

Le Bas-Saint-Laurent

LOWER ST. LAWRENCE, QUÉBEC - CANADA

Tomorrow's Blueprint for Success



www.bas-saint-laurent.org



After work in the Lower St. Lawrence region...



Pocatec, the North-American leader in communication systems for public transportation (La Pocatière)

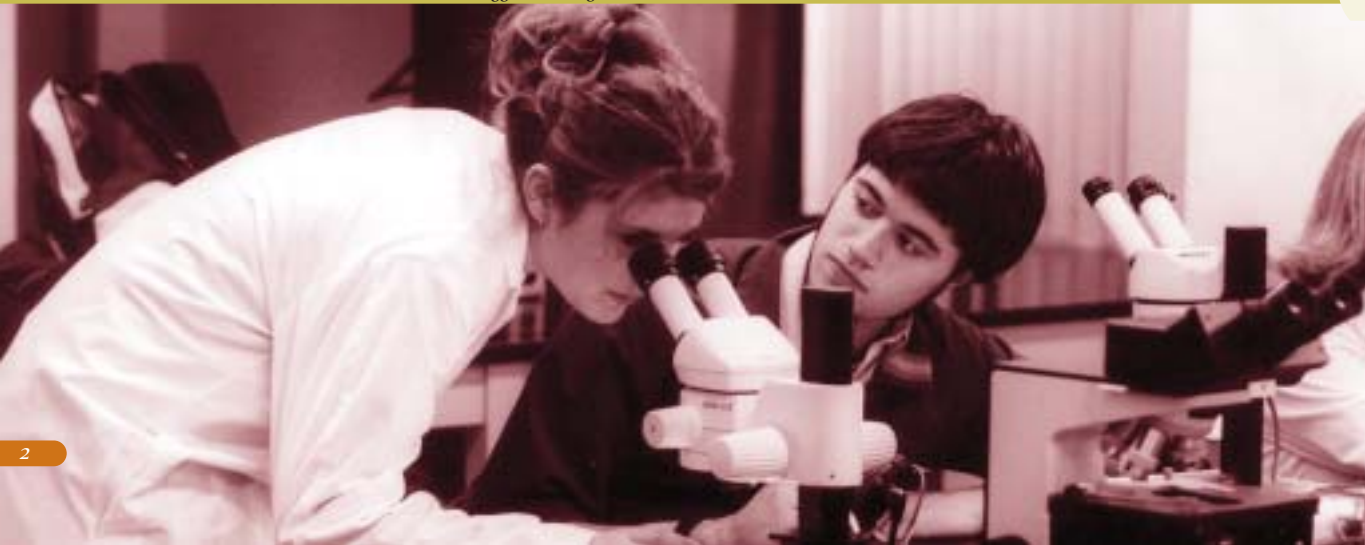
*Cities ought to be built
in the country; the air
is so much purer...*

Alphonse ALLAIS (1855-1905)

Here at the dawn of the 21st century, everyone wants to succeed in life. Whether in professional challenges, cultural life, outdoor activities, friendships, contributing to social well-being, harmony, or a pleasant living environment, we want the best in all things. And not just for ourselves, but also for our families.

The Lower St. Lawrence region already provides many of these things to people who have realized that, today, a successful business really doesn't hinge on the proximity of resources

Biology laboratory, Université du Québec à Rimouski



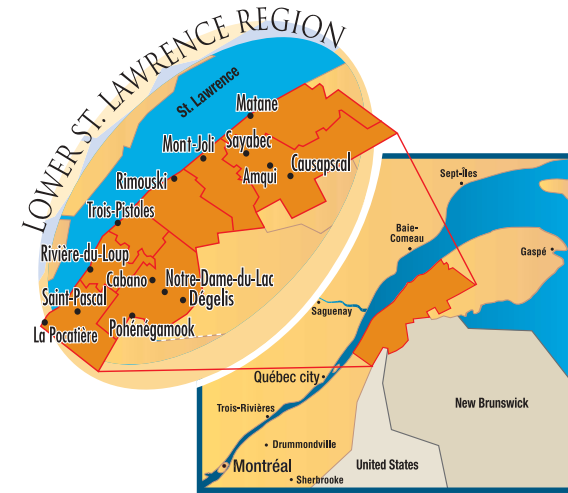
Break on top of Mont Logan, International Appalachian Trail

and markets, but instead relies upon promising niches, a clear vision, a solid business network and boundless creativity.

