

# happiness made easy

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In everything we do, we are driven by the same positive energy. We jealously guard our quality of life, and this is reflected in the way we do business. We instil and protect a social climate that is synonymous with good living and seize every opportunity to join together to celebrate our achievements. The Québec City area not only has business savvy, it is also blessed with a festive spirit.

happy + confident = stimulus for productivity



# happiness made easy

## a city with a human face

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To retain highly skilled workers, we need to offer them much more than just a pleasant work environment. They need the added attraction of a living environment nothing short of amazing. And they're in luck because the Québec City area offers all the advantages of a large city, without the stress, and with a distinctly European charm to boot. Here, everything is within reach. And with the great outdoors right on our doorstep, we are truly blessed.

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## a happy business community

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In the Québec City area, happiness is contagious. It engulfs and permeates all spheres of life, and this includes the workplace. This propensity to happiness makes it easier for people to interact and fosters a climate of trust that is conducive to personal fulfillment. This happiness is so deeply rooted in our nature that it can even be seen in the products, services and projects we develop.

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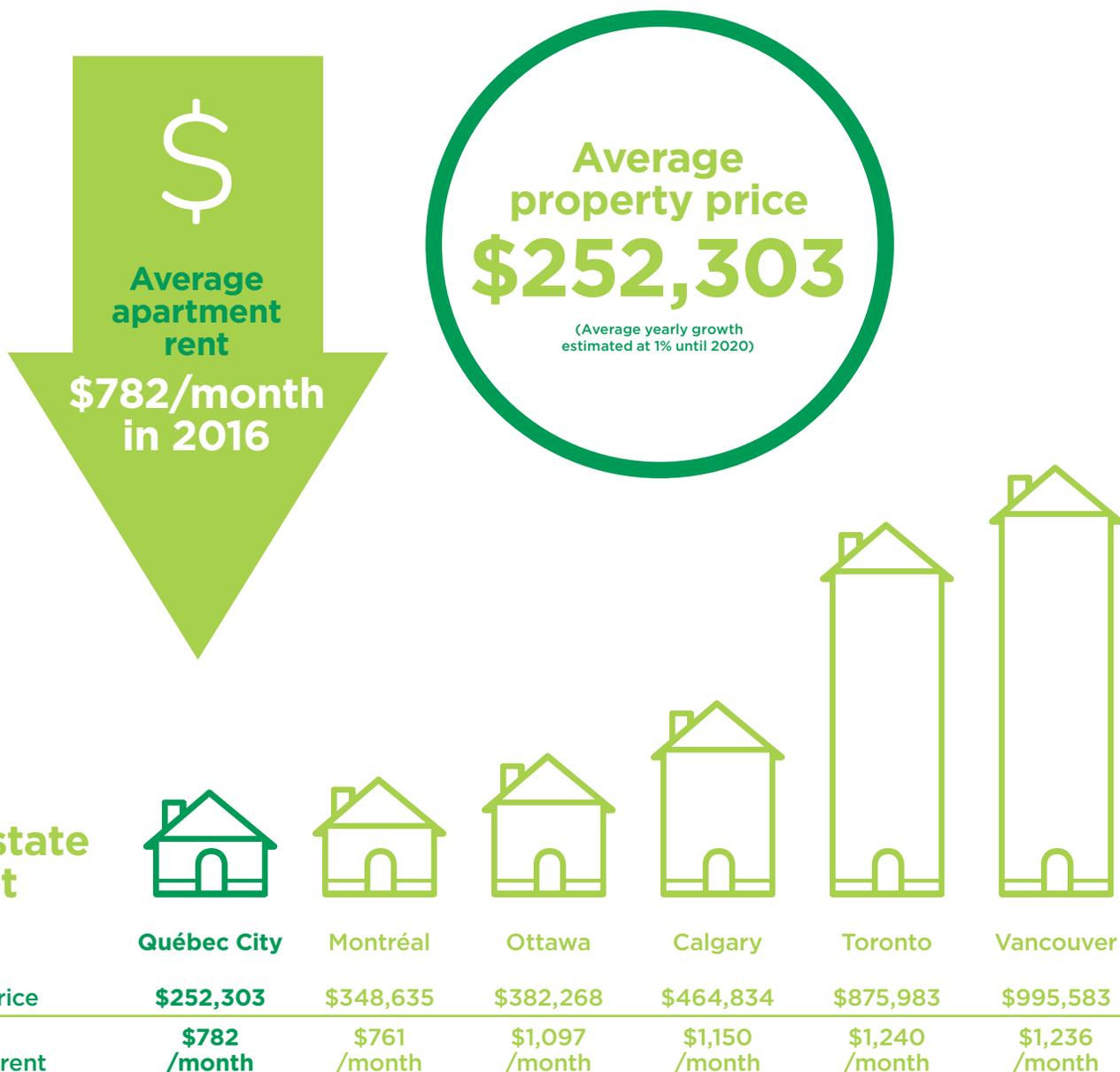


**a city with  
a human face**

# Low cost of living

The Québec City area is all about reducing your cost of living so you can focus on what really matters. Here, you'll find a great work/life balance that lets you live life to the fullest.

