

In this issue

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Front Cover:

Quebec is a major centre for world finance

Editorial

It is easy, from a vantage point in Europe, to slip into the habit of viewing North America as a single entity – a homogeneous, English-speaking culture that stretches from the Atlantic to the Pacific. That view is, of course, oversimplistic; but even those who hold it recognise that one part of North America is fundamentally different from all the others. That part is Quebec.

Quebec is, of course, the only region in North America where French is the language of the majority. It is also one of the oldest communities, with cities and towns that would not look out of place if they were suddenly transported to Europe.

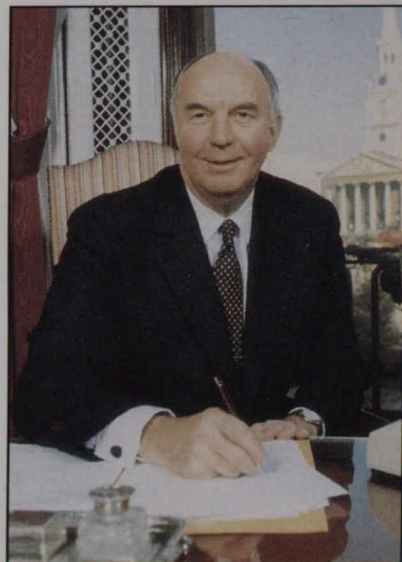
Indeed, in many respects, Quebec is a part of Europe that has somehow found its way to North America – at least to the extent that it is older, established and cultured, yet at the same time is wholly modern and forward looking in its outlook.

But that view is also oversimplistic – because the plain fact is: Quebec is unique and '*vive la difference*'! There is nothing quite like it anywhere else in the world today. It has to be seen and experienced to be fully understood; it cannot be described or conveniently pigeon-holed with a simple analogy.

In this issue of *Canada Today*, we focus on some of the qualities which make Quebec different and which make it so appealing to travellers and tourists who are looking for a new kind of holiday destination. We also highlight some of the appeals that Quebec has to offer to foreign investors who might want to locate in the province. And we look

at what Quebec-based companies can offer to UK companies that are looking for new sources of high-tech equipment and component supplies.

We also describe some of the immigration programmes that are designed to help entrepreneurs establish new companies, not just in Quebec, but in all of Canada.



Donald S. Macdonald

Canadian High Commissioner