To date, thousands of skilled workers, professionals and business people have decided to succeed in life by remaining in the Lower St. Lawrence region or by building their homes there. And they congratulate themselves on their choice each time that they tackle a stimulating project, upon sitting down to supper shortly after leaving their workplace, when they hear their

children playing safely outside, or as their family speeds down a ski slope just fifteen minutes from home.

Are you looking for an environment where your dreams can and will come true? Welcome to the Lower St. Lawrence region. Here on the cutting-edge of the knowledge economy and rapid transportation, the life you have always dreamed of is now within reach.



Lower St. Lawrence:

- 22,405 km²
- 320 km of coastline
- a 50 to 100 km deep territory, dotted with lakes and rivers
- population 200,630 (2001)
- a healthy climate tempered by the St. Lawrence Estuary
- the most diversified "region" in Québec

Want to see new horizons?





A Profitable Consensus

Geneviève Constancis

Forestry Engineer and mother of three children. Native of Sherbrooke. Lives in Baie-des-Sables and has worked at the Regional county municipality of Matane since May 2000.

Why I chose the Lower St. Lawrence region:

- For the friendliness of its people.
- For the sense of community.
- For the quality of the air, water and soil that works wonders in my orchard and organic garden.

The people of the Lower St. Lawrence region, whose source of income has never depended on a few large employers, have often had to work together to come up with original development ideas. This has led them to pool their expertise, reconcile private and public interests, and develop the habit of dialoguing which has become one of their great strengths.

Thanks to this community spirit, the Lower St. Lawrence region now has a clear vision of its future... and the means to make it become a reality. Its economy is diversified, its

Forest covers 85% of the territory and supports approximately 6,000 people. In order to preserve the forest as well as its other resources, the Lower St. Lawrence region has committed itself to becoming an international role model for the protection and use of natural resources.



Managed forest, Domaine Acer (Auclair)



Premier Tech, with 1,600 members spread out around the world and \$270.3 M in yearly revenue (Rivière-du-Loup)

infrastructures are solid and it takes advantage of knowledge readily mixed with ingenuity. Considering that its prosperity depends on its landscape, air, water, wildlife, workers, entrepreneurs and youth, it has decided to include all of them in its development vision. This is why a semi-skilled worker can angle for trout in a stream behind his house... and a multimedia designer can go kayaking on the St. Lawrence, twenty minutes after work. What more could you ask for?

The incredible expansion of the peat moss industry, due to the contributions of about twenty businesses including Premier Tech, Berger Group and Lambert Peat Moss, is a perfect illustration of how the Lower St. Lawrence region is determined to get the most out of its resources by processing them locally. Thanks to research and development, this biological material that is well-known in horticulture is now used to make many highly useful and uncommon products. Some treat wastewater, while others contribute to plant growth without damaging the environment. Each represents an incredible potential for the region, home to 40% of Québec's peat moss deposits.

What's more, this potential is not simply limited to peat moss. For several years now, many of the solutions developed by the industry for harvesting, bagging, and storing peat moss have been sold to international businesses working in fields that occasionally have had nothing to do with peat moss. Now that's what you call making the most of one's resources!

