIRES DU QUÉBEC  
QUEBEC PORT TERMINALS



Groupe  
Desgagnés inc.

Bronze Sponsor :



Thank you also to our partner :



SODES would like to extend a heartfelt thank to Matane Mayor Claude Canuel and Marie-Lyne Morneau of the Société de développement du parc industriel et portuaire de Matane and SODES Director for their contribution to organizing this event. And, of course, the CLD de La Matanie for its outstanding work.

# SODES NEWS

## EASTERN AND WESTERN CANADA: A SHARED VISION

### SODES AND COSBC WORKING TOGETHER

The St. Lawrence Economic Development Council (SODES) and the Chamber of Shipping of British Columbia (COSBC) are pleased to announce the sustainable collaboration they have established to better defend Canadian marine industry interests.

In keeping with their shared vision, SODES and COSBC have partnered up to work on a number of issues linked to the industry's development and its future "SODES has always used this type of expertise-sharing to rally the industry's forces and address governments with a united voice," points out SODES President Nicole Trépanier.



#### **St. Lawrence Economic Development Council**

For more than 25 years, SODES has played a key role in St. Lawrence River-related economic activity. It is the spokesperson for the maritime community, representing its interests and projects in all forums and before all bodies where our economic future is at stake.

[www.st-laurent.org](http://www.st-laurent.org)

#### **Chamber of Shipping of British Columbia**

Established in 1923, COSBC has a diverse membership within the marine community and represents the interests of international shipping and supporting entities conducting business on the west coast of Canada. For more information on shipping and new projects in British Columbia visit: [www.cosbc.ca](http://www.cosbc.ca) or [www.safeshippingbc.ca](http://www.safeshippingbc.ca).



# SODES NEWS

## A look at the industry

Quebeckers know little about the marine industry, and what they know is often inaccurate. SODES plans to conduct a comprehensive survey to assess Quebeckers' perceptions, and especially their knowledge, of our industry.

We'll let you know when and how the survey will take place and, of course, its results.



### Concertation

To make sure none of our activities conflict with members' events, we would ask you to let us know if you intend to organize an open house of your facilities.

SODES can offer promotional support (maybe even logistics support, depending on our capabilities) in order to enhance our industry's visibility.

For the industry's sake, please tell us about your efforts in this regard. Together we can offer bigger, better projects.



# The younger generation speaks

In this new section of the St-Lawrence Express dedicated to the research, we present you a text of the student Amy Lombard, Candidate au M.Sc. candidate (Geography) of CIRRELT.

## Containerization and transformation of Brazil's port system

In the late 1950s, the introduction of containers to organize world transport chains led to far-reaching changes in international trade. The new roles of emerging countries, like Brazil, Russia, India, China, and South Africa, as well as their importance in international trade, gave them top ranking among new key actors on the world scene.

Brazil became a powerful emerging nation. Its policy of openness to foreign investment led it to restructure its geographic area and create new transport opportunities by spatially reorganizing production and changing its industrial structure. These new economic opportunities were supported by expanding its land and sea links.

