

DEC 31 1984

For Six Month Period Ending \_\_\_\_\_  
(Insert date)

Name of Registrant

Registration No. 1787

Quebec Government House

Business Address of Registrant

17 West 50th Street  
New York, NY 10020

I-REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

- |                       |                              |                             |
|-----------------------|------------------------------|-----------------------------|
| (1) Residence address | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship       | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation        | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

(b) If an organization:

- |                          |                              |  |
|--------------------------|------------------------------|--|
| (1) Name                 | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices       | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

INTERNAL SECURITY  
SECTION  
REGISTRATION UNIT  
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OF JUSTICE  
CRIMINAL DIVISION

2. Explain fully all changes, if any, indicated in item 1.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name	Position	Date Connection Ended
SEE INSERT ITEM 3		

4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?  
Yes  No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
SEE INSERT ITEM 4				

5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal?  
Yes  No

If yes, identify each such person and describe his services.

SEE INSERT ITEM 5

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes  No

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
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7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes  No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
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II—FOREIGN PRINCIPAL

8. Has your connection with any foreign principal ended during this 6 month reporting period? Yes  No

If yes, furnish the following information:

*Name of foreign principal*

*Date of Termination*

9. Have you acquired any new foreign principal<sup>1</sup> during this 6 month reporting period? Yes  No

If yes, furnish following information:

*Name and address of foreign principal*

*Date acquired*

10. In addition to those named in Items 8 and 9, if any, list the foreign principals<sup>1</sup> whom you continued to represent during the 6 month reporting period.

- Government of Québec - Hon. René Lévesque
- Dept. of International Relations and External Trade - Bernard Landry (Minister)
- Dept. of Tourism - Marcel Léger (Delegate Minister)
- Dept. of Agriculture, Fisheries and Food - Jean Garon (Minister)
- Dept. of Cultural Communities and Immigration - Pierre-Marc Johnson (Interim Minister)

III—ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9, and 10 of this statement? Yes  No

If yes, identify each such foreign principal and describe in full detail your activities and services:

SEE INSERT ITEM 11

<sup>1</sup>The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).

A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>2</sup> as defined below?  
Yes  No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

SEE INSERT ITEM 12

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes  No

If yes, describe fully.

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<sup>2</sup>The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government, foreign country or a foreign political party.

IV—FINANCIAL INFORMATION

14. (a) RECEIPTS—MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes  No

SEE INSERT ITEM 14 (a)

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>3</sup>

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
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\_\_\_\_\_  
Total

(b) RECEIPTS—THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>4</sup> other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes  No

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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<sup>3</sup>A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).  
<sup>4</sup>Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS—MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement?      Yes       No

(2) transmitted monies to any such foreign principal?

**SEE INSERT ITEM 15 (a)**

Yes       No

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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Total

**15. (b) DISBURSEMENTS—THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>5</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes  No

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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**(c) DISBURSEMENTS—POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>5</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes  No

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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**V—POLITICAL PROPAGANDA**

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes  No

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal. External Trade 1) Government of Québec 2) Dept. of International Relations and Fisheries and Food 3) Dept. of Tourism 4) Dept. of Agriculture 5) Dept. of Cultural Communities and Immigration

<sup>5</sup>Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda? Yes  No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:

- Radio or TV broadcasts
- Magazine or newspaper articles
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches
- Other (specify) \_\_\_\_\_

20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:

- Public Officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) \_\_\_\_\_

21. What language was used in this political propaganda:

- English
- Other (specify) French

22. Did you file with the Registration Section, U.S. Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period? Yes  No

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes  No

24. Did you file with the Registration Section, U.S. Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act? Yes  No

VI—EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

- Exhibit A<sup>6</sup> Yes  No  N/A
- Exhibit B<sup>7</sup> Yes  No

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes  No

N/A

If yes, have you filed an amendment to these exhibits? Yes  No

If no, please attach the required amendment.

<sup>6</sup>The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

<sup>7</sup>The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

If you have previously filed an Exhibit C<sup>8</sup>, state whether any changes therein have occurred during this 6 month reporting period. Yes  No

N/A

If yes, have you filed an amendment to the Exhibit C? Yes  No

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement?

Yes  No  (Rita Dionne-Marsolais)

If no, list names of persons who have not filed the required statement.

See enclosed the short form reg. statement for:

Pierre Baillargeon; Nicole Gladu; Normand Hall; Ghislaine Morin; Jean-Marc Roy; Raymond Sauv e; Claude Soucy; Pierre Valiquette

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration state. and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

Rita Dionne-Marsolais  
Delegate General

*R. Dionne-Marsolais*

Subscribed and sworn to before me at NEW YORK N.Y.

this 7 day of FEBRUARY, 19 85

BARBARA E. GIBBENSON  
Notary Public, State of New York  
Qualified in Rock County 86  
Commission Expires 12/30/19

*Barbara E. Gibbenson*  
(Signature of notary or other officer)

<sup>8</sup>The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

ITEM 3

<u>NAME</u>	<u>POSITION</u>	<u>DATE CONNECTION ENDED</u>
DE GUIRE, Michèle	Delegate	August 10, 1984
DENIS, Jean-Louis	Economic Counsellor	July 23, 1984
HALL, Normand	Tourism Counsellor	August 2, 1984
PARENT, Louis	Tourism Counsellor	July 30, 1984
TREMBLAY, Louise	Administrative Director	December 19, 1984

INTERNAL SECURITY  
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ITEM 4

<u>NAME</u>	<u>RESIDENCE ADDRESS</u>	<u>CITIZENSHIP</u>	<u>POSITION AND DATE ASSUMED</u>
BAILLARGEON, Pierre (S.F.R. inc.)	195 Marsh Street Belmont, MA 02178	Canadian	Delegate Sept. 10, 1984
DIONNE MARSOLAIS, Rita (S.F.R. sent)	61 West, 62nd Street New York, NY 10023	Canadian	Delegate General July 5, 1984
GLADU, Nicole (S.F.R. inc.)	333 East 45th Street New York, N.Y. 10017	Canadian	Director of communications July 23, 1984
HALL, Normand (S.F.R. inc.)	43 Water's Edge Rye, N.Y. 10580	Canadian	Tourism Counselor August 7, 1984
MORIN, Ghislaine (S.F.R. inc.)	111 East 30th Street New York, NY 10016	Canadian	Acting Adminis- trative Director Nov. 5, 1984
ROY, Jean-Marc (S.F.R. inc.)	77 Park Avenue New York, N.Y. 10016	Canadian	Political Counselor Nov. 5, 1984
SAUVE, Raymond (S.F.R. inc.)	333 East 56th Street New York, NY 10022	Canadian	Immigration Officer Oct. 1st, 1984
SOUCY, Claude (S.F.R. inc.)	35 West Paces Places Atlanta, GA 30327	Canadian	Economic Counselor August 8, 1984
VALIQUETTE, Pierre (S.F.R. inc.)	5225 Pooks Hill Rd #31S Bethesda, Md 20814		Tourism Counselor Sept. 20, 1984

ITEM 5

BAILLARGEON, Pierre (Delegate):

Under the Department of International Relations, his duties are to:

- a) represent the Government of Quebec in New England;
- b) supervise the activities of the economic, cultural, communications and tourism sectors of the Delegation aimed at promoting contacts and exchanges between the Quebec and the New England states.

DIONNE-MARSOLAIS, Rita (Delegate General)

Under the authority of the Ministry of International Relations, the Delegate General in New York:

- a) officially represents the Government of Québec, its departments and affiliated organizations;
- b) plans, coordinates and directs all the activities of the Québec Government House;
- c) establishes and maintains close ties between the people of Québec and their American neighbors, with a view to promoting business, financial and cultural contacts on a mutual basis; and
- d) promotes two-way trade between Québec and the United States as a whole, and assists American industries in manufacturing their products in Québec.

GLADU, Nicole (Director of Communications):

- a) Planning and coordinating the Québec Government House communications with the national and international media represented in 8 American States (New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia, West Virginia, Kentucky) and in Washington, D.C.
- b) Informing the Québec Ministry of International Relations on American coverage of Québec News.

HALL, Normand (Tourism counsellor)

Under the Ministry of International Relations and, as the tourism advisor of the Quebec Government in New York, NY, my responsibilities include:

- a) the supervision of the tourism section in New York;
- b) promoting tourism to Québec in the states of New York, New Jersey and Pennsylvania.

MORIN, Ghislaine (Acting Administrative Director):

Under the authority of the Delegate General in New York:

- a) control and hiring of personnel;
- b) control of budget and purchases;
- c) building maintenance;
- c) all other administrative duties.

ROY, Jean-Marc (Political Counsellor):

Under the authority of the Québec Delegate General (Head of the Québec Government House)

- a) to establish and maintain relations with governmental and other agencies and organizations;
- b) to assess and analyze US policies which are of interest to Québec;
- c) to follow the activities of international organizations.

SAUVE, Raymond (Immigration Officer):

Under the Ministry of Immigration and as an Immigration officer of the Québec Government in New York, my responsibilities include:

- a) the supervision of the Immigration Section of our office in New York;
- b) to inform and select immigrants whose destination is Québec, Canada.

SOUKY, Claude (Economic Counsellor):

Under the Department of International Relations my duties are:

- a) establish close ties between the people of Québec and their American neighbors, with a view to promoting business and financial contacts on a mutual basis;
- b) promote two-way trade between Québec and the U.S. as a whole, and to encourage and assist american industries in manufacturing their products in Québec.

VALIQUETTE, Pierre Gilles (Tourism Counsellor):

Under the Ministry of Tourism and as a Tourism Counsellor on the Government of Québec in Washington District of Columbia my responsibilities include:

- promoting the Province of Quebec as a tourist destination for: Tour Operators and Travel Agents and as a convention or meeting destination for National Associations.

NEW YORK1 - QUEBEC GOVERNMENT

Individual contacts with representatives of various sectors and organizations located on the territory served by our office who are interested in Québec affairs: Federal agencies (U.S.T.R., Departments of State, Commerce and Energy), State agencies (New York Power Authority, Department of Environmental Conservation, Department of Transportation, Department of Education). Research and Intergovernmental groups (U.S. Chamber of Commerce, Council on Foreign Relations, National Planning Association, National Governors' Association, Council of State Governments), various Canadian institutions located in the area (Canadian Mission to the United Nations, Canadian Embassy in Washington, Canadian Consulates in New York, Buffalo and Philadelphia, Canadian Club of New York, Canadian Society, Canadian Institute for International Affairs), universities (Johns Hopkins, Association of Canadian Studies in the U.S.) and cultural organizations.