Petit Temis Interprovincial Linear Park (130 km)



Maurice Lamontagne Institute Fisheries and Oceans Canada (Mont-Joli)





Gastropod, a zooplanktonic organism found in the Gulf of St. Lawrence and the St. Lawrence Estuary (actual size: 1-1.5 mm)



Parc des chutes in the winter (Rivière-du-Loup)

Development in the Lower St. Lawrence region depends on several public scientific institutions and a significant number of technology transfer centres. Here are a few examples:

- Maurice Lamontagne Institute (Marine Sciences Research Centre, Fisheries and Oceans Canada)
- The *Institut des sciences de la mer de Rimouski* (Sea Sciences Institute)
- The Marine Biotechnology Research Centre
- The Interdisciplinary Centre for the Development of Ocean Mapping
- The *Institut maritime du Québec* (Maritime Institute)
- Maritime Innovation
- The *Centre de développement bioalimentaire du Québec* (Biofood Development Centre)
- The *Institut de technologie agroalimentaire du Québec*, La Pocatière Campus (Agrofood Technology Institute)
- The Québec Organic Agriculture Centre
- The National Mass Transit Centre
- The *Centre spécialisé de technologie physique du Québec* (Specialized Physical Technology)
- The Québec Photonic Centre
- The Forest Product Processing Research and Expertise Services
- The Lower St. Lawrence Maple Field Test and Technological Exchange Centre
- Ruralys (Expertise Centre for Protecting and Enhancing Rural Legacies)

The Lower St. Lawrence region has long known the importance of developing knowledge in all its forms. As a result, the time and money it invested in research over the years are now paying dividends: more and more money is being generated from fewer resources.

Lower St. Lawrence's knowledge economy is all the more flourishing because it often focuses on finding local answers to world problems. When the world was preoccupied by health, the healing potential of marine organisms was studied. When ecology was an issue, peat moss was used to treat wastewater. When the forests were threatened, major efforts

Dogsled ride (La Mitis)



Université du Québec à Rimouski Campus





Fruitful Research

were made to find the best way to enable the peaceful coexistence of logging, forest management, tourism and wildlife protection.

The presence of research institutions and leading-edge companies in the region allows the area to apply the same logic to agri-food biotechnology, transportation, communications and many fields in which high-paying jobs and business opportunities abound. It's time to reap the fruit of our labours!

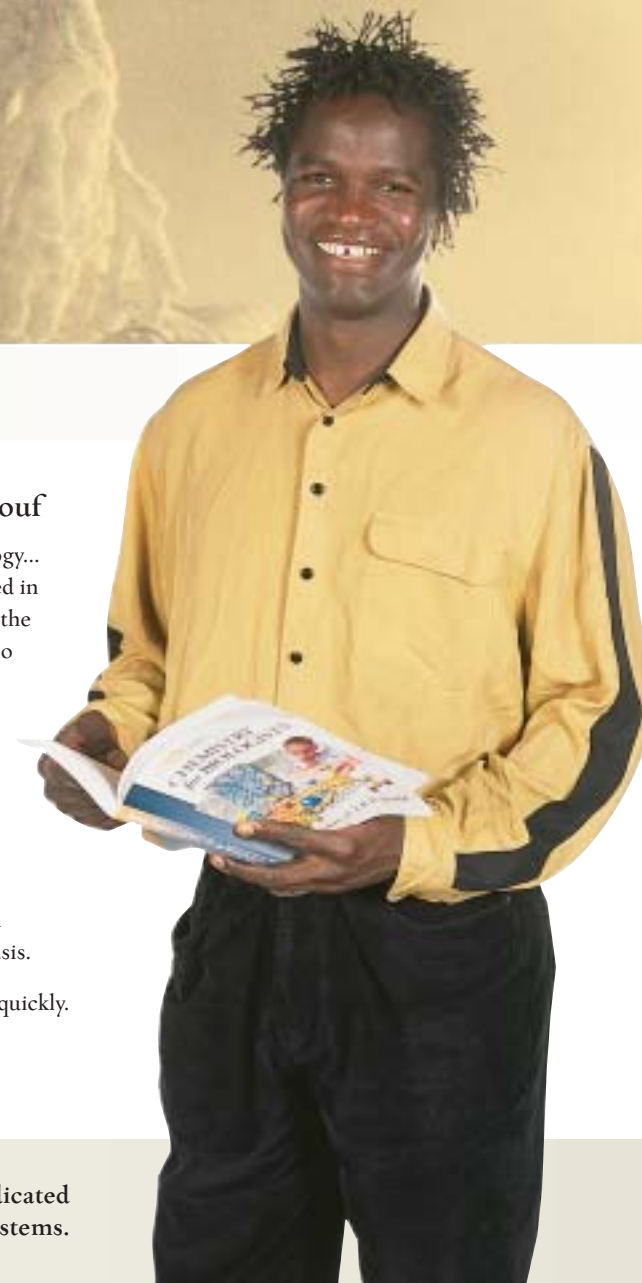
UQAR has eight research chairs. Five are related to marine sciences; the others are dedicated to the inhabited forest, rural development and the conservation of northern ecosystems.

