

SECRETARIAT TO THE CREE NATION ABITIBI-TÉMISCAMINGUE ECONOMIC ALLIANCES

ANNUAL REPORT

2021

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SECRETARIAT TO THE CREE NATION ABITIBI-TÉMISCAMINGUE ECONOMIC ALLIANCE

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WORD FROM THE PRESIDENT

2021 is now behind us and we look forward to a more normal life in the future, less marked by social distancing and fears of the virus. It is a future that also promises to be more open to collaboration between peoples because the Grand Economic Circle of Indigenous People and Quebec was created in 2021 and signed by more than a hundred political and economic leaders in its declaration.

This historic event is a further step towards reconciliation. It is a common will pledge to the Indigenous and Quebec leaders who signed it: ensuring that Indigenous People take full part in the economic development of their own territory as well as that of the whole province.

In the spirit of the Grand Circle, I therefore invite everyone to look towards the future with us and to establish new alliances. I also invite all Nations to use the services of the Secretariat, so that together we can make its mission a success.

Drs. Ted Moses

President



WORD FROM THE DIRECTOR GENERAL

We were once again able to meet the specific challenges we faced last year. While the first year of the pandemic forced us to adapt quickly by creating the allia platform, 2021 allowed us to consolidate our achievements and foresee new possibilities that this technology allows us. Admittedly, the situation wasn't ideal, but I am proud that the Secretariat was able to successfully hold its two annual events. It goes without saying that all of this would have been impossible without the support and understanding shown by the businesspeople who attended these events. I would like to thank them warmly.

I would also like to thank our major partners, Canada Economic Development for Quebec Regions, the five major cities of Abitibi-Témiscamingue and the Grand Council of the Crees. Thanks to all of you, the Secretariat has surpassed all the performance measures it set for itself three years ago. Together, we excel and gain notoriety every year. The letters of support from certain companies that use the Secretariat's services have also told us about benefits that exceeded our expectations.

I am therefore extremely proud of the incredible energy and network strength as this new year begins and the Secretariat continues to evolve.

Chantal Hamelin
Director General

PRESENTATION OF THE ORGANIZATION



Historic:

It was in June 2002, that a symposium entitled "Gateway to Building Economic Channels" took place between the Cree Nation leaders and the business people of Abitibi-Témiscamingue. This symposium proved very successful and revealed a high potential for building alliances between both populations with respect and in the spirit of the "Paix des Braves" Agreement and Cree empowerment. The Secretariat to the Cree Nation Abitibi-Témiscamingue Economic Alliance was therefore created as a non-profit organization to act and follow-up on the contacts and projects arising from the symposium.





Mission:

The Secretariat's mission is to promote sustainable relations and socio-economic alliances between the Cree Nation (Eeyou Istchee), Jamésie, Abitibi-Témiscamingue and Nunavik regions in order to foster harmonious development.

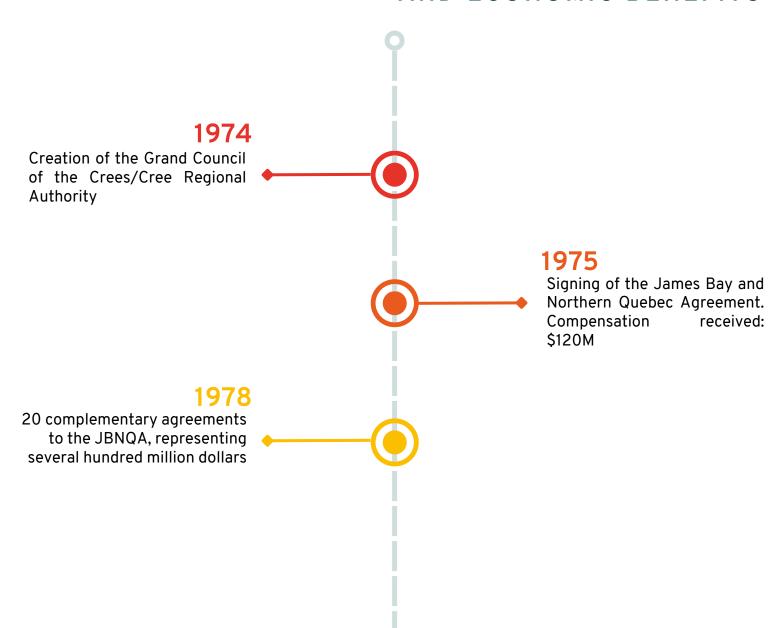
Values:

Respect cultural, linguistic and territorial differences. Promote business relationships based on comprehension of the local expectations, cooperation, respect and trust.

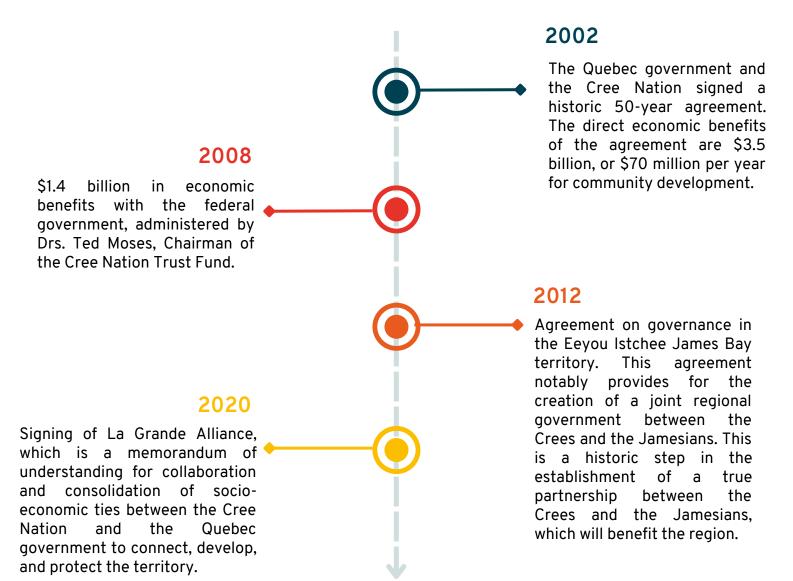




AGREEMENT HISTORY AND ECONOMIC BENEFITS



AGREEMENT HISTORY AND ECONOMIC BENEFITS (CONT'D)





Since April 2021, the Secretariat has continued its operations with a small team of two people.

Chantal Hamelin Director General



Chantal Hamelin joined the Secretariat to the Cree Nation Abitibi-Témiscamingue Economic Alliance in June 2009 as the Director of operations, responsible for promoting business matchmaking between Cree Nation businesses and indigenous and non-indigenous businesses in Northern Quebec, Ms. Hamelin studied Business Administration, Marketing Option, She has worked for more than a dozen years as a manager for the development of business links in the field of post-secondary education. She also started her business in 2008 offering advice in market development, in the field of recruitment and development of business links. She was involved for several years on the Board of Directors of the Fondation du Centre hospitalier de la Vallée de l'Or, where she served as president for two years. With her practical experience in the Secretariat's operations and in the field, as well as her extensive network, she has held the position of Director-General of the Secretariat since 2019. A member of numerous regional economic development and Indigenous communities committees, Ms. Hamelin has also served on the Board of Directors of the Cégep de l'Abitibi-Témiscamingue since June 2018 and accepted the Vice-Chair in January 2021.

Geneviève Binette Administrative Assistant

Geneviève Binette joined the Secretariat team in August 2020, as administrative assistant. With solid knowledge in logistics and project management acquired during her atypical career, she brings to the Secretariat experience and a thirst for learning and renewal.

In 2008, she returned to her hometown after travelling around the world, mostly by bike, and after having lived in western Canada and in the United States. Originally from Anicinabe on her father's side, she chose to teach in nearby Anicinabek communities. She will also lead the Jeunes Musiciens du monde (JMM) organization in the Kitcisakik community until 2017.