Contacts with agencies and departments of the U.S. and various State Governments in order to obtain information and documentations and to plan visits and missions of Québec officials to the U.S. as well as those by their U.S. counterparts to Québec.

Contacts with staff of members of the U.S. Congress for the same purpose.

- Political Affairs (National/Regional):

- July 23-27 - We attended the annual meeting of the National Conference of State Legislatures in Boston, Mass.
- August 5-8 - We attended the annual meeting of the Eastern Regional Conference of the Council of State Governments in Pittsburg, Penn.
- Nov. 13 - We attended a seminar on Canada U.S. Relation sponsored by the Americas' Society.
- Nov. 15-16 - We also visited Albany to meet with members of the Governor's cabinet in preparation for the meeting of Governor Cuomo and the Prime Minister of Québec, Mr. René Lévesque.
- Dec. 3-4 - The Associated Deputy Minister of the Department of Industry and Trade of the Québec Government, Mr. Ghyslain Théberge, and two colleagues visited representatives of different trade associations in New York City to study the possibilities of organizing an exchange program of executives of small and medium size businesses between Québec and New York.
- Dec. 5 - Mr. Marcel Léger, Minister of Tourism of the Québec Government, visited New York City to officially launch the Ski-Québec season to the tourist promoters in the New York area.
- Dec. 7 - The Prime Minister of Québec, Mr. René Lévesque, and the Governor of the State of New York, Mr. Mario Cuomo, met in Albany to review cooperative programs already under way between their prospective governments and to discuss the possibility of increasing already strong ties between Québec and the State of New York. The meeting was a follow-up of their December 16, 1983 meeting in Québec when they agreed to meet annually.

## II-A - DEPARTMENT OF INTERNATIONAL RELATIONS

### 1) Communications

#### - Relations with the Press

The Communications Service was involved in three special events during the second half of 1984.

1. First speaking engagement of the new Delegate General for Québec, Mrs. Rita Dionne-Marsolais. "Québec Pragmatism: a New Outlook on Québec-US Relations", Americas' Society, Canadian Affairs Program luncheon, Center for Inter-American Relations, New York, September 26, 1984, with the participation of Hydro-Québec. Press releases and press kit; video documentary on the Bay James Hydro project.
2. Official presentation of the new Delegate general by the Québec Minister of International Relations and External Trade, Honorable Bernard Landry.  
  
Reception at the Meridien Hotel, New York, October 27, 1984, following a Québec sponsored concert of the Montréal Symphony Orchestra at Carnegie Hall.
3. Second Annual meeting of Québec Prime Minister, René Lévesque, and New York State Governor, Mario Cuomo, Albany, December 7, 1984. Joint press conference and press releases. Focus on energy matters.

As usual, the Communications Service also contributed to the promotion of New York engagements and exhibits of Québec's artists and performers (dancers, painters, musicians, playwrights) Press release.

#### - Documentation

The weekly newsletter "Québec Update" was mailed to 2,000 individuals and firms, members of the business, financial, political, and academic communities and to the media.

U.S. Press Reviews were prepared weekly, for Québec Government internal circulation only, including articles relevant to Québec policies and activities in all fields.

Photographies and informative material were provided to students, teachers, researchers, and publishers (namely Holt, Rinehart & Winston).

#### - Display windows

The Communications Service took advantage of the Québec Government House six display windows at the Rockefeller Center to promote Québec know how and special events:

- . Men Without Hats (Montreal rock band)
- . Metro Bombardier (Christmas salute to NYC subway commuters)
- . Montreal Symphony Orchestra
- . Québec Fashion Industry
- . Pope's visit in Québec
- . Montréal Convention Center
- . Québec 1534-1984: Return of the Tall Ships
- . Schenley Distillers
- . Molson Brewers
- . Sloan's supermarkets Canadian Fine Food Festival
- . Ski Québec

## 2) Cultural Services and Cooperation in Education

The cultural Services division continues to develop its relations and cooperation in the educational field, and to promote Québec cultural affairs within the territory served by the Québec Government House in New York. During the period covered by this report, we were active primarily in the following areas:

- development of relations with administrators in education, in an effort to foster cooperative programs in that field;
- provision of information to University and college French department on the services available through our office;
- distribution of documentation to professors giving courses on Québec (French language, political science, geography of history);
- coordination of student and faculty exchanges;
- assistance to many individuals, students, professors and others seeking information on educational and cultural affairs.
- promotion of many cultural events.

### a) Relations with professional associations and groups

- October 17: reception in honor of the New York regional Alumni Association of McGill University;
- November 14: same for the New York chapter of the "Friends of Concordia University.

### b) Relations with educational institutions

- July 13: technical assistance to Professor Renée Waldinger (PhD Program in French, CUNY Graduate Center) for the Québec portion of her NEH and Québec Government-funded French Language Institute;
- July 15 - 20: organization of a trip to Québec for the 28 participants to said institute to attend the Sixth International Congress of the International Federation of Professors of French as well as activities of interest to French language educators.

### c) Theatre

- Festival of Québec theatre: Together with the "Centre d'essai des auteurs dramatiques of Montreal", the "New Dramatists" and "UBU Repertory Theater, the latter two are in New York:
- October 9-13: Premiere of "L'Homme rouge" by Billes Maheu at the Playhouse 46, New York;
- October 10-17: Dramatic readings of 5 Québec plays at the UBU Repertory Theater;
- October 15: Panel discussion among New York and Québec playwrights at New Dramatists;
- October 29: Studio reading of the play "Panic in Longueuil" by René-Daniel Dubois at New Dramatists.

d) Music

- October 27: Promotional assistance and reception following the Carnegie Hall concert of the Montreal Symphony Orchestra;

- December 9: Promotional assistance and reception following the Carnegie Recital Hall debut of Anne-Marie Dubois, pianist.

e) Dance

- September 19: Promotional assistance and reception for "La La La/Human Steps" from Montreal, at Dance Theater Workshop, New York.

- December 18: Promotional assistance and reception for Margie Gillis, dancer/choreographer in connection with her solo performance at Playhouse 46.

II- B - DEPARTMENT OF EXTERNAL TRADE

From July 1st, 1984 to December 31st, 1984, our department sponsored or helped in the participation of several Québec companies and in the following trade shows:

- July: "New York Furniture and Accessories", where we had a Canadian group sponsored by the Canadian Consulate;
- Sept: "National Kids Show", New York  
"K Design, New York  
"Fashion Accessories", New York  
"New York Pret", this Canadian group was sponsored by the Canadian Consulate, but we had a fair representation from Québec  
"A D Direction '84" where we had a few representatives
- Oct: "Job Shop Capabilities", Parsippany, New Jersey, where Québec sponsored a group of six manufacturers  
"NAMSB", where Québec sponsored eight manufacturers
- Nov: "International Maritime Show", New York, where we had three manufacturers but sponsored by the Canadian Consulate  
"Folio", New York, where we had one Québec manufacturer, totally on his own.

We sent a number of buyers, as usual, to Montréal and Québec City. These buyers are mostly coming from the big stores and interested in enlarging their selection of goods offered to the public.

Our Trade Center in the Québec Government House is used extensively to promote a variety of companies such as software, handicrafts, fashion, etc.

Our windows at Rockefeller Center also highlighted products such as food, liquor, beer and new railcars by Bombardier that are being sold to the City of New York.

We also provide, as usual, assistance to a number of Québec manufacturers to whom we supply market information in order for them to sell their products in the region.

We maintain contacts with the Canadian Consulate, Canadian Embassy in Washington, Department of Trade, New York State, Chamber of Commerce, Canadian Club of New York and other trade associations.

We also maintain proper liaison with the financial community of New York.

#### IV - DEPARTMENT OF TOURISM

Our main activities during the period of July 1st to December 31st, 1984, were to enhance and increase travel towards Québec.

Our action has been geared towards the general public on one hand and the American travel industry and media on the other.

These activities were conducted in the following fields of travel throughout New York, New Jersey and Pennsylvania states:

##### - Activities directed to the general public -

Our information center, located on 17 West 50th Street, has welcomed approximately 14,500 visitors and mailed to about 9,000 potential tourists, literature on Québec.

An advertising campaign has also been launched to promote Québec ski areas.

##### - Activities geared to the travel industry and media -

- . Incentive Travel: we solicited the incentive house and corporation executives
- . Travel Wholesaling: we solicited and helped the motor coach operators, the tour brokers and the wholesalers to put packages together.
- . Travel Retailing: we educated and supplied brochures to travel agents so that they would become familiar with, and enthusiastic about, our tourist products.
- . Consumer Travel: we answered their inquiries and directed them to the right professional for their travel needs.
- . Business Meetings and Convention Planning we solicited the corporate conference directors and the association convention directors for their meetings and conventions.
- . Travel Media: We solicited their interviews and articles about our destination by keeping them well informed of the new products and by inviting a few of them to Québec.

Specifically, here are some of the activities that we have coordinated and/or participated in:

- July 23-26 - World Congress of Meeting & Incentive Travel, New York
- Aug. 24-27 - Sent 5 insurance company representatives on a site inspection tour on Montréal and Québec City.
- Sept. 3-15 - Went on a provincial tour to meet Québec suppliers.
- Sept. 17-18 - Participated in Eastern Canada Marketplace in Philadelphia
- Sept. 29 - Participated in a focus group about consumer perception of the Québec tourist products.

- October 4-5 - Organized contacts with wholesalers for Québecair, airline company based in Montréal.
- Oct. 15-24-24-30 - Participated in Henry Davis Shows in Pittsburgh, Westchester, Suffolk County and Philadelphia.
- Oct. 17 - Participated in Society of Incentive Travel Executives annual convention in New York.
- Oct. 24-28 - Sent Vogue editor Despina Messinesi to Québec City for reporting.
- Oct. 22-23-24 - Collaborate with Montréal Convention Center for luncheons with association executives.
- Oct. 30-31  
Nov. 1st - Participated at Travel Canada Showcase in Syracuse, Rochester and Buffalo, NY.
- Oct. 31st & Nov. 1st - Participated in Henry Davis Shows in New Jersey.
- Nov. 7 - Participated in Air Canada dinner presentation in Tarrytown, NY.
- Nov. 14 - Organized the monthly luncheon of the Assembly of National Tourist Office Representatives.
- Nov. 15 - Did an interview on Channel 13 UA-Columbia Cable.
- Nov. 15 - Organized a press cocktail for the Mont Tremblant Association.
- Nov. 16 - Participated in New Jersey Ski Jamboree.
- Dec. 5 - Organized a press conference for the launching of our ski season and introduction of our new Minister of Tourism.
- Dec. 7 - Organized a consultation meeting with ski specialists for a Québec consulting firm.

