



Quebec and the Asia Pacific Gateway: Interests and Perspectives

A consultation co-hosted by the:

- Asia Pacific Foundation of Canada
- Board of Trade of Metropolitan Montreal
- Ministère du Développement économique, de l'Innovation et de l'Exportation
- Ministère des Relations internationales du Québec

Wednesday, October 18, 2006
Delta Centre Ville (777, University Street, Montreal)

Master of ceremonies for the day : Elliot Lifson, Vice-Chairman, Vêtements Peerless Clothing

- 08:30 – 09:00 *Welcome and Introduction: Why Asia Pacific Gateway?*
- Isabelle Hudon, President and CEO, Board of Trade of Metropolitan Montreal
 - Yuen Pau Woo, Co-CEO, Asia Pacific Foundation of Canada
- 09:00 – 10:30 *Transportation and Supply Chain Management*
- Transportation is central to an Asia Pacific Gateway strategy because with Asian trade increasing, cargo must be able to move fluidly through the network of modes (air, port, rail, trucks). Supply chain management figures into the question for end-users (importers) who demand time and quality assurances. Montreal is a key location for distribution centre for many retailers. The goal of this discussion is to hear the concerns of these stakeholders in relation to the transport aspect of an Asia Pacific Gateway. Both imports and exports aspects will be considered.
- Discussion starters:
- James Cherry, President & CEO, Aéroports de Montréal
 - Richard Corfe, President, St. Lawrence Seaway Management Corp.
 - Robert Masson, Vice-President, Marketing and Development, Montreal Port Authority
- 10:45 – 12:15 *Advanced Manufacturing and Innovation Industries*
- Shifts in the global value chain mean that manufacturing tasks that used to be done in Canada are moved to low-cost efficient economies like China, India and Vietnam. Advanced manufacturing refers to higher value chain activities (complex manufacturing) and applying concepts like global outsourcing and off-shoring. Innovation industries are those that involve high-value knowledge-based endeavors. Montreal has a large aerospace, telecom and pharmaceutical presence that can give their views on what increased relations (trade, people, etc.) with Asia mean for their respective industries. Both imports and exports aspects will be considered.
- Discussion starters:
- Elliot Lifson, Vice-Chairman, Vêtements Peerless Clothing
 - Roger Miller, Jarilowski Professor of Technological Innovation and Competitiveness, Department of Mathematics and Engineering, École Polytechnique Montréal

- 12:15 – 13:45 *Quebec's Asia Pacific Strategy: Implications for Gateway*
 The purpose of this session is to hear Quebec's strategy in the Asia Pacific. Beyond *Quebec's International Policy 2006*, it is expected that the Assistant deputy minister will share specific developments and insights related to Asia. The Assistant deputy minister is also expected to discuss the implications of Quebec's strategy on a potential Canada-wide Gateway strategy.
 Luncheon speaker:
- François Bouilhac, sous-ministre adjoint à la Direction générale de l'exportation et de la promotion des investissements, ministère du Développement économique, de l'Innovation et de l'Exportation
- 13:45 – 15:15 *Services and the Gateway: Asian Opportunities*
 Service industry represents 75% of the developed countries economy and Canada is no exception. The purpose of this session is to identify how and if the Gateway could become a lever in enhancing trade in services with Asia Pacific.
 Discussion starters:
- Claude-Jean Dumas, Director, RBC Royal Bank Global Transaction Solutions-Eastern Canada
 - Martin Leblanc, Vice-President, International Development, Nomade
 - H. Trung Nguyen, Premier vice-président, Administration et exportation, Caisse centrale Desjardins
 - Mathieu Ouellet, Vice-President, Taktik-China (member of Secor)
 - Patrick Paradis, President, Giolong International
 - Pierre Turcotte, Senior Vice-President and General Manager, Québec, CGI
- 15:30 – 16:45 *Human Dimensions of Gateway: Education, Tourism, Arts and Culture*
 Although the Gateway's centerpiece is the rejuvenation of the transportation infrastructure for trade, there are direct implications on labour, tourism, education and culture as a result of increased interaction among different people. The goal of this discussion is to explore the scope and extent of Gateway's impact on the human dimensions. Also to investigate: Quebec's image in Asia.
 Discussion starters:
- Charles-Mathieu Brunelle, Executive Vice-President and General Manager, TOHU, la Cité des arts du cirque
 - Luc Danielse, Co-Chair, Faculty of Tourism Management, Champlain St-Lambert CEGEP
 - Jacques Frémont, Vice-Rector - International and Graduate Studies, Université de Montréal
 - Peter Todd, Dean, Management, Desautels Faculty of BRONFMAN Building, McGill University
- 16:45 – 17:00 *Concluding Remarks*
- Yuen Pau Woo, Co-CEO, Asia Pacific Foundation of Canada