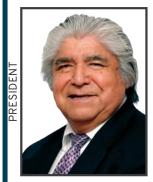
Geneviève has managed numerous Anicinabek cultural projects and organized several events with JMM in schools as well as with Minwashin. The Secretariat is pleased to welcome this woman of challenge and passion, openminded and showing great dynamism, just like the organization she joins.





BOARD OF DIRECTORS

The operations of the Secretariat are managed by a Board of Directors composed of fifteen members, seven of whom are appointed by the Grand Council of the Crees (Eeyou Istchee) / Cree Nation Government, two by the City of Val-d'Or, two by the City of Rouyn-Noranda, two by the City of Amos, one by the City of Matagami, and one seat is occupied by the Director General of the Secretariat.



Drs. Ted Moses Representative Cree Nation Government



Pierre Corbeil Mayor of Val-d'Or



Alfred Loon Representative Cree Nation Government



Sébastien D'Astous Mayor of Amos



Richard Brouillard Val-d'Or Representative



Diane Dallaire Mayor of Rouyn-Noranda



Patrick Deshaies Amos Representative



René Dubé Mayor of Matagami



Patrick Giguère Rouyn-Noranda Representative



Robin McGinley Representative Cree Nation Government



Bertie Wapachee Representative Cree Nation Government



Louisa Saganash Representative Cree Nation Government



On the Business Exchange Day 2021, we presented paintings by the Cree artist, Claudette Happyjack, to board members who left us in the last two years: Mr. Jean-Pier Frigon, Ms. Bella Petawabano-Moses, Mr. Pierre Corbeil, and Ms. Louisa Saganash, absent in the photo.

Changes Within the Board of Directors

Mrs. Louisa Saganash left her Apatisiiwin Skills Development Director General position to retire. Her departure has left a vacant position on our Board of Directors, which has not yet been filled despite the request made to the Cree Nation Government. This brings to 3 the number of vacant positions reserved for the Cree Nation.



Mrs. Louisa Saganash



Mr. Pierre Corbeil

Mrs. Céline Brindamour

After the municipal elections, there were also other changes on our board. M. Pierre Corbeil having left his position as mayor, his seat goes to Mrs. Céline Brindamour, new mayor of the city of Val-d'Or.

Governance meetings in 2021



Amendments to General Rules

General regulations dated from 2003, when the non-profit organization was created. Considering that the number of necessary amendments would have been too great, it seemed preferable to carry out a complete overhaul of general regulations. The redesign was also relevant in the context of our 18th anniversary. The board of directors, through its executive, has mandated the general directorate to issue a call for tenders.

Proceeding by invitation, the Secretariat solicited bids from four companies and three of them responded. The ADN organization was chosen to work with the general regulations validation committee and the general directorate. A draft revision of general regulations was presented and adopted at the May 26,2021 meeting.

Financial Statement Audit 2020

The Secretariat provided all necessary information and answered all questions from our auditors in order to produce the draft 2020 audited financial statements which were presented and adopted at the May 26 Board meeting.

ADMINISTRATIVE DECISIONS SURROUNDING COVID-19

The decision to hold our 16th annual conference in a hybrid fashion was made. This was held simultaneously at the Hôtel des Eskers in Amos and on the allia platform, on June 9 and 10. As with the organization of our Business Exchange Day in December 2020, the Secretariat set up a studio with a production team directly on site.

Although the 2021 Business Exchange Day was also planned in a hybrid way, the Secretariat team had to call around thirty people to ask them not to come on site. This decision was made in order to respect the Cree Nation's request to its members to restrict their contact with people from certain regions that have been more affected by the pandemic.

Postponement of orientation missions in the Cree communities still stands until further notice.

The Secretariat continued its liaison and facilitator role throughout the COVID-19 pandemic confinement period.

