

Section spéciale sur Don Krusel

Qui est Don Krusel ?



Que savons-nous de cet ancien pdg du Port de Prince Rupert en Colombie Britannique ? Ce dernier travaille fort discrètement depuis déjà deux ans et demi à titre de Directeur exécutif du projet de terminal à conteneurs dans la Capitale québécoise. À Québec, personne n'en jamais entendu parler de ce brave homme. Le Port reste étrangement muet. Il est temps que ça change.

C'est qui le boss ?

UN MYSTÈRE À RÉSOUDRE POUR LE PORT,
LA VILLE ET LES GOUVERNEMENTS.

C'est qui au juste, le *head honcho*
du projet Laurentia ?

À l'extérieur du Québec (*en anglais*), c'est
l'excellent Don Krusel qui dirige le projet.

À Québec (*en français*), c'est le non moins
excellent Hugues Paris qui dirige le projet.

Réponse page suivante.

À TORONTO



Don Krusel
Managing Director
 Port of Quebec

Don Krusel, managing director of the Port of Quebec, is a seasoned and well-respected executive within the Canadian port and transportation industries.

In 2018, Krusel was appointed the **managing director of the Port of Quebec's Laurentia** initiative to promote and develop a new deep-water container terminal on the St. Lawrence Corridor. Prior to that, he served as an advisor to the Port of Quebec as well as a number of other transportation organizations.

Journal of Commerce (2020)

À QUÉBEC

MOT DU DIRECTEUR DE PROJET



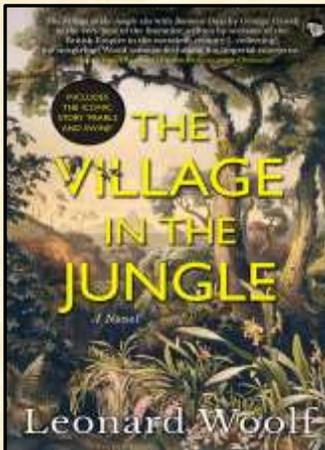
Au nom de toute l'équipe du Port de Québec, je suis fier de vous présenter cette mise à jour du projet de terminal de conteneurs intermodal en eau profonde du Port de Québec.

Dans ce bulletin, vous pourrez découvrir un projet aux contours définis. Plus que jamais, nous sommes prêts à mettre en œuvre ce projet stratégique qui permettra à Québec de devenir une vitrine de l'Amérique du Nord grâce à des installations modernes, vertes et à la fine pointe de la technologie. Cette nouvelle étape s'inscrit dans la continuité de tout le travail qui a été effectué au cours des quatre dernières années.

Bonne lecture,

Hugues Paris
 Directeur du projet Laurentia

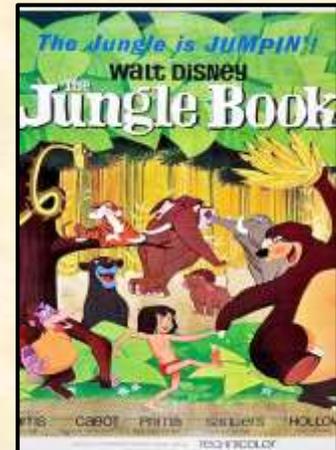
Port de Québec (2020)



La théorie du roi nègre

« À l'instar des Britanniques dans leurs colonies africaines qui gouvernent les indigènes en se servant des rois nègres autochtones, Duplessis joue au Québec le rôle d'un tel « roi nègre » qui collabore avec les intérêts économiques anglo-québécois dominants. »

[André Laurendeau](#) - 4 juillet 1958



Mieux connaître Don Krusel, Directeur exécutif du projet Laurentia



La section qui suit de la Revue de presse est consacrée à Don Krusel, qui fut pendant 25 ans le pdg du port de Prince Rupert, au nord de la Colombie britannique. «*The port that Don built.*»

Le 27 août 2018, il y a maintenant deux ans et demi, le Port de Québec annonça sa nomination à titre de Directeur exécutif à temps plein du projet de terminal de conteneurs à Québec. Don Krusel est un homme de vision en matière de transport maritime et ferroviaire. Il fait un peu penser à [Charles Melville Hays](#), le [fondateur](#) de Prince Rupert. Par ailleurs, il va de soi que d'autres personnes issues d'autres horizons et non moins compétentes que lui proposent des visions différentes, non moins fondées que les siennes. Légitimes, elles peuvent même l'être davantage.

