

VISION FOR INTERNATIONAL RELATIONS

SHINE
LEARN
ATTRACT



A Bold Vision for Québec's
International Outreach





International Relations

Our Vision

Through its international relations, a strategic lever for development, Québec City bolsters its influence and attractiveness while learning from other cities around the world for the benefit of its citizens and its community.

An invaluable tool

- **For boosting a city's influence and development.** International relations are especially crucial when serving and defending the interests of a capital city like Québec, the cradle of the French language and culture in North America and a UNESCO World Heritage Site;
- **For showcasing our cultural, tourism, economic and scientific assets, as well as our quality of life,** in partnership with various organizations. In turn, attracting talent, partners and visitors worldwide who contribute to the vibrancy and reputation of our city;
- **For sharing expertise and experience** at a time when cities around the globe must overcome unprecedented challenges to ensure sustainable and inclusive development.

Direct benefits for residents

- International relations **showcase the city and the institutions and businesses** that make it flourish. They also create value for the services, products and ideas they develop and seek to export;
- They give municipal governments insight into how other cities operate and enable them to **make informed decisions about improving their approaches and services;**
- They **make it easier to recruit talented people who strengthen and enrich the labour pool and the community at large;**
- They **encourage regional partners to work hand in hand** and take a more strategic and collaborative approach.



1. Québec SHINES

As a city with a sterling reputation and innumerable strengths, Québec must leverage every available channel and network **to showcase everything it has to offer**. It must stand alongside its partners to show strong leadership and champion cultural and economic diplomacy.

Our commitments

Promote and create new opportunities for :

- **Québec's businesses, higher learning institutions** and visionary entrepreneurs and scientists who are eager to develop new markets for their products, services and ideas;
- **Local creators and cultural industries** that export outstanding French-language content and products;
- **Our prestigious** UNESCO World Heritage Site and Creative City of Literature designations and our world-class tourism offering, which we want to be more sustainable and diversified.

2. Québec LEARNS

Cities around the world all face the same kind of challenges and must all be part of the solution. However, they have limited resources to deal with increasingly complex and pressing challenges, such as adapting to climate change, ensuring sustainable mobility and transportation or maintaining social cohesion. **Cities must work together**—as they do not have the time and the resources to reinvent the wheel or tackle these issues alone. Cities have a duty to inspire and be inspired to innovate.

Our commitments

- **Stay abreast of innovations and learn from the successes and mistakes of other cities** that are also working to optimize infrastructure, programs and services to make them more sustainable and accessible;
- **Show solidarity by sharing our best practices** and experiences with cities and partners who are also eager to learn from our successes and lessons;
- **Pool our resources** and expertise to codevelop and pilot new approaches for the benefit of citizens.

3. Québec ATTRACTS

With an economy and quality of life that are the envy of many other cities, **Québec must leverage every tool and resource at its disposal to continue to thrive**. We want to make additional efforts with our partners on the ground to ensure the economic prosperity necessary to maintain the quality of life and standard of living for our citizens.

Our commitments

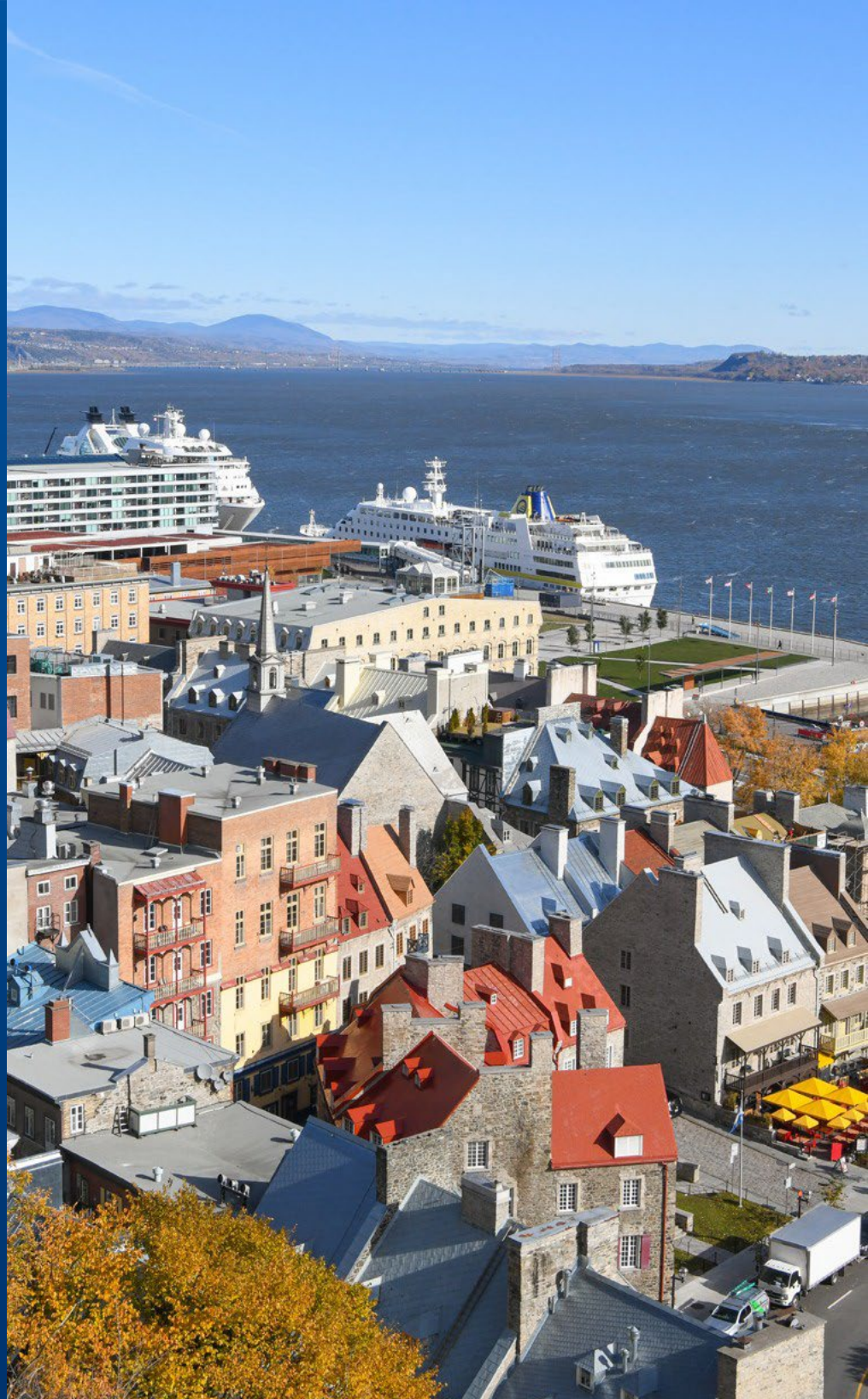
Attract and retain :

- **A workforce** that contributes to the vibrancy of our businesses and the sustainable growth of the regional economy;
- **Companies and talents** that bolster our leadership in areas where our region excels and stands out in the knowledge economy;
- **International organizations and events** that will in turn contribute to Québec's influence, attractiveness and economic vitality.

Concerted action with local stakeholders

To achieve this bold vision, the city's new International Relations Office will :

- Work closely with Québec's Ministère des Relations internationales et de la Francophonie, Global Affairs Canada and other partners across the province and abroad to ensure the coherence and complementary of the actions **that will be carried out;**
- **Provide the city with a strategy that will identify and prioritize territories, organizations, and international** forums to target in order to foster collaborations in and on themes of interest;
- **Deploy these actions with the various departments of the City concerned** and Québec's numerous external partners.



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