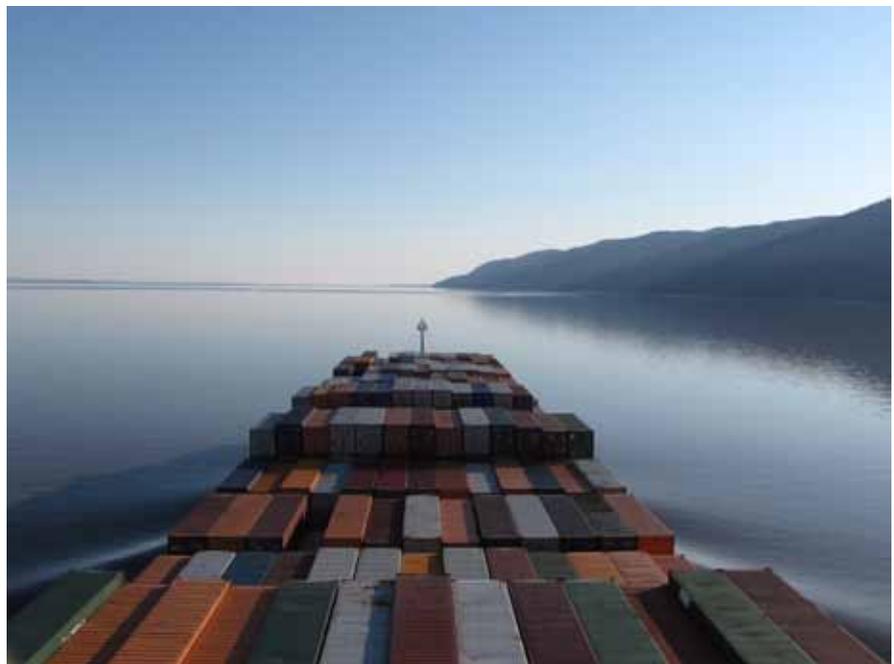


Photo: Louis Rhéaume



# The younger generation speaks

To understand the astounding rise in Brazil's trading activities, we examined the domestic aspects of its transportation development by looking at changes in containerized activities in the hinterland of its harbour fronts, which closely reflect the changes in the economic geography of Brazil and the world as a whole.

These issues raise a series of questions. How did Brazil modify its port system? How did Brazil restructure its network of domestic land and sea routes to meet its hinterland's procurement and distribution requirements? How has Brazil's containerized traffic evolved to reflect changes in the Brazilian and world economies? How has globalization of economic activities affected the supply of containerized services within Brazil?

These questions are studied in four stages.

First, we look at the changes in port infrastructures required by maritime reforms. Second, we analyze changes in the domestic transportation networks. Third, we analyze the evolution of the Brazilian port system's containerized operations. Fourth, we analyze changes in Brazil's maritime and continental container flows to illustrate the geographic distribution of containerization.

- Amy Lombard

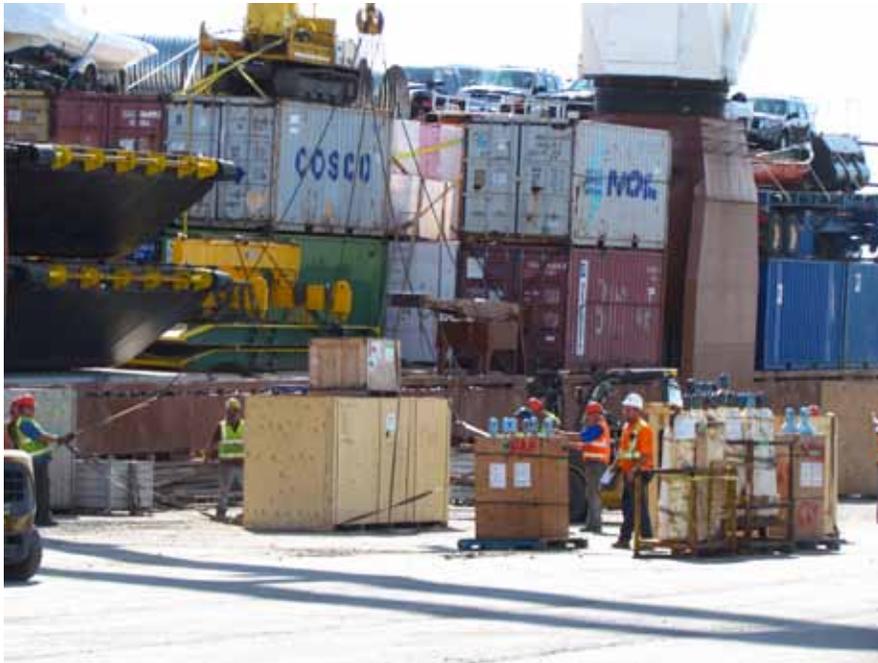


Photo: Nanuk

## **The Ministère des Transports du Québec, beyond borders**

The activities of the Québec marine industry extend beyond our provincial borders. It is therefore important for the Ministère des Transports du Québec to ensure permanent monitoring of the international issues that influence the price of these activities.

In particular, the MTO is involved in bodies bringing together several players concerned by the St. Lawrence and Great Lakes territory. For example, the Great Lakes Commission brings together the government, legislative and industry players of eight Great Lakes States, Ontario and Québec. Part of its mission is to promote the orderly, integrated and comprehensive development of the Great Lakes Basin and St. Lawrence River.

The Council of Great Lakes Governors, of which Québec and Ontario are members, held a Summit last May in Mackinac, Michigan. During this event, the Maritime Initiative, a working group in which the MTO participates was mandated to submit recommendations with a view to improving the efficiency of the St. Lawrence-Great Lakes system in the marine transportation field.