Boucar Diouf

Lecturer in Biochemistry and Physiology... and humorist. Native of Senegal. Arrived in 1991 to do his Ph.D. in Oceanography at the *Université du Québec à Rimouski (UQAR)*. Fell so deeply in love with the region that he made it the subject of a series of shows.

Why I chose the Lower St. Lawrence region:

- For freedom and wide open spaces.
- For being able to teach person-to-person on an individual name basis.
- Because you get to know everyone quickly.





Abundant Opportunities

Élise Lavoie

Native of Rimouski. Professor and assistant concertmaster at the *Orchestre symphonique de l'Estuaire (OSE)*. Studied in Montreal, Paris and Toronto.

James Darling

Born in Saint John, New Brunswick. Cellist and assistant conductor at the *OSE*. Has played with the *Orchestre symphonique de Montréal* and *I Musici*.

Why we chose the Lower St. Lawrence region:

- For nature and tranquility.
- Because it's easy to fit in.
- Because of a desire to contribute to the regional cultural vitality by creating a classical music festival.

In the Lower St. Lawrence region, economic development is increasingly taking advantage of excellent market niches. Some have already generated thousands of jobs, others are just in the beginning stages, but they all have one thing in common: their business potential.

Do you have capital, knowledge, technology transfer ideas, etc.? Don't wait for someone else to steal your place. At this very moment, new businesses are starting... and others are consolidating their position.

Looking for good employees? The members of Lower St. Lawrence's workforce have a reputation for being skilled, versatile, resourceful, avid learners and loyal to their employer.



Bic Harbour, parc national du Bic



Moment of happiness in a canola field (Sainte-Florence)

Investment Possibilities

Agri-Food

Ecotourism

Wind energy

Housing and construction work

Transportation equipment and metal products

New information and communications technologies

Marine science and technology

Peat moss and agro-environmental technologies

Pure water, fresh air, rich soils, affordable land, producers and citizens who are concerned about protecting their environment. The Lower St. Lawrence agri-food sector has all it needs to produce healthy, competitive and easily exportable products for years to come.

For the time being, 60% of the region's agricultural income is derived from the dairy industry. But things are moving fast. The Lower St. Lawrence region, already the leader in sheep production and number two in maple syrup production, is increasingly benefiting from a new approach involving farm automation, country produce and organic farming. The La Pocatière Campus of the *Institut de technologie agroalimentaire du Québec*, an entrepreneurial breeding ground for new businesses, should inject even more life into this expanding industry. New business opportunities are cropping up everywhere!

Evaporator, Érablière des pins rouges (Biencourt)



Salmon fishing on the Matapédia River





Le Grand dérangement de St-Paulin Dalibaire, *documentary by Les Productions Vic Pelletier (Matane)*



JetTrain *Technology, Bombardier Transportation, La Pocatière facility*

Do communications and the new economy interest you? Several businesses in the Lower St. Lawrence region are looking for skilled employees in these fields. To name a few: TELUS Québec, Québec's second largest supplier of telecommunications services; PG Mensys Systèmes d'Information, creator of management software for municipalities and forestry companies; and Les Productions Vic Pelletier, producer of television documentaries, corporate videos, cartoons and multimedia projects.