Furthermore, we have participated regularly in business functions of the following associations of which we are a member:

- New York Society Association Executives
- Society of Incentive Travel Executives
- Meeting Planners International
- Assembly of National Tourist Office Representatives
- New York American Society of Travel Agents
- Travel & Tourism Research Association

#### IV - DEPARTMENT OF AGRICULTURE, FISHERIES & FOOD

This department has continued on an ongoing basis to work with many Québec firms as a pre-market development consultant: that is to say, the need to guide those entrepreneurs wishing to either sell directly to food outlets or use the services of a food broker or distributor has been a primary objective.

In addition, many commercial activities, such as trade shows, food exhibitions, etc., have been attended for fact-finding purposes in order to determine trends in prices, tastes, packaging and all other factors that make up the success stories in the international market place.

Finally, several weeks were spent visiting firms at their place of business in an attempt to analyze product strengths and weaknesses, export policy, choice of distribution avenues, etc. Also, management meetings with fellow economic counsellors were held to determine a feasible activity schedule that would effectively highlight fine food products from Québec.

V - DEPARTMENT OF CULTURAL COMMUNITIES AND IMMIGRATION

Our action has been geared towards the general public.

The Immigration Officer arrived in New York on October First, 1984 and from that date until the 31st of December 1984, he gave:

- 58 interviews of selection to candidates whose destination was Québec and
- 57 interviews of information.

During that period, the Immigration Department received about 177 visitors.

The Immigration Officer was in Boston at the Canadian Consulate to interview people for the same purpose from November 26 to the 29th, 1984.

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ATLANTAI - QUEBEC GOVERNMENT

General promotion of Québec in the Southeast, especially in Georgia, North and South Carolinas, Alabama and Florida.

Meetings with various government officials, namely:

- Governor of Florida, Mr. Bob Graham
- Mayor of Atlanta, Mr. Andrew Young
- Commissioner for Industry & Trade, Georgia, Mr. George Berry
- Mayor of Columbia, S.C., Mr. Kirkman Finaly Jr.
- Mayor of Raleigh, N.C., Mr. Avery Upchurch
- Mayor of Tallahassee, Fl., Mr. Kent Spriggs
- Mayor of Huntsville, Al., Mr. Joe Davis

Multiple contacts with members of the Atlanta Consular Corps and its Dean, Trevor Gatty and its Secretary, Louise B. Suggs, and this at receptions, seminars, etc.

Receptions given by our office or guests, such as:

- SAMLA (South Atlantic Modern Languages Association)
- Staff and Friends

Participation to certain functions such as:

- Annual dinners (various associations)
- Consular Corps Ball
- Dinners with Chamber of Commerce of University Professors
- Convention of Assembly of Franco-Americans

Established or followed up on contacts in order to increase trade relations between Québec and the Southeast: participation and assistance in certain trade missions.

Communication with media representatives.

Inauguration speeches at special events (artistic for instance)

II - DEPARTMENT OF INTERNATIONAL RELATIONS1) Communications

During this period we have supported the activities of each section of the Delegation and more specifically:

- Shipped to a Miami Beach Motel Québec documentary films to be presented to Québec Winter tourists.
- Mailed press releases on Pope John Paul II's visit to Québec in September.
- Distributed weekly Québec newsletters "Québec Update" to American business people and Canadians living in the Southeast.
- Forwarded Québec information material on tourism to the New Orleans' World Fair.
- Research for the Québec Elections Committee on the structure of Georgia electoral system.
- Organize and plan a Québec journalism university teacher's visit to Duke University and Turner Broadcasting Corporation next year.

- Wrote a new brochure of introduction of the Québec Delegation in Atlanta.
- Promoted give-aways involving the Atlanta Symphony and the Montreal Symphony
- Contributed to the Alliance Française publication to the French community of Atlanta. Wrote and edited Québec news in the publication.
- Jury member for Excellence in Journalism award winners for the Dallas-Fort Worth television stations.
- Researched and shipped information on the Southeast activities for the International Youth Year to the Québec International Youth Year Committee.
- Shipped brochures on the book "Québec" to the Southeast public libraries.
- Prepared press release on the Québec Outfitters Association information booklet.
- Coordinated a press conference for the Journalists World Winter Games that will be held in Québec City at the end of March 1985.
- Participated in the Franco-American Conference in Fort Lauderdale on December 1.

## 2) Cultural Services and Educational Cooperation

During the period covered by this report, the Educational and Cultural Section has continued to develop its relations and efforts to promote Québec in the seven southeastern states under its jurisdiction. We were active primarily in the following areas:

- Relations with the chairpersons of university and college French Departments in order to develop cooperative programs;
- Relations with the directors of international education of universities and community colleges in order to develop cooperative programs;
- Dissemination of information to educational institutions of the services, we can offer them;
- Distribution of materials and literature on Québec to professors offering courses on Québec (French, civilization, political science, history, geography and international education);
- Coordination of student and faculty exchanges, and coordination of exchanges between Québec researchers and their American counterparts;
- Participation in several conferences concerning international education and Francophone studies.

### 1- Relations with professional associations and groups

- Participated in the convention of the Southern Arts Federation in Atlanta, 14 - 16 September.
- Participated in the SAMLA Convention held in Atlanta, 8-10 November.

### 2- Relations with educational institutions

- Participated in a meeting and reception hosted by Emory University, Department of Modern Languages and Classics, October 17.
- Assisted in the preparation of visits by professors from Québec to U.S. universities.

- Assisted professors of groups participating in French immersion programs in Québec and study abroad programs to Québec by several universities in the southeast.

Following is a list of universities involved, the number of students in each group, and the Québec university they attended.

- University of North Carolina at Chapel Hill, 12 students to the University of Québec at Chicoutime.
  - University System of Georgia, 11 students to the University of Laval,
  - Duke University, 10 students to the University of Montreal.
  - Auburn University, 23 students to the University of Montreal.
- Assisted professors from Rollins College and Central Florida University to undertake research projects in Québec.

More specifically, Educational Affairs

- July 1-14 Visit by Dr. Mark Stern, professor of Political Science at the University of Central Florida, to Québec City and Montréal to meet with Québec professors of Political Science and representatives of the Québec Government.
- July 20-23 Research assistance to Micheline Labelle of Mlle Merveille Inc. with regard to preschool in Atlanta interested in computer software as an educational tool for young children.
- July 3-30 Visit by Dr. Ruth Mesavage, professor of French at Rollins College, to Québec. Meetings with Directors of French schools and dance schools.
- August 6-17 Research conducted on undergraduate and graduate programs as well as technical institutes offered at colleges and universities in our territory.
- August 20-28 Research conducted in teaching French in the public school system in the Southeast.
- August 1984-May 1985 Visiting professor, Gaëtan Brulotte, French professor, at the University of South Florida in Tampa.
- Sept. 18 Three Atlanta students participated in the U.S. Student Ambassador's exchange Visit to Canada.
- Sept. 26 Our Delegation talked to French students at Dunwoody High School in Atlanta.
- Oct. 3-4 Professors Ruth Mesavage, Rollins College, and Pierre Kaufke, University of West Florida, visited our Delegation.
- Oct. 17 The Department of Modern Languages organized a meeting and reception to introduce the Delegation and the Alliance Française to French professors at Emory University.
- Oct. 25-Nov. 1- Research conducted on universities in Virginia in view of organizing a visit to the French Department.
- Nov. 6-7 Madeleine Monette, a Québec writer, was invited to Duke University to talk on "The Role of Women in Fiction and Life in Québec" and gave a public reading from her first book to students and professors.
- Nov. 8-10 Participated in the SAMLA Convention in Atlanta. A Québec Government booth was set up in the exhibition hall and Ghislain Bouchard, Director of the French summer school at the University of Québec at Chicoutime, was present. Madeleine Monette, a Québec writer was invited to the convention and gave two presentations on Québec language and literature entitled "International Dimension of the French Language in Québec" and "Québec Writers since 1960".

- Nov. 19-20 Alain Soucy, Director General of the School of High Technology at the University of Québec, visited administrators and professors at Southern Technical Institute in Marietta, Georgia and at Georgia Tech, in Atlanta.
- Dec. 6-7 Attended meetings at St. Thomas of Villanova University and Florida International University. Also with the Director of the Florida Collegiate Consortium for International/Intercultural Education.
- Cultural Affairs
- Sept. 14-16 George Skalkogiannis, Director of Québec dance groupe "La La La" participated at the Annual Convention of the Southern Arts Federation in Atlanta.
- Sept. 23-  
Oct. 24. Fran Rottenberg organized an exhibition of Québec prints "Six femmes du Québec" at Agnes Scott College, in Atlanta.
- Oct. 11-16 André Dion, author of Return of the Bluebird visited Georgia and Mississippi, He was the speaker at the Chattahoochee Nature Center, Fernbank Science Center. Hastings Wildlife and Garden Center Mr. Dion was interviewed on the TV program "Journeys" a program that discusses cultural and literary events in Georgia. He also met with four school boards in the Atlanta area.
- November 15 Opening of exhibition of Eskimo art of Trail of Tears Gallery, Atlanta organized by Linda Lippert in collaboration with our Delegation. Interview on program "Journeys".
- Dec. 6-7 Participated at the opening of the exhibition "Québec in Hollywood" at the Art and Cultural Center, Hollywood, Florida.

### III - QUEBEC DEPARTMENT OF EXTERNAL TRADE

During this period efforts were largely directed to identifying and cultivating opportunities in hi-technology, aerospace industries.

Participated in numerous trade shows and seminars in Atlanta area.

