



Message from the Chair

In the summer season, tourists flock to the St. Lawrence River shoreline areas. Whether from Quebec, elsewhere in Canada or overseas, these tourists develop a better understanding of the scope and benefits of marine activity. In this context, the St. Lawrence Shipoperators, in partnership with Transport Quebec (MTQ), will carry out a **promotional campaign on shortsea shipping**, from July to September 2007, aboard Quebec ferries and in marine terminals of the Société des traversiers du Québec, the CTMA Group, the Nordik Express and the Traverse Rivière-du-Loup/St-Siméon.

The poster, whose graphic design was developed by Cossette Communication, aims to show that domestic shipping is an underexploited and environmentally sound solution for shipping goods in our region. The fact that passengers are a "captive" audience during the trips will no doubt enhance the visibility of the message among the residents and tourists. Last year, the Société des traversiers du Québec alone welcomed over 5 million passengers, and the monthly traffic doubles in the summertime. In light of the large number of ferries involved, the campaign will have a wide reach throughout the St. Lawrence River shoreline areas.



This project is in fact a continuation of the promotional campaign launched two years ago by the Forum de concertation sur le transport maritime. The St. Lawrence Shipowners Association is proud to provide financial support to this campaign, which falls under the Quebec Shortsea Shipping Roundtable's mandate to encourage the development of new maritime services. Special thanks are extended to our members who agree to provide a showcase aboard their ships.

Since ferries are examples of collaboration among different modes of transportation, don't hesitate to use them to learn more about our campaign. After all, shortsea shipping is also for passengers!

Happy reading... and have a great summer!
Nicole Trépanier

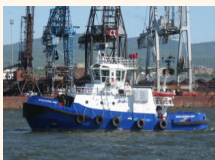
APMI: a boost to shortsea shipping

As part of its Assistance Program for Modal Integration (APMI) for fiscal year 2006-07, MTQ has provided financial contributions totaling \$300,000 for five projects related to maritime infrastructure, research, promotion and marketing. Two of these projects directly affect shortsea shipping. A \$30,000 contribution was provided to White Birch Paper for a feasibility study on paper transportation by ship between Quebec and the US Eastern Seaboard. A \$200,000 contribution was provided to the Société de développement économique du Saint-Laurent (SODES) for the campaign to promote maritime transport, which will include a shortsea shipping component.

What's new in SSS!

New vessels in service!

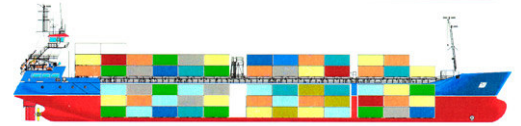
Nunavut Eastern Arctic Shipping (NEAS) has recently acquired a new vessel, specifically for the Canadian Arctic. It will be officially inaugurated on Friday, July 13 at the Port of Valleyfield. Built in 1989, this multi-purpose cargo vessel, reinforced for heavy loads and included in the A-1 ice class, will carry containers and general cargo to supply to Northern communities. Named *Avataq*, she is in fact the sister ship of the *Umiavut* that was purchased by the company a few years ago.



Groupe Océan continues to expand by adding a new fully automated Z-Drive tug to its fleet. The *Océan Raymond Lemay*, christened in honour of the former chair of the Port of Montreal's board of directors, will be put in service in Quebec City. This 30-metre A-1 class tug has a 5,000 hp engine and a fire rating of 1.

A new player in SSS!

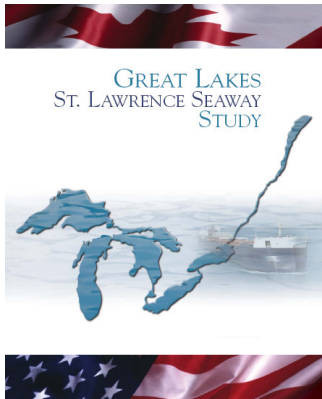
A former member of the Roundtable came back to see his old colleagues, this time as a marine entrepreneur and SSS expert. He presented his vision and plans for a new shortsea service, which will probably start up very soon between Halifax, Montreal and Hamilton.



Aldert van Nieuwkoop, formerly a director of the St. Lawrence Seaway Management Corporation, and now president of *Great Lakes Feeder Lines Inc.*, will be providing a competitive, reliable alternative to the existing surface modes of transportation carrying all types of cargo throughout the Great Lakes, St. Lawrence River and East Coast regions. The company will use multi-purpose vessels specially designed for shortsea shipping of various cargoes such as break-bulk and containers, thus giving shippers new options. The anticipated growth in container traffic on the East Coast, especially in Halifax, suggests that this type of service will not only be possible but desirable.

It will be interesting to see how the new service develops. When it bears fruit, SSS potential will increase all along the St. Lawrence, and it is quite possible that this service will give rise to a new era for Quebec's shipping industry. For more information, visit www.glfeederlines.com.

A study that could make waves



At the recent June 14, 2007 SODES luncheon meeting held in Montreal, Marc Fortin, Director, Seaway and Domestic Shipping at Transport Canada, presented the preliminary results of the *Great Lakes St. Lawrence Seaway (GLSLS) Study*. Although Mr. Fortin is a Round Table member, it was in his capacity as a co-lead of this major Canada-US bi-national study that he came to provide an outline of the work undertaken since 2003 by the different teams involved (economics, engineering and environment).

The study mainly focused on the assessment of the GLSLS network's infrastructure needs, and the infrastructure maintenance costs. However, the study went beyond a technical and strictly operational analysis to consider the economic, social and environmental issues related to marine navigation. Without summarizing all the findings, it is of interest to us to note the important role given to shortsea shipping in the study. As for cargo traffic projections, specifically container traffic, which may double in the large area of the Great Lakes and St. Lawrence Seaway by 2050, shortsea shipping is considered to be an efficient solution for alleviating road traffic congestion, reducing greenhouse gas emissions and enhancing the efficiency of an integrated transportation system in North America.

Although Transport Canada and the US Department of Transportation are already working on supporting and promoting shortsea shipping, the final report of the GLSLS Study should add some weight to the role and value of shortsea shipping in North America. The report is expected to be published at the end of summer 2007. For updates, please go to: www.glsls-study.com.

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