

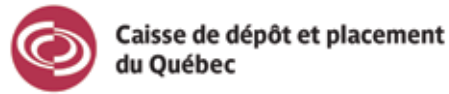
L'EXCLUSIF

FCCQ Member Newsletter - 2010 Convention

Forum des chambres : Sharing our expertise

A tradition is emerging at the FCCQ: the Forum des chambres event, which takes place just prior to the annual general meeting. The forum is an exclusive opportunity for chambers of commerce to share their experiences and expertise. "What our members enjoy most of all is the chance to talk to their peers and discuss their best practices, like buying local, for example. Together, we explore various approaches and try to figure out how to ensure the FCCQ provides even better support and assistance to its members," said Françoise Bertrand.

SILVER



WORKSHOPS



BRONZE



MEDIA



MEALS



Thank you to our donor Imperial Tobacco Canada.

2010 Convention Fostering Entrepreneurial Drive

Saint-Georges-de-Beauce, a small city in Québec's so-called cradle of entrepreneurship, played host to this year's annual convention of the Fédération des chambres de commerce du Québec (FCCQ). During the three-day program, attendees discussed various approaches that can be used to stimulate entrepreneurial drive among the next generation. The warm welcome and hard work of the Chambre de commerce de Saint-Georges ensured that the event was a tremendous success. Thanks to the entire team, from everyone at the FCCQ!



Motivating factors

There is a long-standing and widespread perception that Québec, with its pioneering past and reputation for resourcefulness, is at the vanguard of the entrepreneurial world. Based on various indicators, however, we in fact fall far behind the rest of the country in this regard.

There are only half as many entrepreneurs per capita in Québec as there are in the rest of Canada, and opinion polls show that only half as many Quebecers have entrepreneurial ambitions. Moreover, despite the best intentions of a number of entrepreneurship organizations—of which there are approximately 20 in the province—it can sometimes be difficult to get everyone working together toward the same goals.

In order to encourage entrepreneurial development and cooperation, the FCCQ brought together a number of experts specializing in a wide range of entrepreneurship matters. Through workshops, presentations and on-site visits, convention-goers became more knowledgeable about various topics and learned how to help ignite the entrepreneurial spark in others. In addition to tours of the facilities at Victor Innovatex, Garaga, Maxi Métal, Boa-Franc and Manac, which were greatly enjoyed and appreciated, participants were delighted to get a first-hand look at the work being done at the new École d'entrepreneuriat de Beauce. ... continued on page 3

GRÂCE À SON EXPERTISE ET À SON RÉSEAU, LA CAISSE DE DÉPÔT ET PLACEMENT DU QUÉBEC CONTRIBUE À FAVORISER LA CROISSANCE DES ENTREPRISES PROMETTEUSES DU QUÉBEC. ON S'AFFAIRE AU QUÉBEC



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L'Exclusif is available at all times on the Federation's website at www.fccq.ca in the Publications section.

With its wide network of 154 chambers of commerce, the FCCQ represents more than 40,000 businesses and 100,000 business people involved in all sectors of the economy throughout Québec. The FCCQ strongly supports its members' interests in matters of public policy, thus promoting an innovative and competitive business environment.



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Closing Gala

As part of the closing awards ceremony, the FCCQ once again paid tribute to individuals and organizations that have made their mark within the FCCQ network.



Chamber of Commerce of the Year

Chambre de commerce et d'industrie Saint-Eustache, Deux-Montagnes, Sainte-Marthe-sur-le-Lac
Celebrating its 50th anniversary in 2011, this chamber of commerce, 500 members strong and growing, is a remarkably close-knit group. Earlier this year, it was elected head of the *Chambre de commerce régionale des Laurentides*.

Left to right: Richard Payette, Michel Goyer, Françoise Bertrand, Éric Dugré and Louis Bernier



Volunteer of the Year

Mireille Bisson de la Chambre de commerce de Mont-Tremblant

The 2010 Volunteer of the Year joined her local chamber of commerce in 1990. With her head for numbers, she has always played a role in managing the organization's finances. She also served as chair of the board of directors between 2006 and 2010.

Left to right: Louis Bernier, Mireille Bisson, Françoise Bertrand and Richard Payette



Recruiting Award

Chambre de commerce et d'industrie Thérèse-De Blainville

This award is presented annually to the chamber of commerce that has taken a strategic or unique approach to increasing membership, with meaningful results.