Cette Revue de presse exercera un pouvoir dissolvant sur une stratégie préférée par l'Administration portuaire : rencontres à huis-clos au siège social du Port, sur *son* terrain, sans témoins ni journalistes, entre *une* personne élue ou responsable qu'on met en présence de quelques 'spécialistes', donc infériorisée au départ, dans une salle dont l'architecture victorienne inspire respect et soumission à une institution dont la force légale et morale procède encore aujourd'hui de celle de l'Empire britannique.

« ***Le Port de Québec appartient à sa Majesté la Reine Élisabeth II qui lui en confie la gestion.*** » ([APQ, 2013](#)) - Devant ce type de pouvoir d'origine divine et donc absolu, timidité et faiblesse ne font pas le poids. Ça prend des chefs sûrs d'eux-mêmes et résolus, comme le fut à son époque le ministre Libéral fédéral Jean Marchand. Ce dernier, ayant convoqué le Directeur du port à *son* bureau ministériel, lui ordonna de stopper ses bulldozers sur le champ et empêcha ainsi le bassin Louise de disparaître entièrement par remplissage. À l'époque, l'État commandait au Port, et non l'inverse.

Dans les grandes affaires – et le projet Laurentia en est une – gardons-nous d'oublier l'avertissement souvent repris par l'ancien Premier ministre du Canada, [Mackenzie King](#) (1874-1950) : « *C'est ce que l'on prévient, et non pas ce que l'on réalise, qui compte le plus quand on est au pouvoir.* »

Prince Rupert: Blueprint for Quebec's Container Terminal?



« Against stupidity the gods themselves struggle in vain ».

[Johann Christoph Friedrich von Schiller](#) (1759-1805)

Le terminal à conteneurs de Prince-Rupert.
Au milieu de nulle part.



« Les hommes passent, la géographie reste »

Une bourgade d'à peine 12 000 habitants perdue dans les montagnes du nord de la Colombie-Britannique n'a rien à voir avec Québec, ville Capitale et historique dont la population dépasse le demi-million de personnes.

L'idée même de frayer un chemin durant 60 ans à des millions de conteneurs maritimes au milieu de quartiers urbains densément peuplés témoigne d'une conception bien particulière du bien public. Évidemment, il ne viendrait à l'idée de personne d'infliger pareil traitement aux résidents de la Haute Ville.

Québec, tout le contraire de Prince Rupert

Prince Rupert :

un terminal à conteneurs...**dans le bois.**



**Le trafic de conteneurs est dirigé vers le sud,
loin de la localité de Prince Rupert.**

Page suivante : Québec.

Québec :
un terminal au cœur d'une grande ville.



« Québec n'en a pas besoin ».
« Je pense que Mario [Girard] a de l'ouvrage en maudit ».

Régis Labeaume, Maire de Québec – Le 19 décembre 2020

Pour Québec, prendre exemple sur Prince Rupert est pure démente.

BIENVENUE À QUÉBEC, DON KRUSEL !

Il y a deux ans et demi, le 27 août 2018, le Port de Québec (APQ) annonçait par communiqué la nomination de M. Don Krusel, de Prince Rupert en Colombie britannique (12,000 habitants), à titre de Directeur exécutif du projet Laurentia. Longtemps pdg du port de Prince Rupert, Don Krusel a pris sa retraite en 2017. Compte tenu qu'il est aujourd'hui Directeur général du projet Laurentia, il importe de connaître l'homme et surtout sa vision de l'avenir du transport conteneurisé en Amérique du Nord. Car une vision, il en a une.