- Sept. 4-7 Traveled to Huntsville, Alabama to call on aerospace/hi-tech companies in the area. This trip was made as preparation for a proposed mission of businessmen from Québec in the southeast. Mission has been put off until Spring '85.
- Oct. 11-14 Attended the 18th Annual Georgia Foreign Trade Conference in Savannah, GA.
- Oct. 17-19 Visited the Southern Furniture Manufacturers Market in High Point, North Carolina. Purpose was to get an overview of market and marketplace.
- Oct. 26-27 Participated in "Exporting Hi-technology Products" in Huntsville, Alabama.
- Nov. 13-14 Made calls to Huntsville civic and business community. Also attended a "Québec Evening" where our Delegate was the speaker, a program sponsored by North Alabama International Trade Association.

### IV - DEPARTMENT OF TOURISM

A) Answered inquiries concerning tourism, tourist facilities and attractions, and travel-related matters pertaining to the Province of Québec. In order to promote tourism, we collaborate with airlines sales personnel, tour operators and wholesalers, travel agents, travel writers and Canada Tourism offices based in the southern region of the United States.

B) Participated in trade shows to promote Québec as a tourist destination, as well as organized familiarization tours to Québec for travel agents,

wholesalers, travel writers, corporate and association meeting planners, and group influencers.

C) Maintained contact with the travel trade through periodic newsletters and seasonal brochures.

D) Active within the travel industry trade association to represent Québec travel interests.

and more specifically . . .

- Sept. 18            Participated in ski show held in cooperation with Third Century Tours and Eastern Airlines in Miami, Florida
- Sept. 19            Ski Québec Night held at the Radisson Inn in Atlanta for 190 travel agents.
- Sept. 20            Participated in the Miami Snow Show, Miami, Florida.
- Oct. 6-7            Participated in the ski show "Ski Monkey Hill" in New Orleans Louisiana - attendance 3,000 consumers
- Oct. 14-17          Participated in the Eastern Airlines Ski Show in Gainesville, Florida - travel agents and consumers in attendance.
- Oct. 28-30          Participated in trade show for "Life Insurance Market Research Association" held at the Peachtree Plaza Hotel in order to promote incentive travel to Québec
- Oct. 14-18          Familiarization tour to Québec for travel agents in cooperation with Eastern Airlines and Third Century Tours.
- Nov. 28 -  
Dec. 2              Familiarization tour to Québec for Eastern Airlines officials.
- Dec. 6-9            Familiarization tour to Québec for 20 travel agents with Third Century Tours and Eastern Airlines.

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BOSTONI - QUEBEC GOVERNMENT

Participation of the Delegate in various meetings, conferences and events in New England, notably:

- Preparatory meetings of the Conference of New England Governors and Prime Ministers of Eastern Canada and meetings of various committees of this Conference.
- Monthly conferences and seminars organized by the University Consortium for Research on North America at Harvard University.
- Meetings with representatives of state governments, companies, banks, institutions of higher learning and community organizations to exchange ideas and to explain Quebec's policies on various issues.
- Meetings with directors of ActFANE (Action for Franco-Americans in the Northeast) to discuss areas of cooperation.
- Sept. 14 Conference on acid rain sponsored by the University of New Hampshire at Durham, NH.
- Oct. 15 Fall meeting of the Caucus of New England State Legislatures at Prout's Neck, ME.
- Oct. 18 Annual meeting of the American Council for Quebec Studies at Amherst, MA.
- Oct. 20 Hosted a reception for Franco-Americans of New England and members of the Ballets Jazz de Montreal in Manchester, NH.
- Oct. 25 Hosted a reception at the French Speaking League of Boston following a lecture by Quebec author Louis Caron.
- Oct. 23 "Business with a Twist" conference and exhibit organized by the Greater Hartford Chamber of Commerce in Hartford, CT.
- Nov. 9 Canada Conference at Plymouth State College, Plymouth, NH.
- Nov. 14 Hosted a reception at the opening of an exhibit of the works of Quebec artist Marie-Jeanne Essertaize at the French Library of Boston.
- Nov. 14 Annual Conference of the New England Council Inc., Boston, MA.
- Nov. 29- Annual meeting of AFA, Association of Franco-Americans,  
Dec. 1 in Fort Lauderdale, Florida.
- Nov. 8 Seminar "Doing Business in Canada" organized by the Toronto Dominion Bank and Price Waterhouse in Boston.
- Dec. 4 Hosted reception for Marcel Leger, Quebec Minister of Tourism, at the Meridien Hotel in Boston.
- Dec. 13 Meeting of the New England Governors' Conference, Providence, RI.

II - A) DEPARTMENT OF INTERNATIONAL RELATIONS

- Communications

- Mailing of Québec Update, a public affairs and economic newsletter sent to 400-600 people. This newsletter is filed from New York with the Department of Justice. News focusing on economics and on cultural events of special interest to New England are included. Addition of an Update on cultural events mailed to French language teachers.
- Information provided to the public and to the media regarding Québec Government policies on auto insurance, health insurance, energy exchanges, etc.
- Gathering of monthly press clippings dealing with Québec which appear in New England newspapers and journals. Topics include politics, energy, tourism, relations between New England and Québec.

- Educational and cultural affairs

- Art exhibit at the French Library of Boston and at Baak Gallery of Cambridge of the works of Marie-Jeanne Essertaize, a Québec artist.
- Art exhibit at Québec Government office Gallery of the works of Cretac, a group of six Québec artists.
- A "Québec Evening" at the French speaking league of Boston.
- Conference by Québec author Louis Caron in various colleges and universities.
- Promotion of a show by Les Petits Chanteurs du Mont-Royal.
- Various contacts and meetings with representatives of cultural organizations to discuss possibilities for cultural exchanges.
- Hosted a reception for the premiere of an art exhibit at "By Design of Cambridge" of the works of Diane Goderre.
- Presentation of new Québec Delegate to Franco-Americans on the occasion of a performance by Les Ballets Jazz de Montréal in Manchester, NH.
- Mission to New England by Radio-Québec representatives.
- Participation at various conference, notably: Northeast Conference on Québec Studies at Amherst, MA, Canada Day at Plymouth State College, Plymouth, NH, Connecticut Council of Language Teachers, New Hampshire Association for the Teaching of Foreign Languages.
- Meetings with American and Québec Coordinators of the Québec/New England student exchange program.
- Meetings with Université du Québec in Hull (Canada) and representatives of New England University and companies to organize a "Study Trip" in April of '85
- Action for Franco-American of the Northeast: organizing and participating in a seminar on the organization of festivals; signature of a working agreement between ActFANE and the Québec Government office in New England.

## II -B) AND EXTERNAL TRADE

During the last six months of 1984, the Economic Section has helped many Québec companies find representatives for their products.

At the request of several American companies, we have provided them with information regarding the economic situation in Québec and also assisted them in identifying potential partners in Québec.

Several Québec companies participated in the following shows:

- Boston Gift Show at Bayside Expo Center, Boston (September 9-13), six Québec Companies participated.
- New England Furniture Show at Northeast Trade Center, Woburn (September 9-11), three Québec companies participated.
- National Fish Expo at Hynes Auditorium, Boston (October 17-20), four Québec companies participated.
- New England Computer Show at Hynes Auditorium, Boston (November 1-4), One Québec Company participated.

The Director of the Economic Section participated in several conferences and seminars organized by the Boston Rotary Club, Greater Boston Chamber of Commerce, Greater Hartford Chamber of Commerce, Harvard University, University of Plattsburgh, NY, and the Massachusetts Department of Commerce. Main topics of these events: Venture capital and Canada/US business perspectives

## IV - DEPARTMENT OF TOURISM

During the final six months of 1984, the Tourism Department was more active than ever in promoting the province as a tourist destination to the people of New England. In addition to the usual promotional activities like the Henry Davis Travel Industry Show in Boston and in Hartford (2500 travel agents in attendance) and the familiarization tours we have organized for group influencers, we have made a break through in both the meeting and the ski markets. One of the wholesalers offering ski tours to Québec, Target Sport Tours, has decided to actively market Québec to its student and corporate clients. We helped organize a ski inspection trip to Québec City in early December for 225 ski club representatives and it was truly a discovery experience for the group. This will hopefully translate into an increase in travel to the province from New England during the winter months.

As far as the meeting/convention market is concerned, as a result of our market research we have been able to identify prospects for Montréal and have them inspect the meeting and convention facilities of this city. As a result of participating in such trips, a number of organizations have selected Montréal for their meeting: University of Vermont, American Society of Surgeons of Trauma, Cancer and Leukemia Group B, Geiger Brothers, etc. In October, we organized a site-inspection trip to Montréal for 20 meeting planners from the state of Maine and at least one, Maine Medical Association, will be bringing their group to that city in three years.

The newly appointed Minister of Tourism, Marcel Léger, was introduced to the travel industry of New England at a reception we organized at the beginning of December. Mr. Léger met with ski club representatives, members of the media and the leading wholesalers of the area.

The director of the Tourist Department participated in the National Tour Association convention for the first time which was held in Nashville, Tennessee, meeting with over thirty wholesalers/tour

operators from around the country.

We continued our efforts with the media and especially with the freelance writers from the area. We managed to gain favorable coverage in the major vehicles of the region: The Boston Globe, The Hartford Courant, The Providence Journal, The Springfield Republican, The Christian Science Monitor, The Boston Phoenix, etc. In addition, Chronicle, a local television program in the magazine format carried a comprehensive program on the province.

Finally, we continued to serve the traveling public by sending out literature and by answering questions over the phone on Québec as a tourist destination.

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CHICAGO1 - QUEBEC GOVERNMENT1) A - DEPARTMENT OF INTERNATIONAL RELATIONS

In anticipation of Prairie du Chien, WI's 300th anniversary celebration, the Public Affairs section met with the mayor and the president of the Chamber of Commerce to discuss the possibility of twinning Prairie du Chien with a Québec town.

We sent documentation and publicity on the radio broadcast prepared by the Ministry of International Relations and Laval University students of journalism to university French departments and other interested parties.

In August, the Québec Government Office in Chicago sent out invitations for the Fourth International Biennial of Street Arts. A large mailing of brochures and information to various university French departments was also completed.

Communication with the States of Kansas, North Dakota and South Dakota was initiated regarding reciprocal vehicle registration. An agreement was eventually signed with Kansas.

In cooperation with our Economic section, we prepared the necessary documentation for our participation in the Great Lakes Governors' Conference in Boulder Junction, WI.

Vivan Corrès, of the Milwaukee Public Museum, visited Québec to prepare an Eskimo art exhibit for Milwaukee.

