



NEWS RELEASE
For immediate release

Pablo Rodriguez proposes an ambitious plan to tackle Quebec's major economic challenges

Montréal (Québec), March 11 2025 – Quebec Liberal Party (QLP) leadership candidate Pablo Rodriguez today presented an ambitious economic plan. Rodriguez's plan addresses Quebec's major economic challenges, which are being exacerbated by U.S. tariffs, like productivity, an aging population, broad policies that are too far removed from the unique priorities of the regions, and a dependence on the United States. Developed in collaboration with Martin Coiteux, Frédéric Beauchemin and the rest of the economic team, the plan proposes to create an investment-friendly environment based on four pillars: Regional economic development, innovation and productivity, entrepreneurship, and market diversification.

“Quebec today is facing major economic challenges, and the U.S. tariffs have exacerbated them. Ultimately, Quebecers in every region are paying the price. It's high time to be ambitious and tackle these challenges. My plan will improve the quality of life of Quebecers of all generations, thanks to an economy that is more productive, more innovative and ready to face whatever the future brings,” says Pablo Rodriguez from the outset.

“Our American partner is no longer reliable, either in the short or long term. We need to pool all our strengths to boost the Canadian domestic market and at the same time diversify our exports. We have strong ties and agreements with Latin America, Europe and the Indo-Pacific region, and now is the time to use them. This is a challenging path that will require determination, but with leadership, Quebec has what it takes to succeed,” adds Martin Coiteux.

“The biggest challenge facing Quebec is the productivity of the entire economy, including the public sector. We need to set ourselves clear, ambitious targets for growing productivity. This will be achieved through better tools, better ways of doing things, and will enable us to do more with our current resources and finances. This is where our ability to deliver essential services to the population and ensure a better quality of life for all Quebecers will come from,” says Frédéric Beauchemin.

1. Regional economic development

The regions are the foundation on which the Rodriguez plan is built. Each region of Quebec is unique and has its own challenges. No more broad policies: The economic plan will renew the dialogue between the government and the regions. A Rodriguez Government will hold economic summits in each region of Quebec within the first six months and will subsequently establish follow-up measures to maintain Provincial-Regional collaboration and foster regional collaboration. The economic plan also aims to ensure that the regions benefit directly from projects on their territory, particularly those involving the exploitation of natural resources.



2. Innovation and productivity

The current crisis shows that Quebec needs to innovate more and increase productivity, both among our SMEs and within government. It's important to remember that increasing productivity doesn't mean working more — quite the opposite. The plan will help SMEs become more productive, notably through research and development, robotization, automation, artificial intelligence (AI) and requalification. Quebec will position itself in industries of the future that create good paying jobs for all our regions. The plan will also push the government to innovate in order to achieve the highest standards of service delivery that Quebecers have come to expect.

3. Entrepreneurship and business takeovers

Pillar 3 is about creating winning conditions for entrepreneurs, rather than picking winners. This is essential if our entrepreneurs are going to turn today's challenges into opportunities for growth. With this plan, the government will make better use of its economic levers to encourage SMEs, and will drastically cut red tape, one of the major obstacles to entrepreneurship. It will also launch a business takeover strategy, given that the aging population will lead to the transfer of thousands of businesses over the next few years. This strategy will facilitate these transfers, including through employee buyouts, while keeping head offices in Quebec.

4. Diversification of our exports

Finally, the Rodriguez plan will launch an ambitious project to diversify our exports. Quebec is vulnerable, sending 75% of international exports to the United States. All the economic tools and assistance available to Quebec will be used to encourage companies to diversify their exports. In addition, he proposes, among other things, to increase Quebec's diplomatic presence abroad to better guide our SMEs.

Ideas by and for Liberal activists

The QLP is the party of the economy and the regions. The economic plan is the result of months of consultations with Liberal supporters and economic leaders across Quebec.

For more information or to support Pablo Rodriguez's campaign, simply visit his website at www.Pablo.Quebec.

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APPENDIX: Detailed economic measures

Pillar 1: Regional economic development as a foundation.

Each region of Quebec is unique and faces its own challenges and opportunities. Quebec's regions must have an equal opportunity to develop to their full potential and prosper. As a result of time spent touring on the ground, Pablo Rodriguez came to the following conclusions: The regions are not being listened to by the current government and feel far removed from the current decision-making. It's time for the Quebec government to reconnect with the regions and give them the tools they need to succeed.

Pablo Rodriguez proposes to:

- **Hold economic summits in each region of Quebec** within the first six months of a Rodriguez government. The goal of these summits will be to ensure that the Quebec government's economic orientations are aligned with the needs and ambitions of the regions. The summits will bring together entrepreneurs and their regional groups, elected officials, educational and research institutions, workers and unions, immigration integration organizations, major government bodies such as Investissement Québec, Emploi Québec, Santé Québec, Hydro-Québec, the Caisse de dépôt et placement du Québec, the Chantier de l'économie sociale, etc.
- **Renew dialogue with the regions.** The government will set up follow-up mechanisms to the summits in the form of regional consultation to decentralize decision-making and foster ongoing, permanent dialogue with the regions.
- **Ensure that major projects generate local benefits.** Major regional projects must create local economic benefits, particularly in the development of their supply chains. Pablo Rodriguez also proposes to review the sharing of royalties from mining operations, so that municipalities can benefit more and promote development.
- **Reprioritize government investment in infrastructure.** Our infrastructure investments must respond to Quebecers' highest priorities, and we need to start by taking care of the infrastructure we have and that is urgently needed to ensure quality of life. We are in a housing crisis, our children are studying in run-down schools, our seniors age in dilapidated CHSLDs, and Quebec is falling behind in its development of public transit and in adapting to climate change. In our open letter on February 11, we called on the government to draw up and publish a list of projects that can be implemented quickly to renovate existing infrastructure. In addition, the government must make better use of public investment to leverage private investment. This includes developing partnerships with the private sector in the construction of municipal infrastructure, housing and public transit with the aim of achieving better land-use planning.



Pillar 2: Innovation and Productivity (R&D and intellectual property)

Quebec faces a productivity challenge when compared to other Canadian provinces and the world's best economies. It is imperative that the government encourage Quebec companies to invest in order to accelerate their technological shift and the adoption of new methods and processes and thus increase their productivity. The government must do more to support Quebec companies in the development of intellectual property to maximize their chances of innovating and becoming larger, value-added companies that export to international markets, particularly outside the United States.

Pablo Rodriguez proposes to:

- **Redirect tax credits** to encourage business investment in robotization, automation, innovation and AI.
- **Support the implementation of AI** to improve business productivity, while ensuring that the workforce is adequately trained and retrained for at-risk jobs.
- **Support the development of generative French AI** in Quebec.
- **Better equip young Quebecers** in the use of artificial intelligence, particularly in the school curriculum.
- **Provide greater support to SMEs** for the development of Quebec intellectual property and to help them apply for patents.
- **Accelerate R&D** in robotics and the Internet of Things (IoT), to help companies build smart factories, improve production efficiency and supply chain management.
- **Prioritize government investment** in R&D and workforce training to support the missions of the government of Quebec, like education, housing, health and energy, in partnership with higher education institutions (CCTT, Cégeps, Universities, UQ network) and the private sector. In particular, this will enable the government to deliver services more efficiently, thanks to new technological tools.
 - For example, innovation in insulation and home construction, could result in houses that are built faster and consume less energy.

Furthermore, given the public sector's important role in our economy, the government must also play its part in the quest for productivity. It is therefore important to instill a culture of innovation and performance throughout the public sector. This move towards greater transparency and relevance in the design and evaluation of public policies must be accompanied by a stimulating work environment within the public service. Employees in the public and parapublic sectors must be seen as allies in what is intended to be a major modernization of our public administration. The goal must be nothing less than to offer services to the public that are modern and whose quality reflects the best standards in the world.

Pablo Rodriguez also proposes to:

- **Launch a vast data project** to ensure that the government generates and has the right internal data to carry out analyses and ensure greater government efficiency. This will be made possible by creating partnerships with higher education and research institutions to define the right parameters.
- **Invest to accelerate the digital transition and modernization of government departments**, in particular by rapidly defining how collected data and artificial intelligence could speed up and facilitate the work of civil servants. This digital transition must be accompanied by improved management of IT projects.
- **Stop the growth in the number of civil servants** by making the management of government programs more efficient and less costly.



Pillar 3: Entrepreneurship & business takeovers

The role of government is to create winning conditions, rather than picking winners and losers. The business climate must be conducive to investment, support the growth of SMEs and foster the emergence of unicorns, while creating the right conditions conducive to the development of entrepreneurship in Quebec.

Pablo Rodriguez proposes to:

- **Implement a Quebec strategy for business takeovers** to meet the growing challenge posed by an aging population. With thousands of businesses set to change hands over the next 5 years, it's essential to have a structured action plan to keep our businesses and head offices here.
- **Review business taxation** to encourage growth, innovation and productivity.
- **Reduce the regulatory and paperwork burden** on SMEs by appointing a minister with a specific mandate for regulatory simplification and red tape reduction under the ministère du Conseil exécutif.
- **Review the government's procurement policy** to increase the use of start-ups and SMEs.
- **Enhance the value of entrepreneurship** and emphasize the skills needed for entrepreneurial success in school curriculum, in particular to enable more young people, women, farmers, workers and newcomers to Quebec to go into business.
- **Encourage internships** by developing closer ties between companies and educational institutions.

Pillar 4: Market diversification to make our economy more prosperous and resilient in the long term

The situation surrounding the tariff war with the United States demonstrates our overdependence on our neighbors to the south. We must rid ourselves of the sword of Damocles placed by Trump over Québec - it's too risky. That's why we need to diversify our markets, and the government has a role to play.

Pablo Rodriguez proposes to:

- **Reduce interprovincial barriers** to help our SMEs export elsewhere in the country, through better regulatory harmonization and increased recognition of qualifications;
- **Encourage companies to diversify their markets** by adapting the mandate of Investissement Québec and the government's other economic arms to support projects that aim to reach customers outside the U.S.;
- **Consider temporary measures** until Quebec exports more to countries other than the U.S.; and
- **Increase the economic mandate of Québec delegations** abroad to promote Québec exports outside the U.S.