Don Krusel se consacre à plein temps et fort discrètement au projet Laurentia depuis maintenant deux ans et demi. Connait-il le français? Mystère. Étrangement, le Port n'a jamais signalé son existence hormis le communiqué à l'été 2018 faisant état de sa nomination. Un tel silence de la part de l'APQ ne peut qu'être suspect. Pour quelle raison un tel secret de la part des autorités portuaires? Chef d'orchestre du très controversé projet Laurentia, Don Krusel est-il à tout le moins un familier de nos autorités municipales, provinciales et fédérales? Si c'est le cas, pourquoi ces dernières n'on-t-elles pas jugé bon d'être vues en sa présence, voire de le présenter fièrement à leurs commettants? Et quelle est la puissance tutélaire et invisible qui contemple toute cette affaire de très haut? Hutchison Ports, un immense conglomérat Chinois en transport maritime.

Don Krusel est actuellement en train de disposer du destin de quartiers densément peuplés de la Capitale nationale sans parler de l'avenir même du Port de Montréal et de celui du transport maritime sur le fleuve Saint-Laurent, axe stratégique entre l'océan Atlantique et le Midwest américain. À Québec, personne n'a encore entendu parler de lui, personne n'a voté pour lui ni pour sa vision des choses, tout le monde ignore jusqu'à l'existence de ce brave homme...sauf quelques forts discrets apparatchiks portuaires.

Largement reconnu comme un spécialiste en transport pourvu d'un carnet d'adresse bien rempli, Don Krusel travaille dans l'ombre depuis des années afin que le projet Laurentia se réalise...à tout prix. Bien qu'il entend ainsi contribuer au bien-être général du pays, il n'en reste pas moins que le constat bien connu, car souvent répété par l'ancien Premier ministre canadien Mackenzie King, demeure toujours d'actualité: «C'est ce que l'on prévient, et non pas ce que l'on réalise, qui compte le plus quand on est au pouvoir.» ([Le Soleil](#))

“...the vision of [Charles Hays](#), founder of Prince Rupert, to create a new silk trade route from Asia to Europe.”



“The plan was to create a new trans-Pacific container gateway designed for ship-rail movement of Asian cargo across Canada - the old Grand Trunk theme - and, more ambitiously, into major U.S. markets such as Chicago, Memphis and eventually New Orleans.”

(Journal of Commerce, Feb 24, 2018)

Le projet Laurentia analogue au *Project Silk* ¹

La Chine et ses nouvelles routes stratégiques

En adoptant une vision analogue à celle du port de Prince Rupert, situé sur l’Océan Pacifique, le port de Québec entend rééditer le succès obtenu par le terminal à conteneurs de Prince Rupert, « *specialising in Asian imports* ». (Ports Strategy).

Cette vision s’inscrit dans celle de la Chine, dont la politique est de mettre en place puis de s’assurer du contrôle des grands axes de communications sur la planète, question de donner accès à ses propres marchandises aux marchés « intérieurs » du monde entier à des prix très bas. Elle pourra ainsi l’emporter sur les manufacturiers et producteurs locaux, ces derniers devenant incapables de rivaliser avec les marchandises acheminées à bas prix en provenance de l’Asie.

Pour ce faire, dominer le transport océanique de conteneurs, contrôler des ports stratégiques, de grands axes ferroviaires, construire des routes de pénétration, acquérir des pipelines, des réseaux électriques et de fibre optique, etc. Bref, ouvrir le monde entier au commerce asiatique tout en gardant la Chine et d’autres pays d’Asie peu réceptifs aux produits du reste de la planète.



La stratégie chinoise des nouvelles routes de la soie

“Exactly the same as that of the British in our Empire building days...”