- Computer systems analysis
- Telecommunications carrier management
- Installation of telecommunications equipment
- Computer programming
- Television documentaries
- Corporate videos
- 2D and 3D cartoons
- Multimedia projects

Deer wintering range (Pohénégamook)



Norcast Castings Company, *world's second-largest producer of grinding media (Mont-Joli)*



Do you want to make the most of your skills? Do you want to have a balanced life? Do you have a college or university diploma? Do you want to quickly rise to a management position? By 2006, Lower St. Lawrence's major employers and Small to Mid-size Enterprises (SME) will need to fill 13,400 positions.

In order to continue expanding, Québec's most diversified "region" needs skilled workers in health, education and the processing and service sectors. And since its development depends largely on innovation, the jobs it offers are often synonymous with initiative and creativity. Do you dream of having a stimulating career? In the Lower St. Lawrence region, the pleasure of accepting challenges is a part of everyday life.



Stimulating Jobs

Several Current Needs

Management • Processing and manufacturing • Electronic, electrical and mechanical engineering (engineers and technicians) • Agriculture (production and processing) • Accommodations and food service industry

Main Employers

Bombardier Transportation	Rail transportation
TELUS Québec	Telecommunications
Bowater	Sawmills
Prelco	Safety glass
Premier Tech	Peat moss by-products
Du Breton Farms	Slaughter and processing of pigs
Verreault Navigation	Shipyard
Uniboard Canada	Particleboard
Groupe Dynaco	Agri-food cooperative
Norcast	Smelter
Glendyne	Slate quarry
FF Soucy	Paper manufacturer
Transport Morneau	Transport of general commodities

Pia Saint-Louis

Family doctor. Native of Québec City. Studied in Montreal. Lives in Saint-Pacôme. Practicing in La Pocatière since July 2003.

Dominique Lepage

Family doctor. Native of the Montreal area. Studied in Québec City. Also lives in Saint-Pacôme. Practicing in La Pocatière since August 2003.

Why we chose the Lower St. Lawrence region:

- Because as general practitioners, this allows us to practice all kinds of medicine.
- For tranquillity and outdoor activities.
- Because my husband also had a job in the area (D. Lepage).



Compared with the provincial average, the Lower St. Lawrence region has one and a half times more hospital centres for short-term care and almost two times more community health centres and service points per 100,000 inhabitants.



A Daily Treasure Chest

Chakib Hatabi (and his daughter Myriam)

Born in Morocco. Arrived in 1988 to study at *Université du Québec à Rimouski* in Maritime Resources. Bought his in-law's family farm in 1998, and started raising lambs.

Why I chose the Lower St. Lawrence region:

- To keep the family farm.
- To put down roots by having my own land.
- Because it's easy to be accepted here.

Living in the Lower St. Lawrence region means breathing fresh air and having an unobstructed view of the scenery each day. It's working in a caring setting and being able to find affordable accommodations. It's saying goodbye to noise, traffic jams, crowded emergency rooms and the long drive home to the suburbs. It means succeeding quickly, while still taking the time to live.

Are you athletic or intellectual, single or a parent, self-employed or employed, etc.? Do you like cafés, cinema, golf, quiet neighbours, being close to nature,

Are you concerned about your children's schooling? In addition to its many primary and secondary schools, the Lower St. Lawrence region also has seven vocational centres, four junior colleges, a conservatory of music and a university.



Sunset over the St. Lawrence (Rivière-du-Loup)



Victor-Lévy Beaulieu, writer, author of television series, founder of Éditions Trois-Pistoles and staunch advocate of the pristine treasures of life outside large urban centres.

evening classes, teachers who know their students by name, etc.? Here, you will never have to choose between nature and culture, or between a busy life and having peace and quiet. Whether you live in the country or in the city, everything will be affordable and easily accessible.