## Affordable real estate



Sources: Rapport sur le marché locatif de la Société canadienne d'hypothèques et de logement, 2016, le baromètre du marché résidentiel FCIQ de la Fédération des Chambres Immobilières du Québec, 2016, Association canadienne de l'immeuble, 2017

# Free access to quality healthcare and education



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One of the best  
**Social security**  
programs  
in North America



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Lowest  
**University**  
tuition fees  
in North America



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**Education**  
is free until  
university



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**Public**  
prescription  
drug  
insurance plan

Sources: Régie de l'assurance-maladie du Québec, 2017, Statistics Canada, 2016

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**Controlled  
inflation**  
**1.7%**  
since 2011

Source: Conference Board of Canada, 2016

# Less stress, greater peace of mind

The Québec City area is one of the few places where you can walk safely from one end of the city to the other, day or night.

And anytime is a good time to relax or discover the region's terroir at one of our many restaurants. Even better, in the summer you can avoid rush hour with your bike thanks to the city's bike-friendly layout.

## Safe city

**1<sup>st</sup> safest**  
francophone area in Canada  
to raise a family

**2<sup>nd</sup> safest**  
area in Canada

Source: Statistics Canada, 2016



Many well-known establishments and celebrity chefs are located here.

Ratio of one restaurant for every 369 residents  
New York: one restaurant for every 540 residents

Source: Québec City Tourism, 2016

## An easy commute

**400 km** of bike lanes across the city



**98%**  
of Québec City's residents live within  
500 metres of a bus stop



Source: Compilation of Québec International, 2016

# Thriving cultural and sports scene

Rivers and streams wind their way through the city, which is dotted with parks, green spaces and tree-lined streets. The region offers many opportunities to stay active or simply to get a breath of fresh air. Its heart beats to the rhythm of the many internationally renowned cultural and sports events that take place each year. You'll find everything you need to live the life you want!

## A great place to relax



More than  
**750 parks and green spaces**



**7 ski resorts**  
within  
an hour  
of the city



More than  
**30 skating rinks**  
indoor and  
outdoor



More than  
**165 soccer fields**  
and 4 indoor  
stadiums



Nearly  
**80 public pools**

## Access to the river

The St. Lawrence River is part of everyday life in the Québec City area. Over the past few years, many projects have been launched to return the river and its tributaries to the public.

### *Promenade Samuel-de Champlain*

A large, developed park stretching nearly 4.3 kilometres along the St. Lawrence River. It gives walkers, cyclists, roller-skaters and drivers a unique perspective on the banks of the river.

### *Baie de Beauport*

A beach in the city! Enjoy sailing, windsurfing, sea kayaking and an assortment of public and private events.

### *Quai Paquet*

The plaza and wharf are part of the main river entrance to the City of Lévis. They were completely renovated in 2016 and are now home to one of the largest fountains in Canada, as well as a splash pad for children.

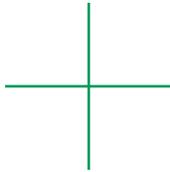
Sources: Québec International compilation of data available from the City of Québec, City of Lévis, City of Saint-Augustin-de-Desmaures, City of L'Ancienne-Lorette

# A cultural hub

The Québec City area's festivals, international shows, libraries and more, speak for themselves: the area is a cultural hub. It's home to many cultural organizations that support local arts and culture.



Leading Culture Destinations Awards, 2016



Live Music Awards Industry, 2017

## Brilliant works created here

### Ex Machina

This Québec multidisciplinary company - under the supervision of its manager, **Robert Lepage**, a renowned Québec director - produces outstanding works in which theater, dance, opera, visual and digital arts and music interact.