“[How China Got Sri Lanka to Cough Up a Port](#)”. New York Times, June 26, 2018.

¹ **“That’s in no small part thanks to Krusel who, as CEO and president of the Prince Rupert Port Authority, has been a major driver of “[Project Silk](#)”: a plan to create a world-class container port on Prince Rupert’s waterfront, welcoming goods from overseas markets destined for consumers in Canada and the United States.” Source: CBC – Le 29 août 2017.**



[Journal of Commerce \(N.Y.\)](#)

Article d'il y a 12 ans

Le 24 février 2008.

DON KRUSEL

President and CEO, Port of Prince Rupert

Soon after he arrived at Prince Rupert, British Columbia, in 1987, Don Krusel wanted to put the small bulk and breakbulk port on the map. He wasn't first with the idea. The dream had roots dating to the beginning of the 20th century, the Grand Trunk Pacific Railway and the vision of [Charles Hays](#), the founder of Prince Rupert, to create a new silk trade route from Asia to Europe.

Krusel, who had worked as a certified management accountant in Vancouver, joined the port as chief financial officer and became Prince Rupert's president and chief executive in 1992, at the age of 35. Although others saw Prince Rupert as too remote, he saw opportunities in the booming trans-Pacific container trade and intermodal rail transport.

After the turn of the new century, things began to jell. Krusel was able to forge a public-private partnership among Canada's federal and provincial governments, the port, Canadian National Railway and Maher Terminals to build the Fairview Container Terminal.

The plan was to create a new trans-Pacific container gateway designed for ship-rail movement of Asian cargo across Canada - the old Grand Trunk theme - and, more ambitiously, into major U.S. markets such as Chicago, Memphis and eventually New Orleans.



DON KRUSEL - Managing Director

[Laurentia Container Port Project](#)

Quebec City - Canada



Julie Turmel
Administration portuaire de Québec
Le 27 août 2018

NOMINATION DE M. DON KRUSEL COMME DIRECTEUR EXÉCUTIF DU PROJET DE TERMINAL DE CONTENEURS DU PORT DE QUÉBEC

Québec, le lundi 27 août 2018 - Monsieur Mario Girard, Président-directeur général de l'Administration portuaire de Québec (APQ), est heureux d'annoncer la nomination de M. Don Krusel à titre de Directeur exécutif du projet de terminal de conteneurs du Port de Québec. M. Krusel est une figure majeure du monde maritime nord-américain. En effet, celui-ci a œuvré à titre de Président-directeur général du Port de Prince Rupert pendant 25 ans. Sous sa direction, le port de Prince Rupert a créé une nouvelle porte d'entrée pour le commerce nord-américain et, par conséquent, a transformé le port de Prince Rupert, qui était une petite installation régionale de produits forestiers et agricoles, à un terminal de conteneurs qui affiche la plus forte croissance en Amérique du Nord.

Depuis son ouverture en 2007, le port de conteneurs a connu un taux de croissance annuel composé de plus de 19 % et est aujourd'hui le troisième terminal de conteneurs en importance au Canada, avec plus de 900 000 EVP par année. En terme de création d'emplois, l'ouverture du terminal de conteneurs en 2007 a permis de quintupler le nombre d'emplois directs au Port qui est passé de 300 en 2007 à près de 1 500 en 2017. M. Krusel œuvre comme consultant depuis sa retraite du Port de Prince Rupert en septembre 2017. Rappelons que M. Krusel faisait partie du Comité d'experts de l'APQ pour la mise en place du projet de terminal de conteneurs en eau profonde. Avec cette nomination, M. Krusel travaillera à temps plein au développement de cet important projet de développement du Port de Québec.

« Alors que nous amorçons une phase déterminante dans le développement du projet, l'arrivée de Don Krusel constitue une addition stratégique qui nous apporte un leadership de haut niveau. Sa crédibilité dans l'industrie, son expertise portuaire et son engagement à l'égard de la réussite du projet sont autant d'atouts précieux pour nous permettre de mener à terme le projet de développement du terminal de conteneurs en eau profonde à Québec », a déclaré M. Girard.

