
Development Strategy

2022-2027

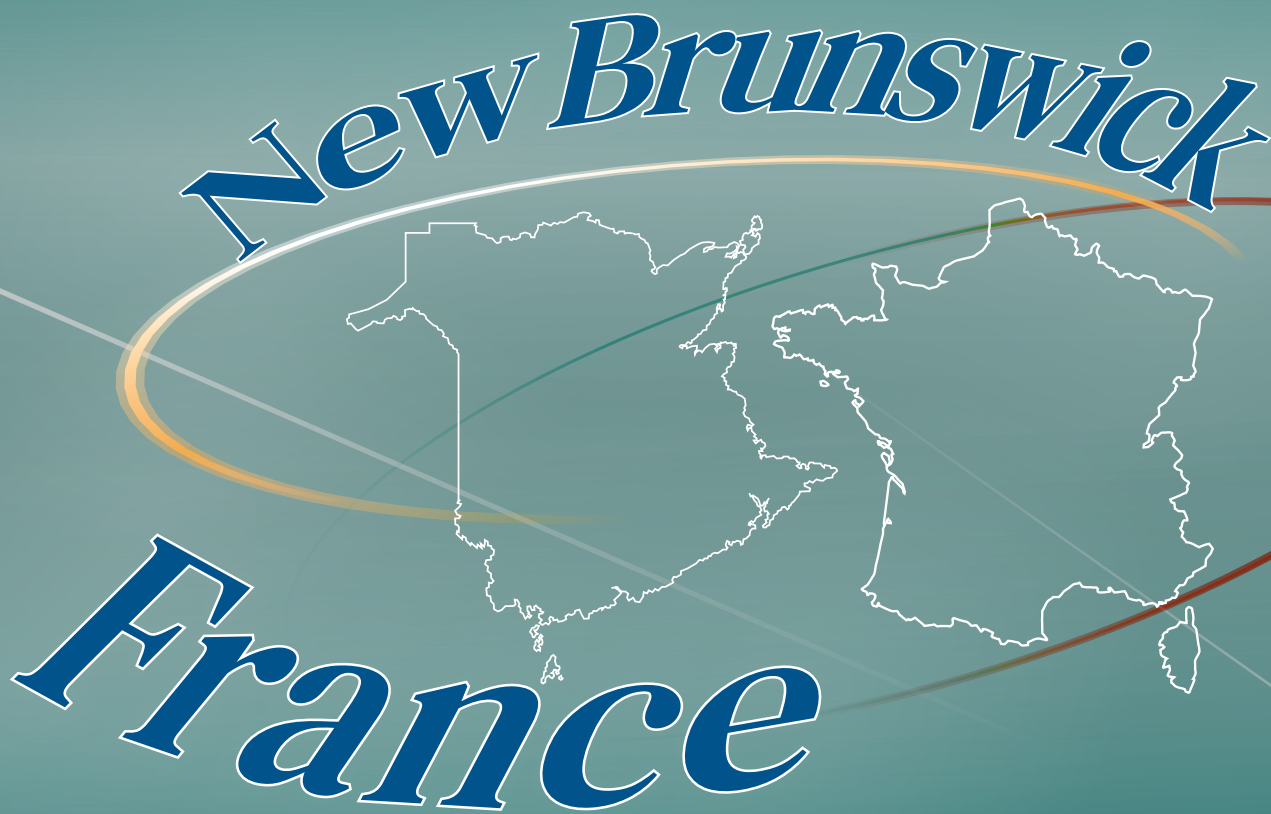


Table of contents

Introduction	1
History of Ties with France	2
Objectives.	4
Objective 1: Expand recruitment activities to increase the number of Francophone immigrants	5
Objective 2: Gain a better understanding of priority markets.	6
Objective 3: Stimulate economic exchanges in the agricultural, aquaculture and fisheries sectors	8
Objective 4: Facilitate credential recognition in certain priority occupations	9
Objective 5: Build New Brunswick’s capacity to retain French international students to settle and work in the province	11
Objective 6: Support and increase educational cooperation in early childhood development and the school (K–12) setting	13
Objective 7: Heighten awareness in France of the various tourist attractions.	15
Objective 8: Promote and market Acadian artists on the international stage	16
Objective 9: Increase twinning and activities between municipalities in New Brunswick and France	18
Appendix – 2021 Agreement	18