Some achievements:

- *Le Moulin à images* (World's largest outdoor architectural projection)
- *La bibliothèque, la nuit* (Virtual Reality Exhibition)
- *Kà* and *TOTEM* from the Cirque du Soleil

Source: *La Caserne*, 2017





More than  
**50** auditoriums  
and theatres

### ***Le Grand Théâtre de Québec***

Cultural symbol that is home to 4 major institutions:

- *Club musical de Québec* (Québec City music club)
- *Opéra de Québec*
- *Orchestre symphonique de Québec* (symphony orchestra)
- Le Trident theatre

### ***Le Palais Montcalm-Maison de la musique***

The Palais Montcalm's programming is geared towards musical discovery

In addition to its concerts, the Palais hosts many musical conferences, exhibits and meetings throughout the year.

### ***Le Centre Vidéotron***

Multipurpose arena that hosts spectacular shows and concerts

- 20,396 concert seats
- 7 possible configurations

### ***Le Diamant***

Upcoming cultural promotion space with a modular floorplan. It will showcase original international productions

(Opening in late 2018)

Source: Compilation of Québec International using data from the websites of these organizations, 2017



# 20 festivals and cultural events

## *Le Festival d'été de Québec*

One of the largest music festivals in Canada

**300 shows**

International artists: Madonna, The Rolling Stones, Céline Dion, Metallica, Paul Mc Cartney, Lady Gaga, Bon Jovi, Johnny Hallyday, ...

## *Le Carnaval de Québec*

The largest winter carnival in the world

**17 days of activities**

Snow sculptures, ice canoe races on the St. Lawrence River, night parades, ice castle and ice hotel

## *Le Carrefour international de théâtre*

Theatre festival showcasing original productions from around the world

## *Le Festival ComediHa!*

This French-language comedy festival takes place every June and boasts more than 100 comedy shows

Source: Compilation of Québec International using data from the websites of these organizations, 2017



Photo: Idra Labrie

# More than **30** museums and interpretation centres

## ***Le Musée national des beaux-arts du Québec***

4 pavilions in the heart of the Plains of Abraham, including the Pierre-Lassonde Pavilion, which opened in 2016 and is dedicated to contemporary and Inuit art and design.

Winner of a 2016 *Grands prix du design* — Cultural Establishment category

## ***Les Musées de la civilisation***

Includes five museums: the *Musée de la civilisation*, the *Musée de l'Amérique francophone*, the *Musée de la Place-Royale*, the *Maison historique Chevalier* and the *Centre national de conservation et d'études des collections*.

## ***La Maison de la littérature***

As a major part of the Québec City library system, the *Maison de la littérature* hosts, among others, a permanent exhibit on Québécois literature.

## ***Les Maisons du patrimoine***

These interpretation centres showcase the environment, sciences, visual arts and the history of the sites and their inhabitants.

Source: Compilation of Québec International using data from the websites of these organizations, 2017

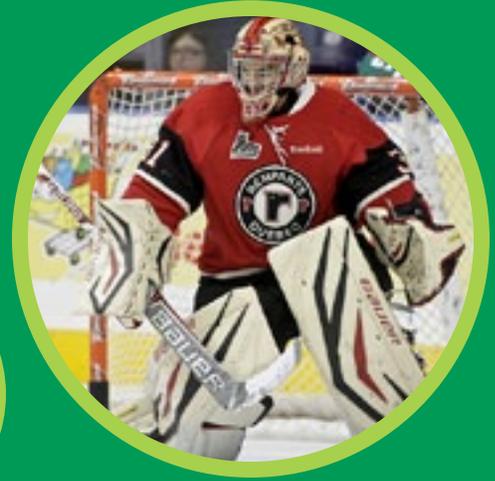
## Excellent sport infrastructures

Sports fans rejoice! Basketball, football, soccer, hockey, golf... The Québec City area has sports facilities for just about everything.

### VIDEOTRON Centre

Opened in 2015, the Videotron Centre hosts not only sport events (ice hockey), but also international events (competitions, shows, concerts, etc.).

18,259  
seated  
places



Named one of the **Top 5 sports facilities in the world** by Stadia Magazine in 2015

**Finalist** in the “Best new major concert venue” category in the 2015 Pollstar Awards

**Winner** of a “Cultural and Public Area Award” in the *Grands prix du design 2016*, which celebrates Québécois designers and architects

Source: City of Québec, 2017

### TELUS Stadium Laval University



Located in the Physical Education and Sports Pavilion (PEPS) of Laval University, the Telus Stadium is home to the *Rouge et Or* University Teams, including 16 disciplines. The outdoor stadium of the PEPS is mainly used for football, soccer, rugby and athletics.

Source: Laval University, 2017

### CANAC Stadium



The former *Stade municipal de Québec*, renamed the *Stade CANAC* (CANAC Stadium) in 2017, is home to the Québec Capitales, the city’s baseball team. Thanks to its history, atmosphere and enchanting ambiance — it was built close to downtown and is surrounded by century-old trees — it is often considered one of the most beautiful minor-league stadiums.