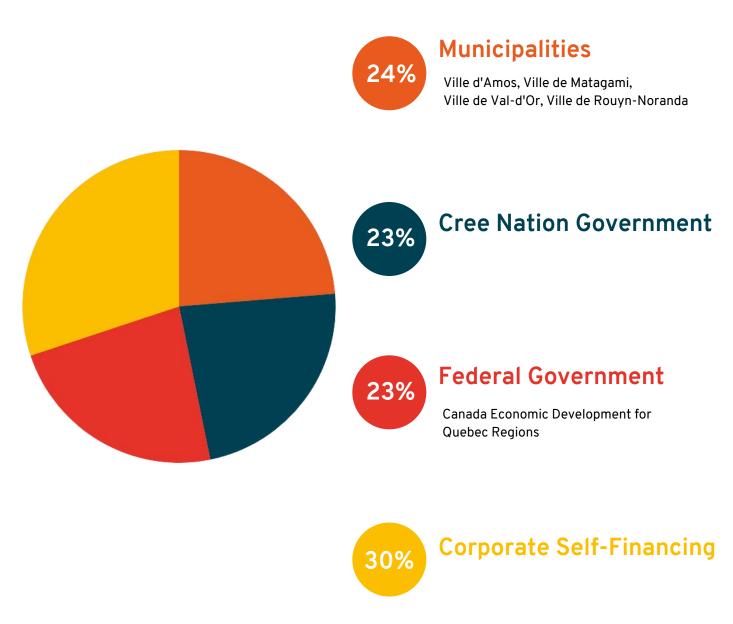
The Secretariat also continued to provide information on topics relating to the pandemic context, or on relevant activities or programs through its website and social networks.



SUSTAINABLE FINANCING MODEL

The Secretariat to the Cree Nation Abitibi-Témiscamingue Economic Alliance is a non-profit organization whose operation, based on interregional and inter-Nation cooperation, remains unique in Quebec, and even in Canada. The operation of our board of directors, which reserves two seats for each of the partner cities (Amos, Rouyn-Noranda, and Vald'Or) and seven seats for the Cree Nation Government, reflects this exemplary consultation. Add to that, the participation of another major partner, Canada Economic Development for Quebec Regions, which has been supporting us for six years now.

PARTNERS:



OUR CORPORATE SUPPORTERS

Added to these partnerships is the support of our corporate supporters, who enable us to achieve our self-financing objectives year after year. Without all of these supporters, who believe in establishing mutually beneficial relationships, and who work to develop lasting and harmonious socio-economic relationships, the Secretariat's mission would be impossible.

We are happy to be able to count on the support of nine companies involved in development with First Nations. We warmly thank:



The Four Pillars in Action

We organize various activities throughout the year in order to implement our mission through four major pillars:

INFORM





EXCHANGE

COMMUNICATE





BRING TOGETHER

EXCHANGE

The Secretariat encourages alliances and partnerships with a win-win perspective, cooperation, exchange, and transfer of expertise for all communities and organizations.



CERTAIN HIGHLIGHTED INITIATIVES

- Invitation to an interview to support the establishment of an Inuit-focused business centre in Nunavik
- The Secretariat was selected as a key organization for its expertise and to help gather feedback in designing a business hub in Nunavik. The interview took place in February 2021.
- Attendance at UQAT Indigenous dinnerconferences