Introduction

Relations between New Brunswick and France go back many years, owing particularly to the special relationship between Acadie and France. There is no question that the meeting between General de Gaulle, President of the French Republic and four Acadians in January 1968 was the trigger for even closer relations between our two jurisdictions. Since then, Acadie and France have maintained a special relationship as evidenced by the presence of a permanent representative of New Brunswick at the Canadian Embassy in France, the presence of a French Consulate in the Atlantic provinces, and the actions of the Société nationale de l'Acadie (SNA), whose mandate includes representing the Acadian people on the international scene.

More officially, France-Acadie relations on the French side are based today on French foreign affairs policy at the national level and on specific agreements between territorial communities at the regional level. On the Acadian side, these are the responsibility of the SNA and the Province of New Brunswick. The Association France-Acadie, renamed les Amitiés France-Acadie, founded in 1976, also strives to develop cultural and friendly relations between Acadians and French people through festivals, travel, exhibitions, shows, the France-Acadie literary award, and youth exchanges. In addition, the Commission permanente France-Acadie manages the Fonds de coopération France-Acadie, which supports cultural exchanges and awards France-Acadie scholarships.

These formal relations have led to the implementation of a variety of initiatives and actions between France and Acadie in various sectors. Specific examples include the promotion of Acadian artists, professional mobility, student mobility, economic missions and tourism promotion, information sessions and immigration fairs, economic webinars, and the twinning of towns and municipalities. These relations also led to the France-Canada agreement and the Regional Joint Cooperation Commission between Atlantic Canada and Saint-Pierre and Miquelon, which has helped to increase cooperation with metropolitan France.

History of Ties with France

The following section provides an overview of New Brunswick's relations with France, which are carried on at the regional level through cooperation agreements with the departments of Vienne and Nord and through various interactions with Brittany and Normandy.

NEW BRUNSWICK AND THE DÉPARTEMENT DE LA VIENNE

New Brunswick and Vienne have consolidated the historical ties between their two jurisdictions through a cooperation agreement first formalized in 1983. It is a five-year agreement that has been renewed several times and covers exchanges in the areas of education and training, the economy, tourism, and culture.

This cooperation has fostered the development of joint university and college initiatives involving the Université de Moncton and the University of New Brunswick, which work with the École supérieure de commerce et de management and the Université de Poitiers, and the Collège communautaire du Nouveau-Brunswick, which works with the Lycée pilote innovant, the Lycée hôtelier, and the Université de Poitiers.

Various collaborative initiatives have involved stakeholders from the cultural, tourism, and economic sectors. These have been highlighted at special events providing exceptional visibility for the partner jurisdictions. Examples include the following:

- Salon Proxi'Loisirs in Poitiers in 2006;
- Canadian Christmas Festival with our Acadian cousins at Futuroscope in Poitiers in 2008;
- Congrès mondial acadien 2009 in New Brunswick's Acadian Peninsula.

NEW BRUNSWICK AND THE DÉPARTEMENT DU NORD

New Brunswick and Département du Nord established a formal cooperative relationship in 2004. It is implemented through five-year joint action plans aimed at promoting exchanges in the areas of youth, education, the economy, culture, tourism, and social issues.

The highlights of this cooperation include the following:

- Ongoing youth exchanges for vocational internships;
- New Brunswick honoured at the Salon Confort Nord Expo in Lille in 2004;
- Exchanges of music professionals between the Condition publique de Roubaix and Music NB in 2007;
- Cooperation between the Festival acadien de Caraquet and artisans from the Département du Nord to make giant puppets for Congrès mondial acadien 2009 and participation of the Conseil général du Nord in CMA 2009;
- Participation of two young people from the Fédération des jeunes francophones du Nouveau-Brunswick in the youth parliament of the Conseil général du Nord in France in 2010.

