



Newsletter No. 4, Summer 2006

A Word from the Chair

Summer's here, but the Roundtable isn't taking a break! Far from reducing the pace of our work, we'll be reviewing our action plan starting in mid-July. By the time fall arrives, we'll be better prepared to carry out our mandate of supporting current and future SSS projects.

Over the next year, we want to play an even bigger role as a catalyst for sponsors of new services. To that end, please let us know about your needs. The more we know about what's on the drawing board, the better we'll be able to refer you to the right people and help you put your plans into action. Sometimes people don't know what assistance is available and thus they deprive themselves of vital support. If it turns out that existing resources are inappropriate, we'll try to develop improved ones. That's our role, and we intend to do everything necessary to fill that role.

The Vancouver conference roused hopes of more targeted action on SSS by Transport Canada. The shipping industry needs to demonstrate that it is ready to 'get under way' not only at the continental level but also nationally and regionally. I would hope that the St Lawrence region will continue to demonstrate its spirit of initiative.

I hope you enjoy this issue of the newsletter, and have a good summer!

Nicole Trépanier



Increased role for the Roundtable as a SSS Promotion Centre

A number of European countries have set up SSS Promotion Centres, and Transport Canada wanted to know whether this would be useful in Canada and whether the shipping industry would be interested in such a centre. Jim Campbell, President of Bluewater Strategic Communications, was asked to analyze the concept, its scope and its value at the national level. Having travelled the country and consulted with numerous industry stakeholders, he concluded that the idea was definitely relevant and feasible. However it became clear that if there is to be a National SSS Promotion Centre, it should be backed up by regional centres (Pacific, Northern, Great Lakes, St Lawrence, Atlantic) so as to be able to identify and support specific regional needs. In this regard, the Roundtable is the lead organization in the St Lawrence region since it already serves as a centre for the promotion of SSS. An official Roundtable Web site could soon appear, linked to a future national centre and even a continent-wide centre if we go by the *Declaration* that was signed by Canada, the United States and Mexico in Vancouver in April. So things are moving along in the right direction, and the Roundtable will be playing an increased role in promoting a dynamic SSS industry in Quebec. More to come...

What's new in SSS?

Fednav puts a new vessel in service on the St Lawrence! The Umiak 1, owned by Fednav, went into service in the spring. This is a completely new ship of 31,000 metric tonnes. Registered in Canada, and having a Canadian crew, it will make an average of 12 trips a year between Voisey's Bay in Labrador and Quebec City carrying nickel ore concentrate. From Quebec City, the cargo will go to Sudbury (Ontario) and Thomson (Manitoba) by train. A fine example of SSS!



Web site on North American Marine Conference in Vancouver – Following this successful event, Transport Canada wishes to remind those interested that its Web site on SSS (www.tc.gc.ca/shortsea) contains all the presentations by the speakers, the *Declaration* signed by Canada, United States and Mexico, and other conference-related information.

SSS opportunities in the Lower St. Lawrence Region

Acting on a recommendation contained in the study of the economic feasibility of an SSS service between Halifax and Hamilton (MariNova Consulting 2005), Transport Canada decided to look at SSS opportunities in the Gulf and Estuary of the St Lawrence. A study by Innovation Maritime points out that the forest products industry lends itself to SSS to the east coast of the U.S. (where 45% of Quebec exports go), with recyclable paper as potential backhaul traffic. On top of existing movements, pig aluminum and ingots also have good potential for SSS between Quebec and the U.S. east coast, given the markets available and the quantities involved. Other possibilities are considered (containers, chemicals, ores, etc), and some recommendations are made to achieve a better understanding of certain markets and to maximize the chances of success. A copy of the study may be had on request. Just contact Janin Huard of Transport Canada at 613-991-6451 or write to him at huardj@tc.gc.ca.



Ville-Marie ZIP committee organizes a seminar on marine transportation

In recent years, some of the 14 ZIP (Priority Intervention Zone) committees have been taking a greater interest in marine transportation. The Ville-Marie committee is a leader in this regard (for information in English, www.zipvillemarie.org/en). On June 7, it organized a seminar on sustainable development and the shipping industry. Invited representatives all stressed the industry's objective of reducing environmental impacts through progressive adoption of sustainable development practices. They presented various ways in which the industry is working toward this objective: development of a marine environmental policy, efforts to promote SSS, adoption of a sustainable navigation strategy, and technological innovations to manage vessels with regard to ballast water, energy and fuel. The response of the committee was very positive, and there were fruitful discussions and concrete proposals for improvement and cooperation. Information: Luc Bergeron at 514-934-0884 or write to: zip_vm@cam.org.

Don't miss the boat!



In early 2004, Transport Canada launched its "Full Cost Investigation" (FCI) of transportation in Canada, with the support of provincial and territorial transport ministers. The purpose of this initiative is to gain a better understanding not only of the financial but also of the social costs associated with the infrastructures and activities of all the modes of transportation. The FCI should be completed by late 2006. To date, the preliminary estimates for marine transportation are based mainly on data that is available either from public sources or from Transport Canada's own databases. There is a lack of financial data (notably on carriers and operators of private terminals), and this has considerably limited the coverage of marine transportation in the FCI as compared to other modes. Efforts made (with the active cooperation and support of the shipping associations) to obtain such information from the industry have not borne fruit, despite guarantees of confidentiality. One of the purposes of the FCI is to compare modes with regard to the financial and social costs of transporting passengers and goods. Without cooperation on the part of the industry, coverage of marine transportation will be incomplete and comparisons with other modes will not be possible. It is highly likely that such comparisons would be favourable to shipping.

So let's not miss the boat! There's still time for the industry to support this initiative. Contact Transport Canada economist Sylvie Mallet at 613-990-4572 or email her at mallets@tc.gc.ca.

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