An Alliance Taking Shape

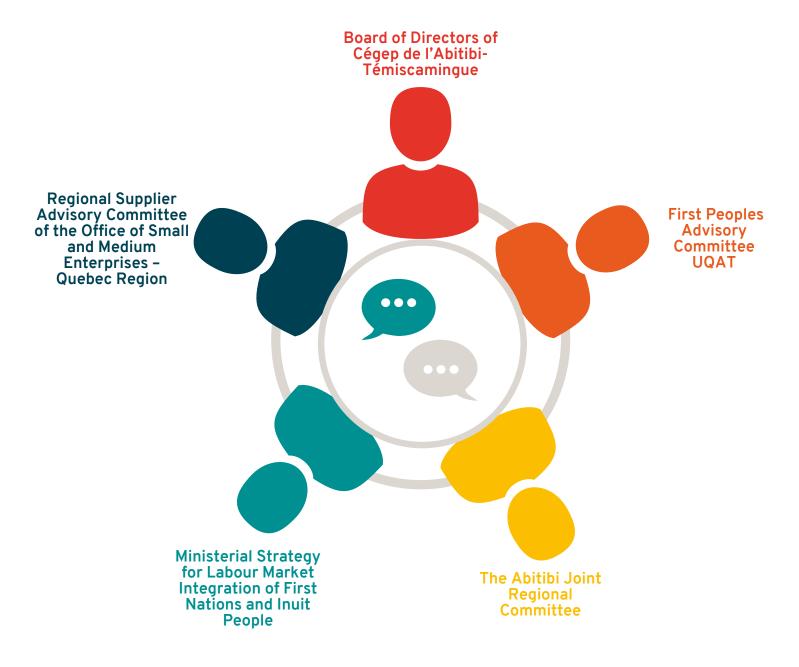
A meeting took place between the Director of the Department of Commerce and Industry of the Cree Nation and the Secretariat's Director General. Specific requests were made to the Secretariat and numerous subsequent meetings enabled it to propose projects up to 2024.

Getting closer with Anicinabek Communities

The Secretariat took the opportunity to attend Miaja, a large gathering of the Anicinabe Nation on culture and heritage, organized by Minwashin. We took the opportunity to meet members of the Anicinabe communities in the region.



Secretariat staff and management sit on several committees including:



COMMUNICATE

The Secretariat greatly values the principles of mutual respect, good business relations, and understanding the Nord-du-Québec context. The importance of the role played by the Secretariat is part of a respectful integration of entrepreneurs wishing to open their horizons on the territory.



Our newsletters

+ 2000

NEWSLETTERS

The Secretariat produced its January, June, and October newsletters, as planned. The January newsletter announced upcoming events, including the 2021 Conference and many others, and also reported on past activities of the last quarter and their results. The June newsletter looked back on the conference that had just taken place and announced the next Business Exchange Day. As for the October newsletter, it presented Business Exchange Day speakers, looked back at our Miaja attendance, and paid tribute to the late John Boudrias.

As usual, these newsletters were sent to our subscribers, posted on our website, and distributed on social networks.

RELAY OF RELEVANT COMMUNICATIONS FROM OUR PARTNERS TO OUR MEMBERS

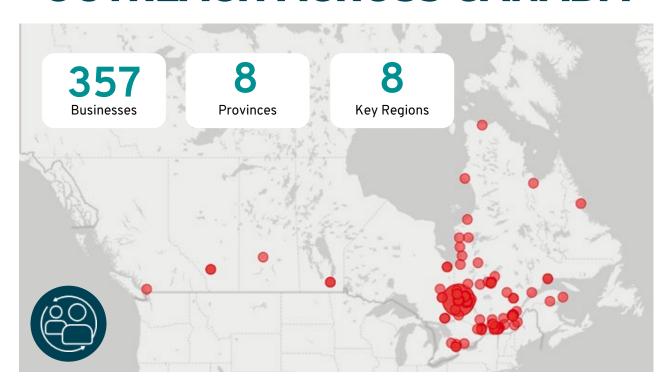
The Secretariat is pursuing its communication and networking objectives between the various organizations and businesses in its network. It therefore continues to convey relevant information on various themes of interest to its members, or on activities organized by other economic development actors, Indigenous or non-Indigenous, in the region and elsewhere.

Social networks and the Secretariat's website are therefore used for these purposes, but also MailChimp and emails.

This year, for example, we shared the mining shut down schedule in order to warn businesspeople to facilitate hotel room reservation. We also relayed all the information concerning the Grand Alliance.