NEW BRUNSWICK AND BRITTANY

There are historical ties and bonds of friendship between New Brunswick and Brittany that have been consolidated over the years through various interactions in the areas of culture, the economy, and education. These interactions include the following:

- Participation of New Brunswick in the Festival interceltique de Lorient since 2004 (Acadie was honoured in 2004 and 2012);
- Cooperation between the Université de Bretagne Sud and the Université de Moncton and the University of New Brunswick since 2007;
- Participation of New Brunswick in the Salon économique Itechmer in Lorient since 2009;
- Participation of Brittany in Congrès mondial acadien 2009 in New Brunswick's Acadian Peninsula.

NEW BRUNSWICK AND NORMANDY

Bonds of friendship between New Brunswick and Normandy have been forged through interactions in the areas of economy, culture/heritage, and education and training.

In Basse-Normandie, examples include the following:

- Annual participation (since 2006) of New Brunswick in the Festival acadien de Saint-Aubin-sur-Mer, which commemorates the dedication and bravery of soldiers from the North Shore (New Brunswick) Regiment who participated in the liberation of Normandy during World War II;
- Internship youth exchanges between New Brunswick and Basse-Normandie since 2007.

In Haute-Normandie, examples include the following:

- Cooperation between the corporation of the City of Dieppe in New Brunswick and the communauté d'agglomération de Dieppe in Normandy;
- Partnership agreement with the Académie de Rouen / Programme croisé N.-B. – France; Franco-Acadian class at École Amirault in Dieppe;
- Participation of New Brunswick in the Salon des entreprises et industries du Nord-ouest (SEINO) in Rouen.



Grande-Anse Lighthouse

Objectives

The purpose of this strategy is to maximize the benefits of existing relationships with France. Also, New Brunswick has adopted various strategies for its economic and social development. It is therefore important for the province to maintain its activities on the international scene so it can achieve the objectives it has set for itself.

The reason for developing a **long-term strategy** is to implement concrete attraction, retention, promotion, and development measures to maintain and improve exchange relations and thus contribute to the province's **economic and demographic development**.

Nine objectives have been set to guide our efforts aimed at increasing our activities with France significantly by 2027. Strategic actions have been developed to address the identified priorities, the implementation of which will be the responsibility of each department. The New Brunswick Department of Intergovernmental Affairs will coordinate an interdepartmental committee made up of representatives of the various departments, institutions, and organizations to develop an annual work plan.

Objective 1

Expand recruitment activities to increase the number of Francophone immigrants

Promotional and recruitment missions aimed at French-speaking immigrants from France have been taking place since the early 2000s. Starting with the first edition of Destination Canada, a forum for the promotion and recruitment of French-speaking workers, hosted since 2003 by the Canadian Embassy in Paris, New Brunswick was one of the first provinces to participate.

The concept of Destination New Brunswick then took shape from 2012 to 2015 and became Destination Acadie, which included other Atlantic provinces in some years.

Priorities	2022-2027 Strategic actions
Increase NB's visibility in the area of immigration	Increase the number of participation in immigration fairs in partnership with the Canadian Embassy in Paris.
Identify Francophone businesses in need of workers	Encourage employers to recruit workers in France.

Key performance indicators
<ul style="list-style-type: none"> NB will participate in or organize four Francophone immigration recruitment and promotion events each year; Increase the number of newcomers from France to over 50 per year.



Immigrant family

Photo: Population Growth Strategy for N.B.

Objective 2

Gain a better understanding of priority markets

Opportunities New Brunswick will work directly with lead Departments to identify and explore opportunities in several potential sectors of interest for the French market including cybersecurity, digital health, smart energy, aerospace and defence, pharmaceutical products, technology and advanced manufacturing.

Preferential access to this large, dynamic market through the Canada – European Union Comprehensive and Economic Trade Agreement (CETA) offers tremendous opportunities and a real competitive edge for Canada and New Brunswick.