Chicago's "Friends of the Parks" initiated communication with us, seeking advice and recommendations for its upcoming cleanliness campaign, to be held in conjunction with the Chicago Police Department. The Public Affairs section has since become involved in this campaign by attending several "Friends of the Parks" meetings and coordinating information and communication between "Friends of the Parks" and the Montréal Park District.

Additional information provided by the Québec Government Office in Chicago required revision of the Québec Update's visual presentation. The Québec Update is a newsletter set to about 900 contacts twice monthly.

In anticipation of the International Convention of Twin Cities in Montréal, a reception was organized for 50 mayors and telegrams were sent to 150 mayors announcing the event.

We prepared a tour for Mayor Guy Descary, coordinator of the convention of twinned cities, to meet the mayors of Chicago, Rockford and Milwaukee, however, it was cancelled due to lack of interest.

A visit to the Council for State Governments allowed us to gather documentation on the state we serve.

The Public Affairs section met with Professor Barry Farrell, of Northwestern University, to discuss scholarships for Québec students.

In order for University of Montréal Professor Gilles Bibeau to attend the AATF/ACTFL convention in Chicago in November, arrangements were made to subsidize his trip.

- July 12 - Participated in Canada Cruise Night. Reception with the Canadian Consulate and various tour operators and travel agents specializing in Canada.
- August - Helped in the planning of incentive trips with the following companies: AHI, Des Plaines, Illinois, S & H Motivation, Hillside, Illinois, Passport Travel, Overland Park, Kansas.
- September - Helped Searle Pharmaceuticals with their plans for their annual meeting in 1985. They are currently considering Montréal.
- Oct. 2 - Chicago Tribune and Travel Show. Distributed our brochures to approximately 1200 agents who were in attendance.
- Oct. 4 - Cincinnati Enquirer Show - Distributed our brochures to approximately 300 travel agents who were in attendance.
- Oct. 19 - Sent a press release with accompanying brochures on fishing and hunting in Québec to a dozen journalists in the midwest area.
- Nov. 1-4 - Gave assistance to N.E.W.S. Breaks Ltd. for their familiarization tour to Montréal and Québec, for 21 travel agents. Have organized various sightseeing tours and luncheons.
- Nov. 14-17 - Assisted Franklin Life Insurance with their site inspection trip to Québec City. They are considering Québec for their annual meeting in 1987, approximately 1500 conventioners.
- November - Worked with Business Incentives, supply brochures and films for an incentive trip they are organizing for 1985, approximately 750 people from the company Radio Shack.
- November - Helped Incentive Journey Consultants with plans for a 1985 incentive trip.
- Nov. 16 - Board meeting of the Canada Association of Travel.
- Nov. 18 - Supplied films for a presentation to the Milwaukee branch of the American Association of University Women.
- Dec. 4 - Association of Official Tourist Offices annual reception. We contributed financially to the reception and attended it. Approximately 200 guests from travel agencies and airlines and newspapers attended.
- December - Helped United Insurance of America with their convention in 1986 for 1000 people.

We have also answered approximately 2000 requests from individuals and travel agents by telephone and letters.

We recruited a speaker (Professor Popovici, University of Montreal) for the University of North Dakota's seminar, "Issues in Canadian/American Law." Mr. Bob Jones of the Québec Government also gave a presentation.

We began preparations for the Québec Film Festival to take place at the Art Institute of Chicago in June 1985. Arrangements were made and funds obtained for Barbara Scharres, of the Art Institute, to go to Montréal in January to begin research for this event.

Work was also begun on a list of future recipients of a new information bulletin to be prepared by the Québec Ministry of International Relations.

In October, we took part in a dinner at the Canadian Club for Action de Grâce. The Public Affairs section also attended Reid Lewis' presentation at the annual meeting of AFAM Kankakee.

A request for assistance from the Bottine Souriante, a Québec music group, was responded to by providing various information to the group. The group will perform at Chicago's Oldtown School of Folk Music (simulcast on radio station WGN) on February 9.

Joan Dollard was referred to the AQEF after her request for French immersion course scholarships for Central Michigan University students.

Efforts were made to find a replacement for Jean-Claude Germain, writer for Michigan State University's seminar on Québec literature. Steps were taken to study the content and attendants of the seminar, conducted in collaboration with Western Ontario University.

The Public Affairs section prepared a list of members of the artistic community in Chicago who will be invited to the International Conference of Stage Arts in December in Montréal.

The Québec Government Office in Chicato attended a luncheon at CACI-Harbor and Transportation Committee, at which Mr. J.L. Emery, President of the St. Lawrence Seaway Commission, spoke.

Preparation was made for a Québec Government Office in Chicago publicity brochure.

We participated in the AATF/ACTFL convention November 16-18, 1984, in Chicago. We held a reception for 150 professors of French who were attending the convention.

On November 18 we held a luncheon for 30 Québec participants of the Chicago International Film Festival. Louise Marleau received the award for best female interpretation.

A report on foreign language programs in the Midwest states was completed and the annual budget was established for 1985/86.

We also answered more than 110 requests for various information. A newspaper-clipping service has been retained in order to form a more representative press review in our territory.

11 - B) EXTERNAL TRADE

During this semester the members of the Economic Section attended 36 trade shows. We offered technical and financial assistance to 45 Québec companies during their participation at ten (10) of these commercial fairs and exhibitions in the Midwest including:

- National Housewares Show
- Action Sports Show
- Cleveland Food Fair
- National Hardware Show
- Automotive News World Expo
- International Machine Tool Expo
- Great Lakes Industrial Show
- World Dairy Expo
- American Association of Teachers of French
- Farm Equipment Wholesalers Association

During this period, 75 Québec companies requested information with regard to the Midwest market. Besides supplying them with market information, we identified potential representatives and channels of distribution.

We helped promote 5 trade shows in the Province of Québec by recruiting and sending American buyers to Québec.

We received 8 requests from American companies with some interest in investing in Québec.

We attended two "Invest in Canada" seminars at which 80 American businessmen were present.

III - DEPARTMENT OF TOURISM

Our main activities during the period of July 1st to December 31st 1984, were to enhance and increase travel towards Québec. These activities were conducted in the following fields of travel throughout the Midwest:

- Incentive Travel: we solicited the incentive house and corporation executives.
- Travel Wholesaling: we solicited and helped the motor coach operators, the tour brokers and the wholesalers to put packages together.
- Travel Retailing: we educated and supplied brochures to travel agents so that they would become familiar with, and enthusiastic about, our tourist products.
- Consumer Travel: we answered their inquiries and directed them to the right professional for their travel needs.
- Business Meetings and Convention Planning: we solicited the corporated conference directors and the association convention directors for their meetings and conventions. We also maintained after-sale servicing by keeping them up-to-date and in contact with Québec suppliers.
- Travel Media: we solicited their interviews and articles about our destination by keeping them well informed of the new products and by inviting a few of them to Québec.

Specifically, here are some of the activities that we have coordinated and/or participated in:

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DALLAS

I - QUEBEC GOVERNMENT

Previously established contacts were maintained with local and state government agencies. No political visits were organized during the period.

II - DEPARTMENT OF INTERNATIONAL RELATIONS

1) Communications and Press Relations

Québec Update is mailed to about 225 regular subscribers in the territory. Québec Economic International goes out to some 100 corporations and institutions on a quarterly basis. Both publications are sent free of charge.

2) Education

Participated in the annual meeting of the Southwest Association of  
Canadian Studies in Dallas, Texas.

LAFAYETTE1 - QUEBEC GOVERNMENT

During this six-month period, Mr. Jean Goyer, Senior Representative, met with representatives of the government of the State of Louisiana several times, as well as with officials from Canada, France, Belgium, Canadian provinces and American states in order to discuss certain aspects of the activities listed below.

The Senior Representative also met several times with representatives of the Quebec Ministry of International Relations in order to discuss programme development.

During this period, the Senior Representative and other office personnel:

- met with officials from several cities and with officials and faculty members of Louisiana universities:
- attended a number of meetings, conferences and seminars dealing with Quebec/U.S.A./Louisiana educational, economic, commercial and political affairs
- spoke to some civic and academic organizations on Quebec history, politics, culture and education
- gave interviews for numerous radio and T.V. shows
- organized official receptions and other activities to honor the presence of Quebec officials and to promote special events

Mr. Leo Leblanc, an employee of the Quebec Ministry of International Relations, terminated his work in the field of French Language media at the radio station of the University of Southwestern Louisiana and returned to Quebec.

Between August and December, the two educational consultants, Bruno Geslain and Jean-Claude Cormier, continued their pedagogical work with Louisiana and foreign teachers coming from France, Belgium and Quebec, in cooperation with Louisiana officials.

During the Canada Week at the New Orleans World's Fair, Quebec participated in the activities organized by the Canadian Pavillion.

In cooperation with the Canadian Consulate in Dallas and the Quebec Delegation in the same city, the Quebec Delegate gave a lecture at the San Marcos meeting of the ACSUS (Association for Canadian Studies in the United States).

11 - DEPARTMENT OF INTERGOVERNMENTAL AFFAIRS1) Communications

During this six-month period, the Lafayette office continued to mail its biweekly newsletter, Quebec Update, to approximately 250 people throughout Louisiana.

The Delegation also responded to a large number of requests for specific information on a wide range of topics.

The Senior Representative, and other office personnel, appeared on a number of radio and television programmes during this period, while specific activities were covered extensively in several newspapers throughout the region.

CODOFIL aired the second installment (half-hour programmes) of the Quebec-produced French language educational television series entitled "Passe-Partout". The series was aired in cooperation with E.T.V. and L.P.B. (P.B.S.), and appeared during school hours twice weekly.

The Delegation also continued to lend a number of films, slides and other materials to groups, schools and organizations throughout the five-state area.

The Delegation also continued to lend Quebec records upon request to radio stations in the state territory.

Throughout this six-month period, the office staff continued to work with the American, French, Belgian and Quebec programme hosts of French-language radio station, K.R.V.S. (N.P.R.).

State and local television stations (P.B.S. and cable channels, as well as the three major networks) featured on a number of occasions the Delegation and/or special events such as the school-touring bank sponsored by the Delegation, exhibitions of local artists' works, film festivals, etc.

In cooperation with CODOFIL, Louisiana Media, and individuals interested in the diffusion of French in the electronic media, the Quebec House collaborated in the organization of a task force on that subject.