STATISTICS ON

OUTREACH ACROSS CANADA



MOST IMPACTED REGIONS

NEWSLETTER BUSINESS EXCHANGE CONFERENCE



- Eeyou Istchee-J. Bay
- La Vallée-de-l'Or
- Capitale Nationale
- Montreal
- Rouyn-Noranda
- Abitibi
- Other



- La Vallée-de-l'Or
- Eeyou Istchee-J. Bay
- Abitibi
- Capitale Nationale
- Rouyn-Noranda
- Montreal
- Other



- Eeyou Istchee-J. Bay
- La Vallée-de-l'Or
- Rouyn-Noranda
- Abitibi
- Capitale Nationale
- Montreal
- Other

OUR OUTREACH

COMPANIES ENGAGED



CONSULTATION

Eeyou Istchee-J. Bay La Vallée-de-l'Or Capitale Nationale Rouyn-Noranda Montreal Outside Quebec Other

ALLIA PLATFORM



PARTNERSHIP GUIDE

This tool, developed by the Secretariat, presents the steps and good practices for setting up a successful joint business partnership or joint project.

Our goal is to establish a model through this document around which effective two-way partnerships can be built. Thus, we want to allow better access to opportunities and development in all areas of the region.



Consult our Partnership Guide

LETTERS OF CONGRATULATIONS

We sent several letters of congratulations, in particular to the elected or re-elected mayors, as well as to Grand Chief Mandy Gull-Masty, Senator Michelle Audette, and the Governor General of Canada, the Honorable Mary Simon, upon obtaining their new position.

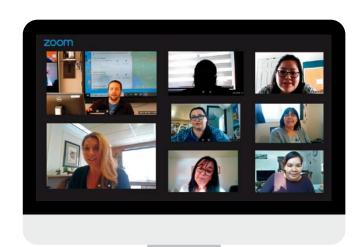
INFORM

The Secretariat's interventions aim to offer and quickly establish contacts in the territories of Abitibi-Témiscamingue and Nord-du-Québec. The Secretariat organizes meetings with organizations and companies that allow them to assess various potential avenues and advance their thinking on strategic alliances.



SECRETARIAT PRESENTATION

Our General Director responded favourably to an invitation from professor M. Benoit Éthier, Université du Québec en Abitibi-Témiscamingue. She introduced the work of the Secretariat to a group of Indigenous students, most of whom are from the Eeyouch/Eenouch Nation.





IMPACT STUDY PROJECT

The Secretariat has begun to develop an impact study project that would both provide more information on the impact of the Secretariat's activities and target companies with best partnership practices. A call for projects was submitted to four firms. Since they are also facing labour shortages, none of them felt able to fulfill the mandate this year. Thanks to the efforts of our team, this initiative will be achieved in 2022 with the help of CC Consultants.

SUPPORT TO COMPANIES – SPECIFIC REQUESTS AND SUPPORT

The Secretariat continued its activities to fulfill its information, support, and liaison agent role.

The Secretariat provides daily support to businesses and organizations for all types of requests: contact information for a Cree or non-indigenous business, contact, or general information on business with Cree businesses, or on programs, projects, call for tenders, activities, etc. In addition, we offer personalized service for requests that require more research and support.

Since January, the Secretariat has responded to an average of 3 specific ad hoc requests per week, made by telephone or email, and by videoconference, or on the platform, for some time now. + than 200 per year





A CONTINUOUS PRESENCE ON SOCIAL MEDIA

As social media has become essential for communication and outreach, the Secretariat has continued to create content on a regular basis.



BRING TOGETHER

A multitude of networking events, orientation missions, conferences, and business networking are at the heart of the activities offered.







ANNUAL CONFERENCE

ENERGY AND ENVIRONMENT IN A NORDIC CONTEXT CONFERENCE

This year our conference was held in Amos and included the theme of the conference that was postponed last year: Energy and the Environment in a Nordic context. This conference brought together more than 200 participants. More than thirty speakers, panellists, and numerous dignitaries, including the Grand Chief of the Cree Nation, Mandy Gull-Masty, and a few Quebec ministers, took part in the event.