Priorities	2022–2027 Strategic actions
Promote exchanges between markets in NB and France	Leverage incoming and outgoing trade missions to support the attraction of new investments and increase exports.
Encourage participation in associations seeking to increase NB’s visibility	Leverage our relationship as a member of the France-Canada Chamber of Commerce in Paris and the French Chamber of Commerce and Industry in Canada, based in Montreal.
Promote the province’s various sectors and highlight economic opportunities	Continue to offer economic webinars to various target audiences.
Eliminate the import and export trade deficit	Expand market activities to support export growth among NB businesses and identify substitute imports.

- Key performance indicators**
- Attract 6 new French companies to New Brunswick;
 - Increase the level of exports by 3%.



FRANCE-DATABASE OF MAIN COMMERCIAL GOODS

	Imports (Can \$)		Exports (Can \$)	
	2020	2021	2020	2021
Energy products	4 375.3	6 599.6	8 092.2	5 830.3
Consumer goods	5 587.9	4 897.5	3 658.8	2 544.5
Basic and industrial chemical, plastic and rubber products	6 604.1	1 477.4	3 243.3	10.1
Electronic and electrical equipment and parts	303.8	258.7	1 172.4	1202.1
Metal ores and non-metallic minerals	3.4	0.1	1 136.9	565.0
Farm, fishing and intermediate food products	562.7	350.8	495.5	364.4
Forestry products and building and packaging materials	142.8	145.3	187.8	568.0
Industrial machinery, equipment and parts	6 733.4	3 206.2	71.7	15.5
Metal and non-metallic mineral products	285.8	631.5	51.9	33.4
Motor vehicles and parts	3328.5	88.5	5.9	151.4
Aircraft and other transportation equipment and parts	84.5	41395.2	4.2	0.0
Special transactions trade	11.4	6.8	16.5	44.6
Total	28 023.6	59 057.6	18 137.1	11 329.3

Source: Canadian international merchandise trade by province and country, and by product sections, customs-based, annual (x 1,000), table: 12-10-0133-01



Objective 3

Stimulate economic exchanges in the agricultural, aquaculture and fisheries sectors

New Brunswick Department of Agriculture, Aquaculture and Fisheries will lead these initiatives for the Province and will work with other provincial (ONB) and federal (ACOA) agencies to stimulate economic exchanges. Seafood exports have dropped significantly between 2019 and 2020; however, we anticipate a recovery in 2021 and going forward. NB sees enormous potential to facilitate increased exports to France from our agriculture, aquaculture and fisheries sectors. Exports from New Brunswick include blueberries, lobster, shrimp, and potatoes.