In September and November, the Communication officer organized two press conferences to publicize the world premiere of the film "Zarico" by Quebec film maker Andre Gladu, and the realization of a film with a Louisiana cast done by another Quebec film maker.

## 2) Education

Several components of the Quebec/Louisiana exchange programme were either put into effect or terminated according to schedule between August and December, 1984.

The twenty Quebec teachers of French arrived in Louisiana in August as anticipated.

Throughout this period, Messrs. Bruno Geslain and Jean-Claude Cormier, the two educational experts provided by Quebec, met with, and assisted, the teachers of French from the United States, France, Belgium and Quebec. They also organized teaching workshops on a regular basis, and participated actively in several committees organized by the State Department of Education, and CODOFIL.

The Senior Representative also remained in close contact with the school boards, state departments of education, universities, colleges, Fine Arts Foundations, festival organizers, language associations and Francophile cultural groups throughout Louisiana in an attempt to develop various types of educational activities.

Quebec continued to provide library assistance to a number of universities in the South.

The Delegation also assisted a number of professors who wished to visit Quebec for research purposes.

The Delegate worked closely with the members of the North-American Francophone Studies programme committee.

Quebec continued to work with CODOFIL Academic Advisory Board throughout this period in an attempt to develop a formalized exchange programme with Quebec universities.

Throughout this period, the Delegation regularly offered its conference room as the meeting facility for the administrators and teachers involved in the Louisiana programme of French language teaching.

Throughout this period, the Louisiana Delegation agreed to provide prizes for foreign language students' competitions in Texas and Louisiana.

The pedagogical consultants collaborated with a producer of educational material in correcting the final draft on a book devoted to the teaching of French.

The Delegate met with officers of seven universities in order to arrange an agreement for the development of cooperation between major Quebec and Louisiana universities.

The Quebec pedagogical consultants collaborated with different Francophone associations devoted to the preservation of French in Louisiana.

### 3) Cultural Affairs

Between July and December, 1984, the Lafayette office took advantage of its close ties with many of the same organizations and institutions noted above to promote cultural ties with Quebec.

The office staff attended a number of cultural events specifically designed to promote the French language and culture throughout the region.

The office personnel assisted the Quebec-based organizers of the newly-formed Quebec/Louisiana Association in making local contacts in Louisiana.

The Delegate met several times with French representatives in order to discuss the possibility of joint cultural ventures.

During this period, the office staff continued the programme entitled "Les Beaux Jedis", which entails the showing of a monthly Quebec film scheduled to coincide with the opening of a new exhibition by a local artist in the Delegation's art gallery.

As scheduled for the annual exchange of musicians, a Louisiana group performed in Quebec in July, while the Quebec musicians will tour Louisiana next September.

The Quebec Delegation was involved in the formation of l'ASSOCIATION CULTURELLE LOUISIANAISE, an organization aimed at facilitating touring in Louisiana for artists and cultural groups from French-speaking countries.

In cooperation with the Beaumont Ballet Company in Texas and the Shreveport Dance Company in Louisiana, the Quebec Delegation gave its support to "Les Ballet Eddy Toussaint de Montreal" during their tour in this area.

### 111/ DEPARTMENT OF INDUSTRY, COMMERCE AND TOURISM

This aspect is covered largely by the Quebec Government offices in Atlanta and Dallas. The Lafayette office, however, did undertake several initiatives in this area.

The Louisiana office procured the brochures, posters, etc., which are necessary to promote tourism on a mass level.

The Lafayette office also did mass mailings and speeches to promote Quebec's language schools.

The Lafayette office responded to several requests for economic information.

The Senior Representative met with the Louisiana Secretary for Trade and Commerce in order to discuss means of promoting better economic and business exchange between Louisiana and Quebec.

The Quebec Delegation became an "out-of-town" member of the International Trade Mart in New Orleans.

In cooperation with the Louisiana Secretary for Trade and Commerce, the Quebec Delegation developed a programme of commercial missions between Quebec and Louisiana.

In cooperation with business organizations of the Acadiana area, the Quebec Delegation hosted a group of foreign commercial attaches representing nine different countries.

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LOS ANGELESI - QUEBEC GOVERNMENT

Maintained contacts during the current period with:

- The Council of State Governments and State Legislatures regarding the participation of some Quebec legislators at two meetings on the West Coast;
- The Secretary of State Office and the Fair Political Practices Commission of California regarding a visit of the Québec Chief of Elections;
- The Los Angeles Mayor's Office: matters related to the visit of Québec's Minister of International Relations and External Trade, Mr. Bernard Landry;
- The Olympic Organizing Committee regarding the participation of Québec's athletes and artists at the Olympic Games and Olympic Festival;
- The Los Angeles Police Department: matters related to the Relay-race Montreal-Los Angeles run in July by 15 policemen of the Montreal Urban Community;
- The Motor Vehicle Reciprocity section of several western states over a possible agreement with Québec regarding vehicle registration;
- The California and Los Angeles Chambers of Commerce;
- The Canadian Consulates of Los Angeles, San Francisco and Seattle;
- Provincial offices in Los Angeles of Ontario and Alberta;
- The French and Belgian Consulates in Los Angeles;
- The Los Angeles Press Club;
- Banks;
- Foreign Trade Associations;
- The Association Québec-California;
- The World Affairs Council;
- Various academic institutions, mainly UCLA, UC-Berkeley, California State University of Sacramento, Western Washington University, the National Hispanic University.

## II- DEPARTMENT OF INTERNATIONAL RELATIONS

### Communications

#### a) Québec politics and economy

- Editing and mailing of a bi-weekly newsletter "Québec Update" to 314 business firms and academic institutions.
- Editing and mailing of a monthly newsletter to 325 members of the Association Québec-Californie.
- Mailing a weekly newsletter "Québec Hebdo" to 50 Québec scholars.

#### b) Education, arts and culture

- Providing several colleges and universities with varied material on Québec history, culture, performing arts, etc. These documents are used for seminars and classes on Québec.
- Broadcasting in collaboration with the Association Québec-Californie of a weekly one-hour program in French composed of music and general information. This program is aired every Saturday from 11:30 a.m. to 12:30 p.m. on KTYM 1460 AM, Inglewood, Los Angeles.

#### c) Relation with the press

1. Regular contacts with the French newspaper "Journal Français d'Amérique" (San Francisco) and bilingual newspaper "Les Anges" (Los Angeles). Many of the articles and news releases sent to them by our office are published in their papers.
2. Bimonthly news release mailings to 110 dailies and periodicals of 12 Western States.
3. We provided assistance and office facilities for the following journalists doing stories in California:
  - . Lucie Tremblay, Radio-Canada, Montréal (TV)
  - . Pierre Nadeau, Radio-Canada, Montréal (TV)
  - . Claude Quenneville, Radio-Canada, Montréal (TV)
  - . Serge Arsenault, Radio-Canada, Montréal (TV)
  - . Roland Mailhot, CKAC, Montréal (Radio)
  - . Judith Ritter, Radio-Canada, Montréal (Radio)
  - . Pierre Jurtschyschyn, freelance journalist, Québec.
4. We provided technical assistance to American journalists writing stories on Québec during this period, some of whom are preparing trips to Québec:
  - . Pat Neisser, Travel Editor, Orange Coast Magazine
  - . Jim Burns, Freelance journalist, Los Angeles
  - . Jeff Smith, reporter, San Diego Morning Press
  - . Darien Murray, Publisher, The Dinghy, Marina del Rey
  - . Warren Gray, KHJ-TV, Los Angeles
  - . Bill Shepherd, KAOS-Radio, Washington State
  - . Iris Shelton, KNXT-Radio, Los Angeles
  - . Gregg Wyatt, ESPN, Cable TV, Los Angeles
  - . Carol Hutchison, Reporter, KNBC, Los Angeles.
5. We attended weekly and monthly meetings of the Los Angeles Press Club and Publicity Club of Los Angeles.
6. We organized a press meeting at the Greater Los Angeles Press Club to announce the IIIrd World Winter Games for Journalists to be held in Québec in the spring of 1985.

## d) Documentation

- Answering requests for information on matters like civil law in Québec, driver's licences, health and automobile insurance, social security, real estate.
- Providing information and documentation on general matters about Québec.

Academic affairs

- a) Organization of and participation in a mission in California for representatives from the Ecole Nationale d'Administration Publique in Québec. A series of meetings were organized with department directors from the following universities: State Training Center-Sacramento, Stanford, UC Berkeley, San Francisco State University, UCLA, Claremont College and USC.
- b) Planning of and participation in meetings organized between Mr. Clément Lamontagne, counsellor for the Québec Department of International Relations and representatives from California State University in Sacramento to discuss cultural and academic exchanges.
- c) Organization of a series of lectures for Québec author Adrien Thério. Mr. Thério was guest lecturer at:
  - .Occidental College, Los Angeles, CA
  - .University of San Diego, CA
  - .California State University, Sacramento, CA
  - .Brigham Young University, UT
- d) Oral and film presentations were made at the annual meeting of the directors of International Programs from 19 California State universities. Mr. Réginald Lacroix from the Conférence des Recteurs et Professeurs d'Université du Québec (CREPUQ) was the key speaker. Forty-two Québec and California students participate in academic exchange programs in the 1984-85 school year.
- e) We provided technical assistance to professors André Martin, San Francisco State University, and Jeanne Rigsby, head of the French Department at the University of San Diego, for their courses on Québec literature.
- f) Meetings with Mrs. Elizabeth Brooks, Director, Human Sciences Dept. at UCLA Extension, to discuss and prepare a seminar on Québec culture and history to be held in the fall of 1985.
- g) Preparation of several lecture tours in universities of the Western States in 1985:
  - .David Homel, Translator, (California, Arizona, New Mexico, Colorado)
  - .Marc Renaud, Sociologist (California)
 as well as study trips:
  - .Mrs. Stogaitis, Computer Sciences, (Northern California)
- h) Participation in the Rocky Mountain Modern Language Association annual convention held at El Paso, Texas. The Québec Delegation partially sponsored a Québec workshop included in the program.
- i) Presentations on Québec culture and history were made for students of St. Anthony's High School, in Long Beach, and Glendale College.