Le projet de terminal de conteneurs en eau profonde

Le Port de Québec propose un projet d'agrandissement dans le secteur de Beauport. Il s'agit d'une extension de 17 hectares de terre-plein qui s'ajoute à des espaces adjacents disponibles, une ligne de quai de 610 mètres dotée d'une profondeur de 16 mètres. Sur ce nouvel espace de développement, le Port de Québec projette la mise en place d'un nouveau terminal de conteneurs en eau profonde. Doté d'une pleine intermodalité avec l'accès direct aux grands réseaux ferroviaires et autoroutiers, le Port de Québec est en mesure de desservir efficacement le vaste marché des Grands Lacs. Le nouveau terminal de conteneurs permettrait de doter le St-Laurent d'une véritable alternative aux ports en eau profonde de la Côte est Américaine.

Le Port de Québec

Rappelons que l'Administration portuaire de Québec est une agence fédérale autonome constituée en vertu de la Loi maritime du Canada. Chaque année, les navires qui passent par le port sont au cœur d'une chaîne logistique qui transporte environ 20 milliards de dollars de marchandises. Le Port de Québec anime le pôle maritime qui permet de générer plus de 8 000 emplois directs et indirects dans la région de Québec selon la dernière étude de KPMG/SECOR.

- 30 -

Source :

Julie Turmel

Administration portuaire de Québec

Don Krusel - Directeur exécutif du projet Laurentia

[Entrevue vidéo très révélatrice avec Don Krusel \(2015\)](#)

[La vision de Don Krusel de l'avenir du transport au Canada \(Vidéo\)](#)

[Entrevue avec Don Krusel au World Shipping Summit in Guangzhou, Chine](#)

L'entrevue a eu lieu devant le kiosque du Port de Prince Rupert au Sommet de Guangzhou. Remarquer la carte en arrière-plan. La ligne rouge illustre la vision d'un axe maritime puis ferroviaire de transport qui relie l'Asie au cœur du continent nord-américain, pour se prolonger ensuite jusqu'à l'Atlantique via le Saint-Laurent ou bien les ports de la côte Est du Canada desservis par le transport ferroviaire.

« **[Bonjour, je m'appelle Don Krusel](#) »**

« **[Don Krusel Second Act set for Spring 2024 in Québec City](#) »**

« **[Retired Port of Prince Rupert CEO moves to Quebec Port Authority](#) »**

« **[Widely praised as a visionary leader, Don Krusel...](#) »**

« **[Prince Rupert port champion Don Krusel to retire after 25 years...](#) »**

Thursday, August 30, 2018

Bonjour, je m'appelle Don Krusel: Former Port of Prince Rupert President and CEO joins Port of Quebec City

[North Coast Review](#)



Expansion is on the mind of the Port of Quebec, and a familiar name to the North Coast will be helping them achieve their goals.

As things turn out, Don Krusel is not done just yet when it comes to building ports from scratch.



Don Krusel will be helping to steer the Port of Quebec City towards a new future in container terminal development, the former President and CEO of the Prince Rupert Port Authority was named to the post of Managing Director of the Quebec port's Container Terminal project this week. No timeline was revealed towards the project, but once completed, the fully intermodal will take advantage of direct access to major rail and highway networks.

Quebec City Port officials noted that the the Port of Québec is well positioned to serve as a gateway to the vast Great Lakes trade corridor, with the introduction of a new container terminal, the St. Lawrence River will finally boast a real alternative to the deepwater ports of the Eastern Seaboard. Almost one year after his retirement and departure from the Port of Prince Rupert was announced, former President and CEO Don Krusel is returning to the world of Global shipping, this time ready to help the Port of Quebec City to jump into the future with container shipping..