Left to right: Louis Bernier, Alain Martineau, Véronique Leblanc, Françoise Bertrand, Stéphane Meloche and Richard Payette



Prix Coup de cœur

Chambre de commerce et de tourisme de Gaspé

This special award is presented to a chamber of commerce for outstanding achievement. This year's winner has undertaken a major overhaul of its infrastructure and operations. The results thus far have been very promising, although it is still too early to definitively acknowledge their impact.

Left to right: Louis Bernier, Françoise Bertrand, Mélissa Plourde, Robert Dutil and Richard Payette



Jean-Paul-Létoirneau Award

This award is given to a permanent chamber of commerce member for outstanding performance and achievement as a CEO.

Left to right: Louis Bernier, Martine Pépin, Françoise Bertrand and Richard Payette

The finalists in the SMB and Large Business categories for the 2011 Mercuriades for contributions to economic and regional development were announced at the closing gala.



SMB category

La Revue de Terrebonne ¹

nominated by the Chambre de commerce de Mascouche

Corporation Genacol Canada ²

nominated by the Chambre de commerce et d'industrie Thérèse-De Blainville

Grillage BOLAR Canada ³

nominated by the Chambre de commerce et d'industrie Thérèse-De Blainville

Large Business category

DERYtelecom ⁴

nominated by the Chambre de commerce du Sagou

GENERAL DYNAMICS ⁵

nominated by the Chambre de commerce de la région de Salaberry-de-Valleyfield

L-IPSE Services conseil ⁶

nominated by the Chambre de commerce de Québec

Being part of the solution (continued from page 1)

To address the entrepreneurial gap acknowledged by all economic stakeholders, the Québec government took advantage of the convention to consult with our community and develop an entrepreneurship strategy, which is expected to be made public in the spring. Driven by a fundamental commitment to promote the freedom to pursue entrepreneurial endeavours, the FCCQ and its network of chambers of commerce hope to be part of the solution.

Naturally, there are already many local initiatives under way across the province, but these are not enough. The goal of the 2010 convention was to provide the FCCQ with food for thought so that its contributions at the government level are as balanced and representative as possible. The event also aimed at giving chambers of commerce the tools they need to better support and promote entrepreneurs.

Getting 200 members fired up about entrepreneurial drive

"In Québec, we put skates on our three-year-olds and wake up at five o'clock on a Saturday morning to drive them to the rink. That's how the hockey culture gets passed on from generation to generation." This is the metaphor Mario Girard of the Fondation de l'entrepreneuriat used during his workshop to stress the need for instilling entrepreneurial drive and spirit at a young age. With only half as many entrepreneurs per capita as the rest of Canada, Québec has to step up to the plate, and quickly.

The attendees of the three convention workshops agreed with this position. Their discussions allowed them to contemplate such issues as how to seek out future entrepreneurs, problems related to transferring business ownership and the level of commitment of chambers of commerce to entrepreneurship in their community.

A number of solutions were put forward by panel members and participants alike. They unanimously agreed that a public campaign to promote entrepreneurship was necessary, the potential theme of which could be "Taking pride in entrepreneurship." It was also agreed that information technology had to be put to better use to simplify the process of starting up a business. Inspiration can be drawn from the system in place in France in this regard. Moreover, several laws and regulations must be adapted to facilitate the transfer of a business from one generation of a family to the next, or to company executives or employees.

Another joint observation: At every stage of the life of a company—from its formation, during its growing pains and through to the retirement of its founder—chambers of commerce have a part to play. In addition to providing entrepreneurs with networking opportunities and access to the business community, they can offer mentorship and contacts to foster growth and development. Better yet, they can evolve into structured forums designed to improve local and regional cooperation. And chambers of commerce must lead the way in this respect.

The responsibility for stimulating an entrepreneurial mindset has to be shared by all economic stakeholders. It is unquestionably a challenge from an economic perspective, but also from a social one, if we are to remain innovative and dynamic on all fronts. As Alain Bouchard, founder and co-owner of Couche-Tard, put it as he was being inducted into the FCCQ Panthéon des entreprises québécoises (www.lepantheon.ca), "Persuading young people to become entrepreneurs means giving them the chance to be the authors of their own lives." What better gift is there?