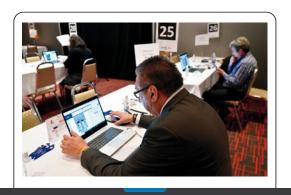




The Allia platform was introduced during the COVID-19 pandemic crisis. The Secretariat, through its mission, objectives, and activities, was disrupted in its ways of doing things and had to adapt to deliver its services.



Now with more than 300 subscribers, this platform offers new possibilities and advantageous flexibility making it easier to bring together companies in remote areas.



www.alliab2b.com

The platform has proven itself and has made it possible to transform our physical events into virtual events, to keep our members engaged by offering them a digital community, to continue networking through virtual meetings and to promote networking between members through targeted linking algorithms, B2B style.

ALLIA IN NUMBERS

New completed profiles on Allia in 2021

2539

More than 2,539 connections from users

7836

The number of individual profile consultations on Allia

86%

Is the number of satisfied respondents to a satisfaction survey following virtual events



BUSINESS EXCHANGE DAY 2021

A NETWORKING DAY FEATURING CREE BUSINESSES

In order to support the Cree government in its decision to restrict their population to contact with certain regions, the Secretariat team had to call about forty people to ask them to attend the event online. Thanks to their collaboration, the event was a success.



Major event sponsor

We were fortunate to welcome Cree companies with extensive experience in partnerships and business collaborations. We presented Mr. John Kitchen, President, and CEO of Miyuukaa, and Mr. Louie-Rene Kanatewat, President, and CEO of Wachiya Construction Inc., Kanapio Property Development Inc., BakeCree, Waaskaahiikin Furnishings and Auberge Maanitaaukimikw.

Both entrepreneurs talked about what they remember from their best partnering experiences and the challenges they had to overcome. We also had the chance to welcome Grand Chef Mandy Gull-Masty as our keynote speaker. In closing her speech, she also wanted to underline the success of the event and the importance of such exchanges for the economic development of the Cree Nation.

The Allia platform enabled the running of more than 300 hybrid meetings organized during this event with nearly 200 participants in hybrid mode.

OUR NATURAL COLLABORATORS

CLOSE COLLABORATION WITH THE DEPARTMENT OF COMMERCE AND INDUSTRY (DCI) OF THE CREE NATION GOVERNMENT (CNG)

A proposal was made on November 4, 2021 to the DCI to use the allia platform for users of the new business hub, The Regional Business Centre. They like the platform but want to create one that has its own branding and better highlights the importance of the Business Hub. The Department would like the Secretariat to support them in the development of this new platform, as well as in certain communication strategies.

During this same meeting, we also discussed a financing plan for 2022 and reiterated our request to fill vacant positions on the board of directors.

On November 16, 2021, the Secretariat sent DCI a series of project proposals.

A presentation of these proposals was made on December 16, 2021, and following the comments and needs expressed by the Director and DCI employees, it was agreed that changes to the projects would be presented in early January 2022.



OUR NATURAL COLLABORATORS

In addition to our association with the Cree Nation Government (CNG), and the Department of Commerce and Industry (DCI), several organizations have collaborated with us for many years, including the Assembly of First Nations Quebec-Labrador (AFNQL), the Société du Plan Nord (SPN), the Chamber of Commerce and Industry of Rouyn-Noranda (CCIRN), the Chamber of Commerce of Val-d'Or (CCVD), Apatisiiwin Skills Development (ASD), Cree Mineral Exploration Board (CMEB) or the Quebec Mineral Exploration Association (AEMQ).



Here are some examples of collaboration between the Secretariat and these organizations.

Contractors and Suppliers Day

The Société du Plan Nord organized its 4th edition of Eeyou Istchee James Bay (JDOF) Contractors and Suppliers Day, which was held virtually on the mornings of February 23 and 24, 2021. The Secretariat registered for this event, which provided a good opportunity to meet contractors from the public and private sectors of the territory and to promote its service offer. It should also be noted that the SPN always collaborates in Secretariat events.