The announcement, which was made August 27th by the Quebec port, will see a section of port land known as the Beaumont sector expanded and turned into a container handling facility to build a new deepwater container terminal. The plans to create a container shipment terminal in Quebec City has parallels with the Prince Rupert development, [with the new terminal proposal set to provide some competition](#) for the larger and more established container facilities in Montreal.

The move by the Port of Quebec is being hailed by industry observers as an impressive first step in securing the ports footprint in the global container industry, with many of the notices of his return to the business of building port facilities making note of his achievements in Prince Rupert.

Thursday, June 20, 2019

Don Krusel's blue prints taking root in Quebec City



Former Port of Prince Rupert CEO and President Don Krusel is finding some progress with his latest project the expansion plans for the Port of Quebec City

For a guy that had "retired" Don Krusel is certainly making his mark in Eastern Canada, with more interest starting to stir for a container terminal for the Quebec capital.

[As we outlined last year](#), the former Port of Prince Rupert CEO and President took on a new challenge in the east, when he was appointed as project manager for an ambitious expansion plan in Quebec City known as Beauport 2020. While the Port of Prince Rupert was relaying some of their latest findings on Monday when it comes to the "*port that Don built*" as part of their [Annual Public Meeting](#) ... the architect's work in Quebec City was delivering some strong results five provinces to the east.

On Thursday, an industry trade publication called The Loadstar, charted some of the [growing interest in new port facilities](#) on the St. Lawrence River, noting how the Port of Quebec is looking to become a container gateway for cargo coming to Canada and the US Midwest and beyond. Something which of course sounds pretty familiar for North Coast residents, going back to the days when Mr. Krusel was the Fuller Brush Salesman of port development for Prince Rupert across Northern British Columbia and beyond.



Like Prince Rupert, the Quebec plans will start small with a joint venture with CN Rail and a port operator Hutchison Ports looking to move forward the plan for a 500,000 TEU capacity terminal, Hutchison's involvement is considered a major get, as the terminal operator has a network spanning 52 ports in 27 countries.

The main focus for import/export out of the Quebec City facility will be trade with Asia and a look at their map with an eastern trade route, makes for almost a mirror image of how the Port of Prince Rupert flow of cargo moves from the west coast.



The advocates for the port development are still looking to get the provincial and federal governments to kick in some cash, who so far haven't dipped into their respective treasuries to move the project forward. Though political observers from the Quebec capital suggest that it's only a matter of time before the provincial government may come on board, something which also would most likely spur the Federal government to action as well.

Still, the involvement of a major terminal operator has many in Quebec City bullish, with the proponents of the port pointing to the success that their project manager Don Krusel had in Prince Rupert, with hopes that the Rupert blue print will have similar results.

A look at the initial community engagement work for the project [can be found here](#), while a wider overview of the Quebec City plans [is available here](#).

Quebec City came up in passing at Monday's Port of Prince Rupert Annual Public Meeting, with Prince Rupert still holding down the number three spot in the intermodal business, however the Eastern Canadian port at the mouth of the St. Lawrence River finished 2018 slightly ahead of Prince Rupert in total tonnage.



That's a hold on cargo shipments Quebec City will no doubt like to build on if Don Krusel's container program gets to the finish line.

For more items of interest related to the Port of Prince Rupert [see our archive page here](#).

[Lien internet](#) - Port Strategy is published by: [Mercator Media Ltd](#) Spinnaker House, Waterside Gardens, Fareham, Hampshire, PO16 8SD, UK. – *L’auteur réside peut-être au Canada.*

QUEBEC GOES DEEP TO TARGET US MIDWEST TRAFFIC

Quebec Port Authority (QPA) plans to enter the container port business. It has Hutchison Ports and Canadian Railway on board already, *but is it viable*, asks AJ Keyes.

The QPA has announced that the “St. Lawrence supply chain lacks a deep-water container terminal to compete effectively with ports on the US East Coast and to take advantages of the improved transportation economies of using larger container vessels that require deep water.”