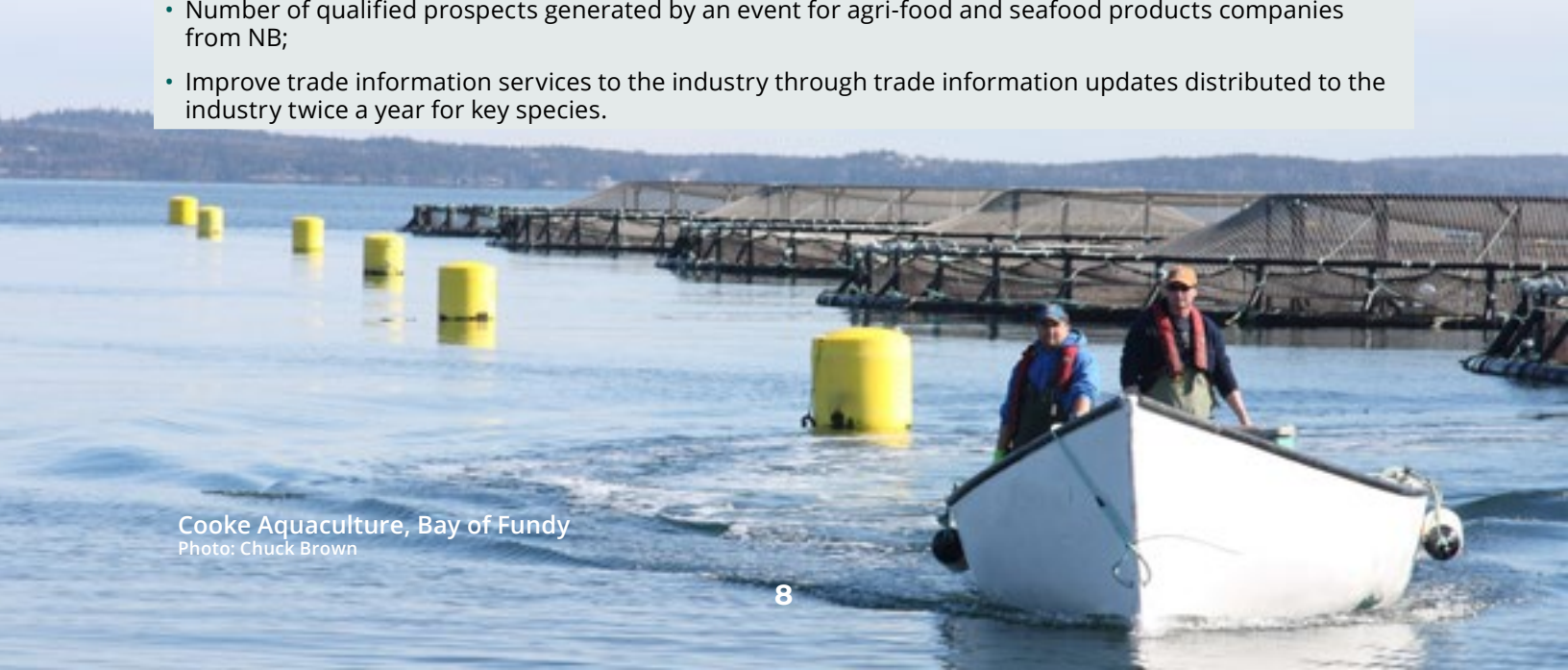
Seafood products exports from NB to France (Can\$)

Product	2018	2019	2020
Lobster	4,976,788	4,303,055	2,685,152
Crab	1,234,572	1,430,919	
Smoked herring	118,768	129,748	358,812
Salmon	431,050	86,366	213,371
Seaweed	219,200	192,931	133,107
Skates/ rays		213,672	
Total	6,980,378	6,356,691	3,390,442

Priorities	2022-2027 Strategic actions
Increase the market share	Increase NB's market share for agriculture, aquaculture and fisheries products in France. Increase presence in France of agriculture, aquaculture and fisheries products from NB through DAFF market development activities. Example of activities: NB's participation in SIRHA Lyon, France, and Seafood Expo Global, Barcelona, Spain (with participants from France also in attendance).
Gain a better understanding of the markets	DAAF ongoing support of sectors through monitoring of the French market and identification of opportunities for agriculture, aquaculture and fisheries products in NB. Examples of activities: DAAF to maintain services consultant for the agriculture, aquaculture and fisheries industries in NB.

Key performance indicators

- 5% increase in export sales per year;
- Number of qualified prospects generated by an event for agri-food and seafood products companies from NB;
- Improve trade information services to the industry through trade information updates distributed to the industry twice a year for key species.



Objective 4

Facilitate credential recognition in certain priority occupations

For New Brunswick, certain sectors such as nursing are priorities when it comes to credential recognition. Establishing a common procedure to facilitate and accelerate mutual recognition of the professional qualifications of persons practising a regulated profession in New Brunswick and France could reduce the time required for credential recognition.

Access to the nursing profession as a registered nurse without having to redo the training or write the entry-to-practice exam would be beneficial for all concerned. Discussions in this regard are already underway with the regulatory body in New Brunswick. An agreement of this scope would cover aspects such as initial training, registration status, total practice hours in the profession, and requirements for entering the new care setting.

