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COREX Program: FCCQ's Trade Corridors

A new initiative that aims to increase Quebec's exports to the Northeastern United States

Montréal, March 31, 2015 – The *Fédération des chambres de commerce du Québec* (FCCQ) has launched the COREX Program to create connections and broaden exchange between Quebec and the Northeastern United States, made up of New England and New York State.

Ms. Françoise Bertrand, President and CEO of the FCCQ, unveiled this program in the presence of Ms. Nina Maria Fite, United States Consul General in Montreal. Mr. Garry Douglas, President and CEO of the Plattsburgh / North Country Chamber of Commerce and representative for the Chambers of Commerce of the State of New York, and Mr. Jim Roche, President and CEO of the BIA, New Hampshire's Statewide Chamber of Commerce, and Director of the New England Association of Chamber of Commerce Executives, were also among the dignitaries attending the event.

The COREX Program aims to support Quebec's entrepreneurs and business leaders in the development of their export activities, while helping them to create a stronger business network south of the border. More than one third of Quebec's exports to the United States are to the Northeastern States of New York, Connecticut, Massachusetts, Maine, Rhode Island, New Hampshire, and Vermont. Quebec's exports to the United States totalled nearly \$53 B in 2014.

This new initiative that directly addresses the needs and challenges of Quebec businesses is made possible through the financial support of the Economic Development Agency of Canada for the Regions of Quebec, and Quebec's *ministère de l'Économie, de l'Innovation et des Exportations* (MEIE).

The FCCQ's COREX Program aims to:

- Support and promote international trade between Quebec and the Northeastern United States, by opening both sides up to the FCCQ's extensive business and community network;
- Promote and encourage Quebec companies' export ambitions;
- Attract new exporters, and increase sales volumes for established exporters;
- Help companies to better focus their efforts in order to generate further growth.

The COREX Program consists of the **COREX Portal** and the B2B networking platform **COREX Opportunities**, which provide companies with actionable information to help them evaluate their export readiness, target the export markets with the most potential for their industries, identify business partners and opportunities, and explore new growth vectors in the Northeastern United

States. Moreover, there is a wealth of other tools available, such as Radio COREX and Télé COREX, which will air interviews with key influencers, and testimonials from companies that share their vast export experience. Business leaders and entrepreneurs will thus have access to expert counsel in international trade via the broadcasted episodes.

"We are very proud and excited about the launch of the COREX Program; it will support Quebec companies in both their domestic and international ambitions," said François Camirand, Chairman of the Board of Directors of the FCCQ.

"The B2B networking platform will enable companies on both sides of the border to connect more easily, to seize new opportunities, and to build stronger relationships; this is an important tool that will simplify the way we do business with our largest trading partner, the United States," said Ms. Françoise Bertrand.

"Our government believes it is important to contribute—together with local economic players—to the international development, vitality and reach of Canadian businesses. By supporting the *Fédération des chambres de commerce du Québec*, the Government of Canada is working to develop the high-performance enterprises of tomorrow," said the Honourable Denis Lebel, Minister of Infrastructure, Communities and Intergovernmental Affairs and Minister of the Economic Development Agency of Canada for the Regions of Quebec.

"Exports are a key source of wealth creation for all of Quebec. We are proud to be contributing to this initiative, which will help to consolidate Quebec's trade activities with its largest partner. I encourage all Quebec companies that wish to increase their exports and strengthen their presence in the U.S. market to participate," said Quebec's Minister of Economy, Innovation and Exports, Jacques Daoust.

"The level of business activity between Quebec and New York, as well as Quebec's other neighboring states, is immense already and growing every year," states Garry Douglas. "Most businesses, however, especially smaller ones, do not know how to explore the possibilities next door. COREX Opportunities now provides a simple, practical way to seek and find new business partners and customers across the border."

"As one of Quebec's key business partners, I am pleased to be here today to help launch COREX Opportunities; it will facilitate trade between Quebec and New England's businesses. We believe that our trade corridors can benefit from this targeted initiative, which will undoubtedly stimulate further trade activity," added Jim Roche.

Businesses interested in getting more information on the COREX Program and the COREX Opportunities B2B networking platform can visit www.corexfccq.com and www.corexb2b.com or contact the FCCQ offices directly.

About the FCCQ

With its extensive network of more than 140 chambers of commerce and 1,100 corporate members, the FCCQ represents over 60,000 businesses and 150,000 business people involved in all sectors of the economy throughout Quebec.

As Quebec's premier business network, the FCCQ strongly supports its members' interests in matters of public policy, thus promoting an innovative and competitive business environment. The

FCCQ's Board of Directors is representative of its diversity, both in terms of member companies as well as local chambers of commerce across Quebec.

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