- 1) Planning of a series of meetings for Mr. Henry Milner's study trip to California. Mr. Milner met with representatives from the following universities:

- .UC Berkeley
- .Cal State San Francisco
- .Cal State Sacramento
- .Stanford

### Cultural affairs

- a) Provided assistance in planning the 8-day theatre presentation by Québec's Le Théâtre sans Fil de Montréal at the UCLA Schoenberg Hall, for the Olympic Arts Festival. A reception was offered by the Québec Delegation in their honor.
- b) Presentation of the exhibit "Images du Québec" in the hall of the Downtown Los Angeles Broadway Plaza. The exhibit including pictures and descriptions of Québec culture and economy was seen by some 50,000 people.
- c) Planning of and participation in the California-Québec Friendship Week (as proclaimed by the Mayor of Sacramento) at California State University, Sacramento.
- The program included:
- .Lecture by Mr. Claude Morin, professor at ENAP
  - .Lecture by Québec author Adrien Thério
  - .Concert by traditional music group La Bottine Souriante
  - .Québec film presentation: Mon Oncle Antoine
  - .Presentation of the exhibit Images du Québec
  - .Teleconference between CSUS and TÉLÉ-Université in Québec
- d) Provided technical assistance to Marcella St-Amant for the presentation of Québec play Four to Four at the Santa Monica Playhouse. The Québec Delegation offered a reception on the evening of the premiere.
- e) Presentation on Québec culture and language for 100 Orange County high school French students during a French Week-End at Big Bear Lake, California.
- f) Meetings with Mrs. Claude-Marie Senninger, French Department, University of New Mexico, Albuquerque, to discuss our participation in the form of a Québec special event, at the 1985 Southern Conference of Francophone Studies.
- g) Provided technical assistance and made presentation on Québec playwright Michel Tremblay for a group of drama students from California State University, Northridge, who will perform in one of Tremblay's plays in February.
- h) Several meetings with representatives from different departments at the University of California, Los Angeles, for the Québec Month that we are planning next April.

The Québec Month should include the following activities:

- .Québec film festival
  - .Lecture by Québec authors and professors
  - .Québec dinner
  - .Images du Québec exhibit
  - .Young Québec painters exhibit at the International Student Center
  - .Concert by Québec singer François Léveillé
- i) Planning of the Québec Delegation's involvement in the René Derouin exhibition to be held at the World Print Council in San Francisco in the spring. A reception will be offered on opening day.

- j) Helped coordinate the visit of Mr. Louis Dussault, Director General, of the Secrétariat permanent des peuples francophones (SPPF). Mr. Dussault was the guest speaker at the 2nd Anniversary celebration of the French radio program "Les Quatre Saisons".
- k) Meetings with Mr. Gabriel Boctor, television producer. He is currently working on a French television program to be presented on a Los Angeles public television network. We discussed adding a Québec culture segment to the program's content.
- l) Preparation of Québec singer François Léveillé's tour on the West Coast next spring.

## II . DEPARTMENT OF EXTERNAL TRADE

### a) The Economic Section

From July 1st to December 31 1984, the Economic Section of the Québec Government in Los Angeles, kept working on the promotion of Québec products within its territory, mainly by helping the participation of Québec manufacturers in the following shows:

- National Computer Conference, Las Vegas
- Men's Apparel Guild in California (MAGIC), Los Angeles
- Interbike, Las Vegas
- International Business Site Conference (INSITE), San Francisco
- California Grocers Assn/Trade Show, Las Vegas
- Long Beach International Boat Show, Long Beach
- Automotive Parts Accessories Assn Show, Las Vegas
- Wescon, Anaheim
- Comdex, Las Vegas
- National Spa & Pool Expo, San Francisco

Industrial Seminar was also held:

- Canada-Provinces, Industrial Development Seminar, Los Angeles and Long Beach

The Economic Section participated at different conferences as follows:

- National Conference of State Legislatures (NCSL), Sacramento
- 1984 Pacific Northwest World Trade Conference, Tacoma

The Economic Section participated at luncheon-meetings of the following associations:

- Foreign Trade Association of Southern California,
- Licensing Executives Society
- French-American Chamber of Commerce
- Canada-California Chamber of Commerce
- Town Hall of California
- Los Angeles Area Chamber of Commerce
- Technology Transfer Society

### III- DEPARTMENT OF TOURISM

The tourism section answers inquiries concerning tourist facilities in Québec and travel related questions. It works with the Canadian Government Offices of Tourism based in Los Angeles, San Francisco and Seattle, with airlines sales personnel, tour operators, travel writers and travel agents throughout the Western region of the United States. It organizes familiarization tours for travel agents and incentive houses and, maintains contact with the trade through personal contacts and seasonal brochures.

During the July-December period, the section has been mainly involved in the following activities:

- Planned and organized receptions and activities for the arrival on July 26th of Police Officers of Montréal Urban Community, completing a 4,000 miles marathon. Were present on the finish line, Mayor Bradley, Los Angeles Police, TV stations, American and Canadian press.
- Working in collaboration with Lois Anderson of Gadabout Tours in Palm Springs, for the development of vacation programs to Québec.
- Assistance to a French teacher in Bellingham, Washington, planning a trip to Québec next summer with 20 students.
- Met and discussed with 7 tour operators and agents in San Diego to promote Québec
- Shipment of touristic brochures to Santa Ana College for the International Festival Week on Québec.
- Assisted Cline Fast & Sennings, P.R. Practitioners for Air Canada, working on a program "Shopping in Montréal for Christmas" and promoting le "Salon des Métiers d'Art du Québec" in December.
- Fun Sun Tours published its first winter tour package to Québec and Mr. Toshi Okada of American Tourist Bureau, has put together their first tour package to Québec, with our help.
- Assisted: Shaklee Corp. of San Francisco, in promoting a cruise New/York/Québec/Montréal for 800 people.

E.F. McDonald Incentives in presenting Québec as a possible vacation destination for a group for H. Bateman Brokers.

the San Diego Chamber of Commerce promoting Québec at their 2nd annual Pic-Nic.

Mr. B. Shelton of Lanier A. Harris Co., who is planning an incentive program for his sales representatives.

Air Canada with promotions for the Genealogy Convention in Québec.

Drycleaners Association promoting their annual convention in Québec city next September.

Group planners and agents for the Alcoholics Anonymous Convention in Montréal June 30 to July 6, 1985

KDOC/TV in Los Angeles for the production of a 1/2 hr. show on Tourism in Québec

CBS/TV in Los Angeles for a show on Québec, "Two on the Town" show.

- Attended ASTA and FGTO (Foreign Government Tourist Office) monthly meetings.
- Participated: . "Meeting and Incentive Travel Marketplace" in San Francisco and Los Angeles Oct. 30-Nov. 1, 1985, in collaboration with the Canadian Consulate of Los Angeles, "The Travel Marketplace" in San Francisco and Oakland Dec. 4-5, 1984 in collaboration with the Canadian Consulate of San Francisco.
- Attended the "American Bus Association" convention in Salt Lake City Dec. 3-7, 1984.
- Organized the following familiarization trips:
  - . Christine Delsol, staff writer for San Mateo Times, San Francisco in October.
  - . Toshi Okada, American Tourist Bureau - September.

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WASHINGTONDepartment of tourism

For the period of October 1st to the 31st of December, our Office, as per its objectives, participated in a number of activities primarily directed to the travel trade.

- Conference organizers (Meetings/Incentive Trips/Conventions)
- Media (travel writers)
- Travel Wholesalers
- Travel Agents

We also provided general informations to the public but requests were not so numerous since all of the advertizing bear a Quebec address and telephone number.

The following promotional activities took place during this period:

- October 16 - Canada Calling - Luncheon and presentation to 15 Associations Executives in Washington.
- October 25 - Familiarisation tour to Montreal for Association Executives.  
26 Five persons from our area.
- November 8 - Familiarisation tour to Montreal for Association Executives.  
11 Ten persons from the region.
- November 13 - Participation in winter product launch with tourism section of Canadian Embassy in Baltimore, MD.
- November 14 - Participation in winter product launch with tourism section of Canadian Embassy in Washington.
- November 15 - Participation in annual trade seminar with Eastern Air Lines in Washington.
- November 16 - Participation in Washington Ski Show.  
18
- December 17 - Participation in Press Conference with Canadian Embassy on World Winter Games for journalists to be held in Quebec City from March 31st to April 5th.

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Date	PLACE OF DELIVERY	TYPE (speech, lecture, broadcast)	NAME OF SPEAKER	SUBJECT MATTER
09/26/84	Americas' Society - New York (Center for Inter-American Relations)	Speech	Rita Dionne-Marsolais, Delegate General	"Quebec's Pragmatism: A New Outlook on Quebec-U.S. Relations"
12/05/84	New York	Speech	Marcel Léger, Minister of Tourism	"Quebec as a Ski Destination"

Date	Place of Delivery	Type (speech, lecture, broadcast)	Name of Speaker	Subject matter
9/26/84	Dunwoody High School, Atlanta	Informal Speech	Lisette R. Ferrera-Schnabl	Québec in general
11/7/84	Duke University	Conference	Madeleine Monette	The Role of Women in Contemporary Québec
		Public Reading	"	<u>The Double Suspect</u>
11/9/84	SAML, Atlanta	Lecture	"	Québec Writers Since 1960
11/10/84	"	"	"	The International Dimension of the French Language in Québec
11/16/84	Chatahoochee Nature Center Fernbank Science Center Hastings Wildlife & Garden Center	Informal Speech	André Dion	The preservation of bluebird trails in North America and his book, <u>The Return of the Bluebird</u>
	Convention of North American Bluebird Society, Jackson, Mississippi	"	"	"
		"	"	"

Date	Place of Delivery	Type (speech, lecture, broadcast)	Name of Speaker	Subject matter
11/13/84	Huntsville, Alabama (North Alabama International Trade Association)	Speech	Jean Morin	Commercial exchanges Québec-Southeast
07/23/83	Délégation du Québec (Youth of Spellman College, AI)	Speech	Jean Morin	History of Québec
09/19/84	Radisson Inn, Atlanta (Annual Ski Québec Night)	Speech	Jean Morin	Tourism-Québec