Apatisiiwin Skills Development (ASD) Annual Career Fair

This virtual event, organized by the ASD, was an opportunity to present the Secretariat and meet workers and employers of the Cree communities. The Secretariat enjoyed two days of presentations, exhibits, workshops, and networking.

ECONOMIC DEVELOPMENT AS A DEFENSE AGAINST RACISM AND DISCRIMINATION AGAINST FIRST NATIONS

The Secretariat responded positively to the invitation of the Assembly of First Nations Quebec-Labrador.

Our president, Dr. Ted Moses, participated in this webinar as a panelist at the roundtable in connection with the action plan on racism, on the theme of business, and the economy. The round table took place on February 23 and was hosted by the Chief of the AFNQL, Ghislain Picard. The holding of a First Nations economic summit emerged in the discussions and the Secretariat offered its collaboration. The event was planned for the fall of 2021, if the public health situation allows it, of course.







GRAND ECONOMIC CIRCLE OF INDIGENOUS PEOPLE AND QUEBEC

The Government of Quebec and the Assembly of First Nations Quebec-Labrador (AFNQL) held the Grand Economic Circle of Indigenous People and Quebec on November 25 and 26, 2021 in person (at the Sheraton Centre in Montreal) and online. On the basis of conferences, workshops and discussion panels, elected officials and businesspeople reflected on solutions and created partnerships for the full participation of Indigenous People in the Quebec economy as well as in the economic recovery.

The Secretariat collaborated as a member of the advisory committee dealing with its main objectives. It was also present at this event and agreed to help organize a regional business meeting in December 2022, in Val-d'Or.

OUR GOALS

In addition to renewing all our agreements in 2022, this year will be an opportunity to implement new projects. A study, for which the firm CC Consultants was mandated, will allow the Secretariat to better understand the impact of its actions and to target several model companies and organizations that have established mutually beneficial partnerships. Thanks to these, our partnership guide will be improved, and new content will be created to promote these partnerships on social media. The year will also be marked by the start of our collaboration with the Grand Circle and the implementation of new projects with the DCI.

To mark the 20th anniversary of La Paix des Braves, an educational video capsule will be produced by Nagadam productions, and a series of discussions and round tables will be organized in collaboration with the Cree Nation Government and researchers Emilie Fortin-Lefebvre and Thierry Beaupré-Gateau.

We will also continue to enhance our allia platform and prepare for our 20th anniversary while continuing to develop actions related to our four pillars. We are also very much looking forward to resuming our orientation missions.



OUR GOALS

In summary, here are our 5 major objectives for 2022.

INFORM

1) Maintain a sustained consultation dialogue with partners and facilitate contacts, thus making it possible to establish a favourable climate for alliances and the development of Collaborate to accentuate the socio-economic partnerships by considering all the interrelated challenges, including training and labour needs of the Cree Nation.

2) Inform and act in coordination and consultation with players in the community. promotion of their initiatives. mainly networking, and further strengthen the promotion of the Secretariat's activities.

COMMUNICATE

3) Communicate the opportunities and good business practices to organizations and companies.

BRING TOGETHER

4) Plan meetings with organizations and businesses to enable them to assess various potential avenues and advance their thinking on strategic alliances.

EXCHANGE

5) Support unique strategic alliances between municipalities and nations; Collaborate and cooperate with all current and potential Board partners.





SECRÉTARIAT AUX ALLIANCES ÉCONOMIQUES NATION CRIE ABITIBI-TÉMISCAMINGUE

SECRETARIAT TO THE CREE NATION ABITIBI-TÉMISCAMINGUE ECONOMIC ALLIANCE



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OUR PARTNERS:



Développement économique Canada pour les régions du Québec Canada Economic Development for Quebec Regions











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Grand Council of the Crees (Eeyou Istchee)

Grand Conseil des Cris (Eeyou Istchee)

∆בל חעביירול Cree Nation Government Gouvernement de la Nation Crie

OUR CORPORATE SUPPORTERS:

















