



Vermont-Quebec  
Enterprise Initiative

# History & Partnership: VT-CAN-PQ

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- Legacy Relationship
- Value to the Vermont Economy



SOURCE: CAN-AM.GC

- Competitors: New York – North Carolina –Northern Border States
- Vermont Response: Strategic; Targeted; Coordinated



# Vision and Mission of VQEI

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- Effective Statewide Branding, Marketing & Outreach
- Referring Agent to State and Regional Economic Development Entities
- Growth & Opportunity: The Vermont Economy & Vermont Businesses:
  - Locally and Cross Border



# Board of Advisors

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- Jay Cummings: People's Trust Company | St. Albans, Vermont
- Wayne Granquist: Attorney at Law | Weston, Vermont
- Dave Marvin: Butternut Mountain Farm | Morrisville, Vermont
- Birgit Matthiesen: Arent-Fox | Washington, D.C
- Bill Stenger: Jay Peak | Jay, Vermont
- Marie-Josée Legault: Origin Design & Communications | Montreal, QC



# Work Plan & Activities

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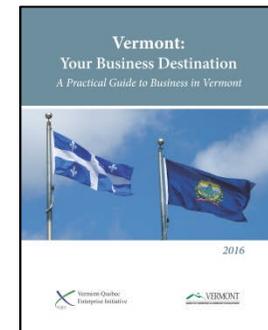
- Education & Relationship Building
  - Re-tell the Vermont narrative to include our innovative workplace and opportunities
- Referring Agent
  - For PQ companies looking for a US location
  - For VT businesses looking for cross-border relations
- Information Resource
  - Individuals
  - Companies
  - Business Entities



# What we have done:

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- Development of Relationships with Strategic Partners
  - Development of database, including partners and prospective businesses
- Events in Vermont & Quebec
- Creation of Informational & Collateral material
  - Website – [vermont.org/vqei](http://vermont.org/vqei)
  - Pamphlet
  - “Doing Business” Manual
  - Quarterly Newsletter
  - Social Media



# Moving forward...

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- Statewide Marketing & Outreach
- Act as Referring Agent



VQEI Outreach: Partnership & Business Events/Outreach, Social Media, Multimedia Content, Plus.

Leads & Interested Businesses Referred to State, RDCs and appropriate Partner Organizations for Conversion

SUCCESS!



- Growth & Opportunities for Vermont Businesses



# On the Calendar | 2016-2017

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**February 10<sup>th</sup>:** FCCQ, Tech Alliance, Work force

**February 18<sup>th</sup>:** Lunch and Learn with Tech Alliance and COREX Promotion

**February 16<sup>th</sup>:** Business engagement between Vermont and CIQMO

**February 24<sup>th</sup>:** Education USA - US Consul in Montreal with CGEP, Champlain College and VSC

**February 27<sup>th</sup>:** Canadian Holiday outreach at Jay Peak

**March 23<sup>rd</sup>:** “The Importance of the Quebec Consumer” Event with the Alliance Francaise

**March 31-April 1<sup>st</sup>:** Trade Mission at Jay Peak with CQI

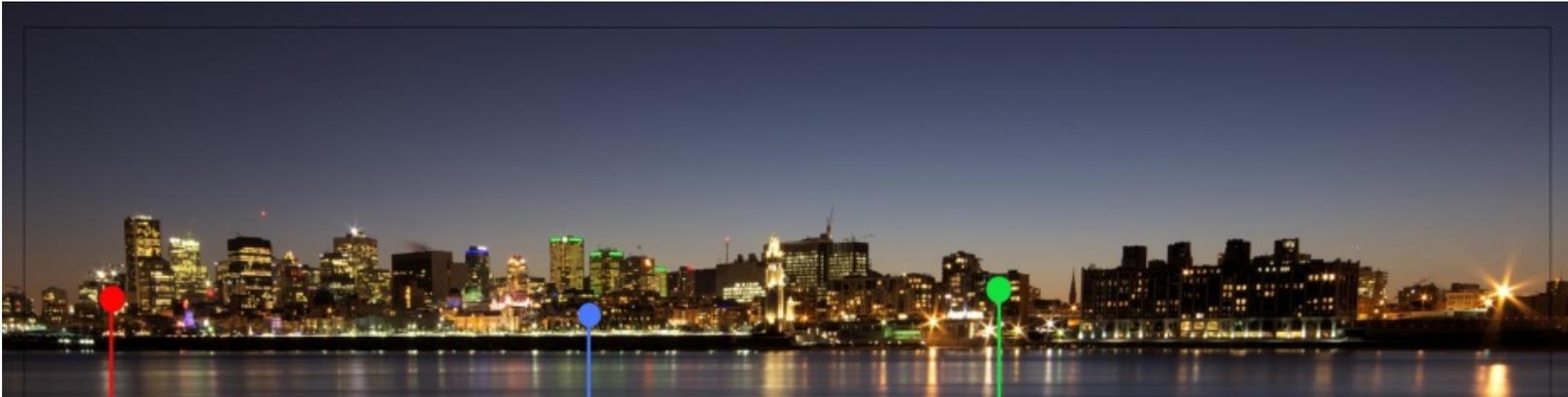
**April 2016:** Mission to Montreal with FCCQ and VT Biz

**June 2016:** Trade Mission for VT companies to Sherbrook region

**March 14<sup>th</sup> & 15<sup>th</sup>:** Doing Biz in Quebec Conference

**September 2016:** Montreal Board of Trade business to business; Green construction; Value added Ag

**Early 2017:** Implications of NAFTA, TPP and other international trade agreements



CONNECT.

EXPAND.

INNOVATE.

COLLABORATE.



[VERMONT.ORG/VQEI](http://VERMONT.ORG/VQEI)