Date	PLACE OF DELIVERY	TYPE (speech, lecture, broadcast)	NAME OF SPEAKER	SUBJECT MATTER
09/15/84	Franco-American Festival Salem, MA	Speech	Claude Girard	Preserving one's cultural heritage
11/03/84	Seminar on Franco-American festivals Manchester, NY	Speech	Claude Girard	The importance of cooperation in organizing festivals
11/13/84	Manchester, NY	Press conference	Pierre Baillargeon	Cooperation ActFANE/Delegation
11/27/84	Rotary Club Boston, MA	Speech	Bertin Tremblay	Role of the Delegation
12/13/84	Maine World Trade Assoc. Augusta, ME	Speech	Bertin Tremblay	Quebec economic overview
12/14/84	Providence, RI	Speech	Pierre Baillargeon	Exchanges between Quebec and New England

Date	PLACE OF DELIVERY	TYPE (speech, lecture, broadcast)	NAME OF SPEAKER	SUBJECT MATTER
Aug. 30, 84	Detroit, Michigan	Small Businessmen's reception (speech)	Jean Duquette	Welcome, thanks during the Québec participation at Automotive News World Expo
Oct. 29, 84	Franklin, Indiana Franklin College	Speech	Jean Béard	Québec Today and in the World
Oct. 30, 84	Springfield, Missouri	Speech	Jean Duquette	Investment Canada
Nov. 28, 84	Columbus, Ohio	Speech	Jean Duquette	Investment in Canada

Date	Place of Delivery	Type (speech, lecture, broadcast)	Name of Speaker	Subject matter
84.08.15	ACADIAN VILLAGE, LAFAYETTE ACADIAN BIRTHDATE	SPEECH	JEAN GOYER	FRIENDSHIP - TIES QUEBEC, ACADIA AND LOUISIANA
84.08.22	PICADILLY CAFETERIA, BATON ROUGE, KIWANIS CLUB	SPEECH	JEAN GOYER	QUEBEC ECONOMIC RECOVERY
84.08.22	CAPITOL HOUSE HOTEL, BATON ROUGE	SPEECH	JEAN GOYER	HISTORIC - QUEBEC-LOUISIANA COOPERATION
84.09.14	QUEBEC DELEGATION OFFICE	PRESS CONFERENCE	JEAN GOYER	PRESENTATION OF FILM "ZARICO" BY ANDRE GLADU
84.09.14	GRIFFIN HALL, UNIVERSITY OF SOUTHWESTERN LOUISIANA, LAFAYETTE	SPEECH	JEAN GOYER	PRIVILEGED RELATIONS BETWEEN QUEBEC-LOUISIANA
84.09.16	GIRARD PARK, LAFAYETTE	SPEECH	JEAN GOYER	QUEBEC 15 YEARS OF PRESENCE AT THE CAJUN MUSIC FESTIVAL
84.10.03	DAILY ADVERTISER, LAFAYETTE	INTERVIEW	JEAN GOYER	QUEBEC DEVELOPMENT ON COMMERCIAL RELATIONS WITH LOUISIANA
84.10.15	CHATEAU MOTOR HOTEL, SHREVEPORT, LOUISIANA BALLETS EDDY TOUSSAINT	SPEECH	JEAN GOYER	CULTURAL DEVELOPMENT IN QUEBEC
84.10.23	TULANE UNIVERSITY, N. O. POLITICAL SCIENCE DEPARTMENT	LECTURE	JEAN GOYER	RECENT POLITICAL DEVELOP MENT IN QUEBEC
84.10.08	PHI DELTA PHI, UNIVER- SITY OF SOUTHWESTERN LOUISIANA LAFAYETTE	LECTURE	JEAN GOYER	CULTURAL EVOLUTION IN QUEBEC - THE PAST TEN YEARS

Date	Place of Delivery	Type (speech, lecture, broadcast)	Name of Speaker	Subject matter
PAGE 2...	QUEBEC DELEGATION OFFICE LAFAYETTE	PRESS CONFERENCE	JEAN GOYER	PRESENTATION OF QUEBEC FILMMAKER AND CAST FROM LOUISIANA
84.11.15	KLFY-TV-10, LAFAYETTE AND KATC-TV-3, LAFAYETTE	BROADCAST BROADCAST	JEAN GOYER JEAN GOYER	QUEBEC INTERNATIONAL TRENDS IN BUSINESS AND INTERNATIONAL TRADE
84.11.30	QUEBEC DELEGATION OFFICE LAFAYETTE	SPEECHES	JEAN GOYER AND ROGER BELAND, DELEGUE DALLAS	QUEBEC INTERNATIONAL RELATIONS
84.11.30				

INSERT ITEM 12 DALLAS

Date	PLACE OF DELIVERY	TYPE (speech, lecture, broadcast)	NAME OF SPEAKER	SUBJECT MATTER
Nov. 15	Southwestern State University Southwest Association of Canadian Studies	Speech	R. J. Beland	Québec's trade promotion in the Southwest - Industrial development policies/strategies

Date	Place of Delivery	Type (speech, lecture, broadcast)	Name of Speaker	Subject matter
08.14.84	Lafayette, California	Lecture	Pierre Jolin	The current political and economic situation in Québec
09.13.84	Long Beach	Lecture	Réginald Lacroix	Québec/USA Students Program Exchange
09.25.84	University of California-Northridge	Lecture	Michel Robitaille	Presentation of Michel Tremblay's Work
10.05.84	Le Luminarias Restaurant	Speech	Louis Dusseault	North American Francophones
10.07.84	Orange County	Lecture	Michel Robitaille	Québec Culture
10.08.84	Occidental College University of San Diego Cal State University-Sacramento Brigham Young University	Lecture	Adrien Thério	The creation of Literary magazines in Québec
10.09.84	Cal State University-Sacramento University of California-Berkeley Stanford University	Lecture	Claude Morin	Federalism perspective of Canada after the Federal Elections of 1984
10.10.84	Cal State University-Sacramento	Lecture	Michel Robitaille	Presentation of Québec in the California/Québec Friendship Week
11.24.84	University of California-Berkeley	Lecture	Claude Morin	The new Government in Ottawa and its impact on various Québec concerns
12.05.84	St. Anthony's High School, Long Beach	Lecture	Michel Robitaille	Social & Cultural Life in Québec
12.17.84	Glendale College Greater Los Angeles Press Club	Lecture Press Conference	Michel Robitaille Pierre Jurtschyschyn	Social & Cultural Life in Québec IIIrd World Winter Games for Journalists, Spring 85

Date	PLACE OF DELIVERY	TYPE (speech, lecture, broadcast)	NAME OF SPEAKER	SUBJECT MATTER
Oct. 18, 1985	Lions Club of Studio City	Speech	Alain Famy	Tourism Québec

<u>Date</u>	<u>From Whom</u>	<u>Purpose</u>	<u>To</u>	<u>Amount \$</u>
Fornightly	Québec Gov't	Net salaries	NY/Wash.	372,232.12
			Atlanta	141,078.35
			Boston	153,119.25
			Chicago	122,278.82
			Dallas	66,104.52
			Lafayette	55,428.66
			Los Angeles	143,063.26
			Total:	1,053,304.98
Monthly	Québec Gov't	Living allowances	NY/Wash.	137,338.24
			Atlanta	6,580.90
			Boston	30,318.00
			Chicago	36,926.35
			Dallas	25,757.40
			Lafayette	16,692.31
			Los Angeles	59,978.19
			Total:	313,591.39
When submitted	Québec Gov't	Travel expenses	NY/Wash.	18,043.78
			Atlanta	7,455.60
			Boston	8,133.80
			Chicago	8,569.76
			Dallas	7,433.60
			Lafayette	9,294.17
			Los Angeles	10,692.31
			Total:	69,623.02
Quarterly	Québec Gov't	Expense accounts	NY/Wash.	23,122.65
			Atlanta	7,663.82
			Boston	6,035.04
			Chicago	2,171.77
			Dallas	6,807.46
			Lafayette	2,832.93
			Los Angeles	11,141.02
			Total:	59,774.69
When incurred	Québec Gov't	Office expenses	NY/Wash.	126,705.16
			Atlanta	51,104.13
			Boston	38,391.04
			Chicago	50,530.85
			Dallas	39,308.23
			Lafayette	26,067.07
			Los Angeles	41,995.04
			Total:	374,101.52
Monthly	Québec Gov't	Rent Maintenance Electricity	NY/Wash.	175,568.00
			Atlanta	36,242.16
			Boston	47,031.04
			Chicago	31,267.51
			Dallas	17,678.34
			Lafayette	28,353.96
			Los Angeles	34,341.69
			Total:	370,482.70
			<u>Grand Total :</u>	2,240,878.30

INSERT ITEM 15 (a)

<u>Date</u>	<u>From Whom</u>	<u>Purpose</u>	<u>To</u>	<u>Amount \$</u>
Fornightly	Québec Gov't	Net salaries	NY/Wash.	372,232.12
			Atlanta	141,078.35
			Boston	153,119.25
			Chicago	122,278.82
			Dallas	66,104.52
			Lafayette	55,428.66
			Los Angeles	143,063.26
			Total:	1,053,304.98
Monthly	Québec Gov't	Living allowances	NY/Wash.	137,338.24
			Atlanta	6,580.90
			Boston	30,318.00
			Chicago	36,926.35
			Dallas	25,757.40
			Lafayette	16,692.31
			Los Angeles	59,978.19
			Total:	313,591.39
When submitted	Québec Gov't	Travel expenses	NY/Wash.	18,043.78
			Atlanta	7,455.60
			Boston	8,133.80
			Chicago	8,569.76
			Dallas	7,433.60
			Lafayette	9,294.17
			Los Angeles	10,692.31
			Total:	69,623.02
Quarterly	Québec Gov't	Expense accounts	NY/Wash.	23,122.65
			Atlanta	7,663.82
			Boston	6,035.04
			Chicago	2,171.77
			Dallas	6,807.46
			Lafayette	2,832.93
			Los Angeles	11,141.02
			Total:	59,774.69
When incurred	Québec Gov't	Office expenses	NY/Wash.	126,705.16
			Atlanta	51,104.13
			Boston	38,391.04
			Chicago	50,530.85
			Dallas	39,308.23
			Lafayette	26,067.07
			Los Angeles	41,995.04
			Total:	374,101.52
Monthly	Québec Gov't	Rent Maintenance Electricity	NY/Wash.	175,568.00
			Atlanta	36,242.16
			Boston	47,031.04
			Chicago	31,267.51
			Dallas	17,678.34
			Lafayette	28,353.96
			Los Angeles	34,341.69
			Total:	370,482.70
<u>Grand Total :</u>				2,240,878.30