Priorities	2022–2027 Strategic actions
Increase the number of registered nurses educated in France who are able to practise in New Brunswick	Establish a common procedure for mutual recognition of the credentials of persons authorized to practise the profession of registered nurse in NB and France.
Formalize the immigration process so that registered nurses educated in France who meet the agreement criteria can come to New Brunswick permanently to practise their profession	Recruit 10–15 nurses educated in France per year to come work in the Vitalité Health Network. Issue provincial nominations each year to 10–15 nurses educated in France who meet the registration criteria in NB under a common procedure agreed upon between NB and France.

Key performance indicators
<ul style="list-style-type: none"> In the first year, a selection of 5 to 10 nurses who will work with Vitalité Health Network. In subsequent years (2024+), a selection of 10 to 15 others.



Photo: Horizon Health Network

Objective 5

Build New Brunswick’s capacity to retain French international students to settle and work in the province



Université de Moncton
Campus de Moncton

Approximate number of French international students attending school in NB (2020–2021)

Université de Moncton (U de M)	60
Collège communautaire du Nouveau-Brunswick (CCNB)	5
Other institutions	5

To enhance post-secondary education, it is essential to integrate experiential education on every level across all study programs and make it available to international students, including those from France.

The province of New Brunswick is investing in experiential learning as a tool for transferring relevant knowledge to the labour market, promoting development of the essential aptitudes and skills needed to meet future workforce needs, and fostering significant ties between students and provincial employers before graduation, thereby increasing the capacity of graduates to find meaningful employment in New Brunswick.

Known under the name Future NB, this initiative offers the following:

- Students can engage in remote and in-person experiences with New Brunswick employers prior to graduation, connecting them to employers early in their journey to employment;
- New Brunswick employers are supported in their growth, recruitment, and talent retention, right here at home;
- Financial barriers to labour market participation and hiring are reduced for both students and employers.



Alex Daigle, B. SC. A, Mechanical design project manager at CCNB-INNOV, Collège communautaire du Nouveau-Brunswick

Priorities	2022-2027 Strategic actions
Increase employer engagement toward French students	Attract French students (attending school in France) with targeted NB employers operating in priority labour market sectors in the province.
Encourage employers to facilitate retention of French students in the province	Attract French students at CCNB and U de M with targeted NB employers operating in priority labour market sectors in the province.

Key performance indicators

- Provide 10 new experiential learning opportunities in the province in a targeted market sector to 10 post-secondary students attending school in France;
- Goal of 100% of French post-secondary students attending school in New Brunswick are provided experiential learning opportunities in a targeted labour market sector and engaged by these opportunities;
- Increase in the number of French students enrolled at the post-secondary level who have chosen to attend school in NB (specifically 5% increase per year for CCNB);
- Increase in the number of French students completing a post-secondary program and successfully finding employment in NB after graduation.

Objective 6

Support and increase educational cooperation in early childhood development and the school (K–12) setting

France and New Brunswick maintain a dynamic relationship in the area of educational cooperation. In May 2018, the education ministers of both parties concerned signed a statement of intent to formalize this relationship. All three Francophone school districts in New Brunswick have since negotiated agreements on the development of meaningful projects with academies in France. One Anglophone school district has also begun exploring options in this regard, while others have expressed similar interest.

The New Brunswick Department of Education and Early Childhood Development (EECD) has also been working to develop strategic partnerships with France to provide access to autism training developed by the province.

EECD aims to strengthen this burgeoning cooperation through mobilization, collaboration, and the implementation of actions among the various stakeholders. Since international educational cooperation is a relatively recent concept in New Brunswick, EECD is first seeking to move forward with certain projects having considerable quality impact on the educational experience for participating students and school staff (e.g. openness to the world and the international Francophonie, development of intercultural skills, appreciation of diversity). It then plans to gradually and sustainably increase the number of projects over the medium to long term.



Priorities	2022–2027 Strategic actions
Increase the number of educational cooperation projects	Strengthen relations with French senior officials in the education sector and develop a Franco-New-Brunswick educational community.
	Create opportunities for various types of exchanges (e.g. twinning, sharing successful practices, virtual class projects, training).
	Support school districts and academies in carrying out projects and implementing educational cooperation agreements.
Promote the mobility of students and teaching staff	Working with key actors in education on both sides of the Atlantic, negotiate, sign, and implement an agreement with France to facilitate the mobility of students, French learning teacher assistants and teachers, as well as recognizing teachers training credentials.
	Implement common mobility initiatives and programs to provide opportunities to more students, teaching assistants and teachers in NB and France to experience life abroad during their schooling or career.