And if you do have to drive a while to get somewhere, you can always take advantage of your journey to admire the scenery. People who already have this opportunity will tell you that it's a sight that you never tire of.

Imagine a place that is home to the only French film festival for youth in North America, Québec's oldest book fair and the most seasoned professional theatre company outside of major metropolitan areas. Then imagine that this same area has one of Québec's best publishing houses, an international jazz festival, a conservatory of music, a symphony orchestra, a network of show organizers, artists' associations and museums that are world-famous. To top things off, this area also has dance schools, music camps and cafés that host professional performances. This is no figment of the imagination: Lower St. Lawrence is all this and more!

Experiencing Lower St. Lawrence's culture also involves being a member of dynamic cultural organizations, attending prestigious shows without having to reserve months in advance, and having the privilege of hearing the greatest artists in cosy rooms where you can almost hear every breath they take.

In the Lower St. Lawrence region, everyone has a first-row seat.

Reford Gardens (Grand-Métis)



Maison Rioux-Belzile (Trois-Pistoles)



The blueprint for success proposed by this document did not come about by chance.

Born out of a common regional vision of development, and adopted in December 2000, it has the following goals:

- Make the Lower St. Lawrence region into an international role model for the protection and use of natural resources.
- Help the area become known for its natural heritage, cultural vitality and excellent human resources.

- Strengthen the area's social cohesion, equity between people, the regional influence on economic levers and the convergence of development actions in the territories that make up the region.

In order to attain these goals, Lower St. Lawrence's decision-makers have committed themselves to a 15-year process that depends on the following strengths:

- the ability of the Lower St. Lawrence region to make collective decisions;

- the presence of a dynamic and diversified training network;
- the management and spread of information;
- new production technologies;
- the innovation and entrepreneurial spirit of people and organizations;
- young people.

Issuing from this clear vision, the Lower St. Lawrence region has been taking concerted and well-thought-out steps that bring it nearer each day to achieving its project for the future. The only question that remains is whether you will be part of it.

A Clear Vision



Visit www.bas-saint-laurent.org to consult free of charge the list of businesses and products that are available in the Lower St. Lawrence region: manufacturing, wholesale trade and business services.



To go farther...



To know more about the economy, history, demographic profile, business opportunities, job market, accommodations, culture, tourist attractions or any other question related to the Lower St. Lawrence region, visit:

www.bas-saint-laurent.org

If you don't have Internet access, please dial (418) 724-6440. It will be a pleasure for the person who answers to direct you to the organization that is best able to answer your questions.

Production Team

Managing Editor: Michel Hébert

Writing and graphics: Tandem communication

Translation: Allison Crozier and Wallace Schwab

Photography: Bombardier Transportation, Berger Group, Michel Laverdière, Gisèle Teyssier, Jean Beaulieu, UQAR, Mélanie Loubert – IAT, Jean Albert, Agence régionale de mise en valeur des forêts privées du Bas-Saint-Laurent, Premier Tech, Jean Boulva – Maurice Lamontagne Institute, SADC du Témiscouata, Jean-François St-Pierre – Fisheries and Oceans Canada, Pierre Dufort – Auberge Une ferme en Gaspésie, Bertrand Lavoie, Margo Tremblay, Alain Tardif Master Photographer, Zonart7.com, Les Productions Vic Pelletier, Pohénégamook Santé Plein Air, Rémi Sénéchal, Pilar Macias, Marcel Saint-Pierre, Les Éditions Trois-Pistoles, Louise Tanguay – Reford Gardens, CLD des Basques, Bas-Saint-Laurent Model Forest.

Produced by the Conseil régional de concertation et de développement du Bas-Saint-Laurent (CRCD), February 2004.

Printed in the Lower St. Lawrence region, Québec, Canada

Country landscape (Les Basques)

www.bas-saint-laurent.org



LE BAS-SAINTE-LAURENT
Success come True!