

VISION FOR INTERNATIONAL RELATIONS

SHINE

LEARN

ATTRACT



International Relations

Our Vision

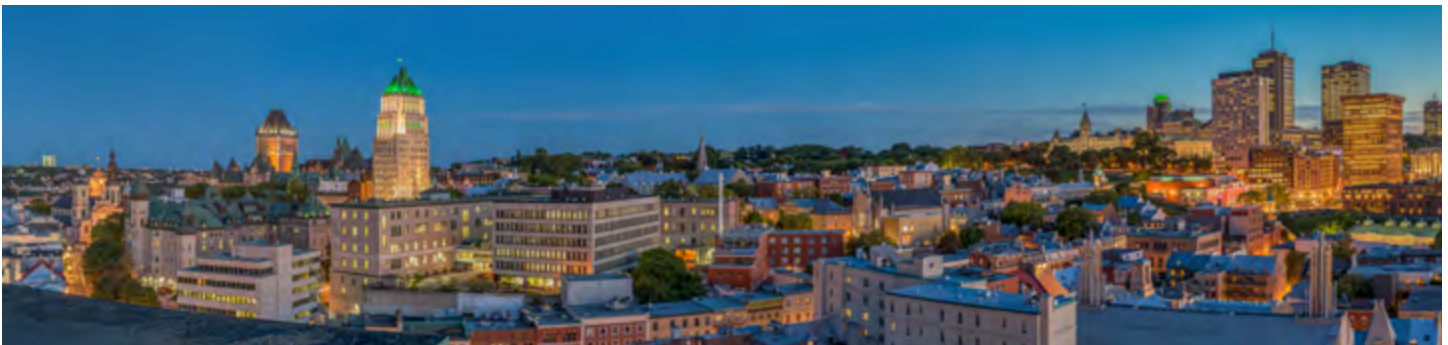
Québec is using international relations as a strategic lever of development to bolster its global reach and appeal and applying lessons from other world cities to benefit residents and their communities.

An invaluable tool

- **For boosting a city's outreach 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 and achievements, 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 are **an important opportunity to showcase the city and the institutions and businesses** that make it flourish. They add value to our work, services, products, and ideas, especially as exports.
- They give municipal governments insight into how other cities operate and **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 driven to develop new markets for their products, services, and ideas
- **Local creators and cultural industries** that export exceptional French-language content and products
- **Our prestigious** UNESCO World Heritage Site and Creative City of Literature designations and our world-class tourism products and services, which are increasingly sustainable and diverse

2. Québec LEARNS

Cities around the world all face the same kinds of challenges and must all be part of the solution. But they have limited resources to deal with increasingly complex and pressing challenges like adapting to climate change, making mobility and transportation sustainable, and maintaining social cohesion. **Cities must work together**—we don't have the time or the resources to reinvent the wheel or tackle these issues alone. Cities have a duty to inspire and be inspired to find new ways 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 other cities and partners who have the same desire to build on successes and lessons learned
- **Pool our resources** and expertise to codevelop and pilot new approaches to benefit residents

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 go the extra mile with our partners on the ground to secure the economic prosperity needed to maintain the same quality of life and high standard of living for our residents.

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 talent** that bolster our leadership in areas where our region excels and stands out in the knowledge-based economy
- **International organizations and events** that contribute to Québec's reputation, 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 around the world to ensure our actions are complementary and consistent
- **Provide the city with a strategy** for identifying the regions, organizations, and international forums with the greatest interest in working together on vital topics in promising fields
- **Deploy these actions with the relevant Ville de Québec departments** and the city's many external partners.



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