Finally, since 2009, the MTO has been active on the issue of regulation of ballast water management, seizing every opportunity for diplomatic discussions and sending correspondence to the government and legislative bodies concerned. The MTO, in collaboration with the marine industry players, is therefore staying on top of the issues for which its action can contribute to improving the marine sector's business environment.



# INDUSTRY NEWS

## Ocean Innovation 2013 : Ocean Smart

[Ocean Innovation 2013](#), will take place from October 20 to 23 at Rimouski, is a joint initiative between Technopole maritime du Québec and the Marine Institute of Memorial University.

This edition of the most important event in the Canadian ocean sector will focus on monitoring, data management and decision-making in ocean observation. What are the issues and perspectives? What new outlook do these new technologies and ocean observation systems provide us?

Topics to be discussed during the event will include sensors, platforms and technological advances to improve innovation capacity; bathymetry and detailed characterization of the seafloor; complex environments and remote areas; accessibility and interoperability of information management systems; integrated information management for application purposes; environmental spatial planning; modeling and operational oceanography; and practical examples of applications.



# OCEAN SMART

The October 23 Ocean Smart workshop will discuss best ocean observing practices in a context of marine environment hydrocarbon exploration and development strategies. Participants will study certain international experiences in order to identify or define which will be the highest environmental assessment and monitoring standards applicable in Québec in this sector. This new, proactive approach will kick off strategic deliberations in order to position scientific and technical standards upstream of the offshore development decision-making process.

# PORTRAIT

## SODES membership...increasingly popular!

**SODES is pleased to announce the arrival of a new member, the Canadian Pacific!**

CP confirmed its interest in becoming a SODES member in late September. The St. Lawrence-Great Lakes Trade Corridor file and the prospect of working with SODES on promoting the Trade Corridor convinced the railway company to join the voice of the maritime community. Henceforth, CP and SODES will work hand in hand on this and many other files, thereby enriching each other through this expertise-sharing. Here is a portrait of SODES' new member.

## To become the safest and most fluid railway

On November 7, 2010, Canadian Pacific celebrated the 125th anniversary of the completion of Canada's transcontinental railway that linked a nation and built the Canadian economy.

### Did you know?

- Number of communities: 1,100+
- Miles of track: 14,700
- Average number of employees: 16,100
- Where CP operate: 6 provinces

Just as they drove the Last Spike in 1885, today CP are putting state-of-the-art technology at the fingertips to their employees.

Our time-honoured CP ingenuity continues to deliver safe, reliable and efficient transportation solutions across North America and has solidified them as a trusted partner for their customers, employees, and the communities in which they live and operate.

### Interesting

- The Canadian Pacific Holiday Train hit the rails again in 2012 and visited over 150 communities across our network. Each event featured a boxcar stage, a lineup of great musical talent and a contribution to the local food bank.

# THE WORLD OVER...

**A new section spotlighting international marine news.**

## MLC convention comes into effect

Tuesday, August 20, the Maritime Labour Convention, the social pillar of international maritime regulations, came into effect.

The text of the Convention was written about eight years ago at the Manila Summit under the auspices of the International Labour Organization.

In 2006, in a completely unprecedented process, delegations representing the marine sector as a whole drew up what can be considered a first “charter” of seafarers’ rights.



Photo: The Maritime Executive

International law, which, for the record, “supersedes” any and all national legislation, addresses the situation of individuals at sea, establishing world-wide social standards, with the exception of the conspicuously absent “minimum wage”.

# CONTACTS



ST. LAWRENCE  
ECONOMIC  
DEVELOPMENT  
COUNCIL



## To contact a staff member :

Nicole Trépanier,  
President

[nicole.trepanier@st-laurent.org](mailto:nicole.trepanier@st-laurent.org)

418 648-4572, ext. 200

Mélissa Laliberté, Director, Projects and  
Governmental Affairs

[melissa.laliberte@st-laurent.org](mailto:melissa.laliberte@st-laurent.org)

418 648-4572, ext.202

Laurie Grenier,  
Communications Coordinator

[laurie.grenier@st-laurent.org](mailto:laurie.grenier@st-laurent.org)

418 648-4572, ext. 201

Pierrette Roy, Accounting Technician and  
Administrative Agent

[pierrette.roy@st-laurent.org](mailto:pierrette.roy@st-laurent.org)

418 648-4572, ext. 203