Key performance indicators

- Gradual increase in the number of educational cooperation projects implemented annually;
- Gradual increase in the number of students from France and NB participating in mobility programs and initiatives;
- Bring 10 to 15 French-language assistants and teachers trained in France to New Brunswick each year through mobility programs and initiatives.



Objective 7

Heighten awareness in France of the various tourist attractions

One of the priorities of the Department of Tourism, Heritage and Culture for the post-COVID 19 French market is to continue raising awareness about New Brunswick as a unique tourism destination. And to influence leading travel operators bringing French visitors to Canada in terms of organizing and promoting tourism experiences in New Brunswick. Tourism New Brunswick will leverage its relationships with Destination

Canada and Tourisme Québec to further penetrate this highly competitive global market and generate impact on the number of visits to the province. The French market is one of the main markets of interest of Destination Canada for Canada. In 2019, Canada welcomed more than 680,000 visitors from France, more than 80% of whom travelled to Quebec.

Priorities	2022-2027 Strategic actions
Foster strategic partnerships with tourism organizations for the French market	Formalize a marketing partnership with Destination Canada to heighten consumer awareness about NB in the French market.
Analyze and enhance travel experiences in Canada-NB	Identify, influence, and develop programming with the main travel companies identified that organize vacation experiences in Canada with a focus on NB.
Increase NB's visibility among the French population as a tourism destination	Propose ideas for unique articles to a selected pool of tourism media and influencers, both traditional and non-traditional, to achieve distribution in print, on radio and television, and/or on social media in France in order to raise awareness about NB as a unique tourism destination in Canada.
Foster interprovincial (NB-Quebec) collaboration on developing a common French tourism strategy	Explore the possibility of collaborating and joining forces with Tourisme Québec with a view to developing a consistent travel experience between Quebec and NB so that NB can capitalize on the Quebec brand. Quebec is by far the number one destination in Canada for the French.
Foster interprovincial (NB-Nova Scotia) collaboration on developing a common French tourism strategy	Explore the possibility of collaborating and joining forces with Tourism Nova Scotia with a view to developing joint travel itineraries between NB and NS. Thanks to the support provided, the WestJet Paris-Halifax service was launched in June 2022.

Key performance indicators

- Tourism, Heritage and Culture will enter officially into annual campaign partnerships with Destination Canada, Tourisme Québec and Tourism Nova Scotia – targeted indicators to be identified after each tailored campaign with each partner is developed and confirmed;
- 5 marketing partnerships per year executed with key travel brands – sales volumes and visitor numbers to be provided;
- Meet with 25 influential figures in the travel sector at an annual B2B market resulting in 5 new programs per year showcasing NB;
- 500 travel/sales agents in France trained per year on NB as a travel destination;
- Bring 15 French influencers from traditional (radio, television, print, Internet) and/or social media over to visit NB so they can actively present NB as a unique travel destination – track the equivalent advertising value and total impressions of media coverage generated by the media presence in NB.

Objective 8

Promote and market Acadian artists on the international stage

Another priority of Tourism, Heritage and Culture for the French market is to identify, develop, and pursue opportunities to promote New Brunswick arts, culture, and heritage by working with the event industry in France; by facilitating and supporting the involvement of the private sector at

the regional level through economic exchanges and the establishment of business partnerships; and by facilitating and supporting cultural promotion in association with other jurisdictions to more effectively promote the benefits of cultural relations, diversity, and diplomacy.