Source: *Les Capitales de Québec*, 2017

# Major international sporting events



## **Grand Prix Cycliste de Québec**

The *Grand Prix Cycliste de Québec*, a North American road race that is part of the UCI\* WorldTour, takes place in the heart of the Old-City. The area's steep terrain and undeniable charm make the *Grand Prix Cycliste de Québec* one of the most prestigious and unifying sporting events in the world.

\* UCI: union cycliste internationale (International cycling union)



## **Vélirium - Coupe du monde de vélo de montagne**

This international competition takes place in the Mont-Sainte-Anne area, which is internationally renowned as a mountain biking destination thanks to its downhill and cross-country infrastructures. Vélirium welcomes more than 1,000 athletes from nearly 30 countries.



Summer



## **Coupe Banque Nationale**

Every September, players from the Women's Tennis Association (WTA) compete in a tournament that is widely regarded as one of the most prestigious in Canada. It is the largest international women's tennis tournament in the country.



## **Je cours QC**

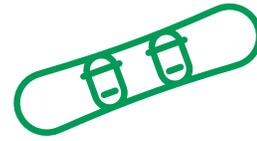
From May to August, *Je Cours QC* hosts five races, allowing runners of all types to challenge themselves in this gorgeous city and the surrounding region.





## **Tournoi international de hockey Pee-Wee**

Every February since 1960, the Québec City area enthusiasm for junior hockey has reached a fever pitch during this tournament, when thousands of young hockey players from around 15 countries give it their all on the rink.



## **Jamboree**

The fan favourite FIS Big Air World Cup (for snowboarding and skiing) is held in the heart of downtown Québec City every year, while its partner, the FIS Slopestyle World Cup, takes place at the Stoneham tourist resort. Mind-blowing acrobatics abound!



## **Pentathlon des neiges**

Hosted on the Plains of Abraham, the *Pentathlon des neiges* is a unique multi-sport competition that is open to all. It covers five different disciplines: skating, cross-country skiing, snowshoeing, running and biking. This event also hosts the ITU\* Winter Triathlon World Cup.



## **RedBull Crashed Ice**

The competition takes place on a majestic urban ice track. The Québec City has already hosted 10 editions of this competition in the heart of the Old-City, through its historic buildings.



\*ITU : International Triathlon Union



# a happy business community

# remarkable achievements

In the Québec City area, happiness is contagious. It engulfs and permeates all spheres of life, and this includes the workplace. Buoyed by shared goals, the region's stakeholders join forces and draw extensively on their ingenuity in order to get off the beaten path and redefine the standards of excellence.

## Doing business differently

Incubator-accelerator *LE CAMP* is a sound launch pad for the tech business community.

It's a vibrant and exciting place where actors from startups and investment funds as well as consultants and seasoned entrepreneurs can join together in a truly friendly atmosphere.

From the community kitchen to the common room, all of *LE CAMP*'s areas are designed with the coworking space's values of collaboration, mutual support and sharing in mind.

**LA  
SEMAINE  
NUMÉRIQUE  
DE QUÉBEC**

**5 days  
of activities**  
**International  
participants**  
France, United States,  
Belgium, Senegal,  
Guadeloupe, etc.  
**Nearly  
170 conferences**

**The first francophone  
digital event in North  
America, this one-week  
convention attracts  
15,000 participants from  
all over the world.**

A not-to-be-missed event in its field recognized for both the latest digital trends and its relaxed ambiance and festive networking.

**LE CAMP**

# Doing business differently

## TECH DRINKS QUÉBEC

### The Gourmet Festival Québec Exquis!

An essential link in our local cuisine scene, which pairs renowned chefs to breeders, market gardeners, cheese makers and producers inspired. An exceptional showcase for local producers and gastronomy.

### Tech Drinks Québec is the monthly event of the Québec City technology community!

In an informal setting, this activity centered on innovation, technology and startups, brings together techno enthusiasts who come to share a drink in a very relaxed atmosphere.

## QUÉBEC EXQUIS!

Over  
10 days  
—  
20  
cooks  
—  
20 local  
producers  
—  
1 guest  
wine region



Photo: Courtesy of Québec Exquis!

Source: Compilation of Québec International using data from the websites of Québec Exquis and Tech Drinks Québec, 2017



# Be part of the equation:

**Attract**  
and retain talent

**Balance**  
work and pleasure

**Develop**  
networks with ease

**The Québec City area, it's simple**