Festival Interceltique de Lorient, Pavillon Acadie
photo: François Emond

Priorities	2022-2027 Strategic actions
Identify, develop, and pursue opportunities to promote NB arts, culture, and heritage	Develop a unique partnership with a cultural non-profit organization for the promotion, marketing, and branding of NB artists and cultural workers in France.
Introduce NB artists to French audiences	Promote the discovery and marketing of Acadian and NB artists in France to assist them in creating and building their careers in NB.
Build capacity	Support capacity building in the province to better equip artists for access to international markets.
Increase GDP, revenue, jobs, and exports in relation to cultural and artistic products	Compile and analyze results from outside respondents in future assessments and promote the economic value of the arts and culture for the province and for exporting cultural products abroad.
Identify existing partners	Establish an inventory of existing partnerships and natural links.
Encourage cross-sector collaboration to promote NB's museum resources in France	Develop one or more collaborative projects between the New Brunswick Museum, Tourism, Heritage and Culture, and French institutions to promote NB's archaeological and museum resources.

Key performance indicators

- 10 performances or presentations of New Brunswick artists per year in France;
- Presence of the individuals and organizations concerned or their creations at festivals and exhibitions in both jurisdictions;
- Number of individuals and organizations concerned having a promotional presence at international festivals and exhibitions in both jurisdictions;
- Number of professionals concerned participating in international symposia, conferences and/or forums in both jurisdictions;
- Promotion of Acadie and professional artists from NB at national and international events, including meetings with buyers in attendance;
- Number of professionals concerned spending a certain amount of artist-in-residence time in either jurisdiction with a focus on all artistic, cultural, and heritage disciplines.

Objective 9

Increase twinning and activities between municipalities in New Brunswick and France

Current twinned municipalities in France and NB	
Caraquet / Mareennes, Charente-Maritime	1973
Shediac / Saint-Pierre and Miquelon (overseas collectivity)	1981
Shippagan / Loudun, Vienne	1981
Bathurst / Saint-Aubin-sur-Mer, Calvados	1984
Boucouché, Cocagne, and Saint-Antoine / Châtellerault, Vienne	1984
Saint-Quentin / Saint-Quentin, Aisne	1998
Dieppe / Dieppe, Seine-Maritime	2000
Saint-Louis-de-Kent / Archigny, Vienne	2010

Decentralized cooperation brings communities in France and NB together to undertake cooperation projects in the areas of culture, climate, sustainable urban and rural development, education, youth, and economic development.

One of the spinoffs of decentralized cooperation is the twinning of municipalities in France and NB. Reflecting our shared history and the presence of the Acadian Francophonie, numerous exchanges are ongoing between municipalities.

The consul general of France in the Atlantic provinces is the intermediary for provincial governments and municipalities seeking to initiate or strengthen decentralized cooperation; the priorities of the consul general's mandate include fostering economic, educational, and cultural relations between our respective countries.

Priorities	2022-2027 Strategic actions
Continue promoting existing partners	Target specific actions, activities, or initiatives so that municipalities continue to benefit from the cooperation agreement.
Seek funding for new initiatives	Submit selected projects to France's DAECT (delegation for the external action of territorial collectivities), which supports decentralized cooperation, to receive a grant to subsidize associated initiatives.
Identify potential partners	Inquire about and gauge interest in taking part in twinning initiatives among new municipalities.

Key performance indicators

- Execute 2-3 exchanges or meetings between municipal representatives;
- Submit 1-2 funding requests to DAECT per year.

Appendix – 2021 Agreement

Between the government of New Brunswick and the departement of Vienne, France

Cooperation protocol 2019 to 2024 (duration)

Signed by the Minister responsible for La Francophonie

The Département de la Vienne in France is the jurisdictional equivalent in the French government to a provincial government in Canada. New Brunswick and the Département de la Vienne share historical and cultural ties that have been maintained and strengthened through several cooperation agreement renewals since 1983. The agreement was last renewed in 2019 for a period of five years.

The renewal of the cooperation agreement with La Vienne provides both jurisdictions with the opportunity to promote tourism, business, and provincial expertise. It promotes student mobility for short-term stays for educational and internship purposes. In addition, some of the students concerned choose to immigrate to New Brunswick after completing their education or internship. Under this cooperation agreement, students from New Brunswick have the opportunity to develop their skills through their internship experiences in La Vienne.