In addition, QPA also stated that the Laurentia expansion is necessary because the existing port is operating at fully capacity. At its Annual Meeting in June 2019, for its most recent fiscal year period the port authority announced that 27.6 million tonnes of cargo was handled, with “significant increases in the agrifood and liquid bulk sectors.”



New Laurentia project

managing director,

Don Krusel

[Lien internet](#)

However, this is not currently a port handling container traffic and the Laurentia project represents a move towards having a fully containerised terminal. The C\$775 million project will see a 450m expansion of the port’s existing wharf, an additional two berths and a 17ha handling and storage area.

The four-year construction plan will deliver capacity of 500,000 TEU per annum. In May 2018, QPA reached an agreement with global container terminal operator, Hutchison Ports and Canadian National Railway to develop the new facility, with the project to be financed by the three partners.

QPA is to pay for the wharf infrastructure (and remains in discussion with federal and provincial governments to complete the financing at the time of writing in Mid-October 2019) and Hutchison Ports to meet terminal and equipment costs.

The Laurentia project represents the first involvement in North America for Hutchison Ports, despite a long-standing interest in the region. Eric Ip, Group Managing Director of Hutchison Ports confirmed the target market and thinking behind the project, as he announced at the time of project confirmation.

“With its fully intermodal deep-water port, its strategic location to reach the Midwest market, and the strong support shown by the local authorities, the Quebec project has all the attributes to be successful in this highly important market.”

Serving the US Midwest markets requires a competitive port option, as highly-experienced consultant, Andrew Penfold, Director, Maritime & Ports at WSP, confirmed. “For the Laurentia project to be a viable option in the North American port market, it will need to offer highly-competitive cost and time schedules because there are already a number of East Coast and West Coast ports on the continent also competing.”

Mr. Penfold also added, “However, that is not to say it cannot be an effective option, if the right infrastructure and logistics transportation partners are involved and the through transport costs offered to shippers are appealing.”

As a statement of intent, QPA has also hired Don Krusel as Managing Director of the Laurentia project and the rationale for the decision is easy to understand. For 25 years Mr. Krusel was CEO of Prince Rupert and under his tenure the port was transformed from a small regional facility to a fast-growing container option, specialising in Asian imports moving directly to intermodal train for onward distribution to major US and Canadian markets.

When he left Prince Rupert in 2017, the port was under the operating control of [DP World](#), handling more than 900,000 TEU (and has since surpassed 1 million TEU) and has known plans for further port expansion.

So, the obvious question is, will Laurentia work and what does it need to do next? Well, according to Andrew Penfold, the initial requirements are being addressed. “A recognised and creditable terminal operator is in place and with CN Railway then competitive intermodal rail is also taken care of. The QPA approach of “go deep” to be handle larger container ships is also relevant”

However, he added a note of caution. “The port market and transport networks are highly competitive, although the Prince Rupert blueprint shows it is possible to serve more distant markets under certain conditions. Ultimately, it will come down to transport costs and reliability of service, plus which container shipping lines are prepared to switch to a new untried port over more established networks through New York/New Jersey and Virginia.”

North Coast Review

Thursday, January 9, 2020

Don Krusel's Second Act set for Spring 2024 debut in Québec City

Up to **13,000 TEU**
BIG SHIPS
connecting
with up to
14,000 FOOT
DIRECT
destination
TRAINS

QUEBEC
MONTREAL
DULUTH
CHIPPEWA FALLS
ARCADIA
CHICAGO
DETROIT
TORONTO
INDIANAPOLIS
DECATUR
MONTREAL

OPENING
Spring 2024

Port of Québec

[Lire la vidéo](#)

The focus on the future looks somewhat familiar, as does much of the early promotion when it comes to what the newest container terminal in Canada will offer to the world of Global Shipping when it opens in 2024.

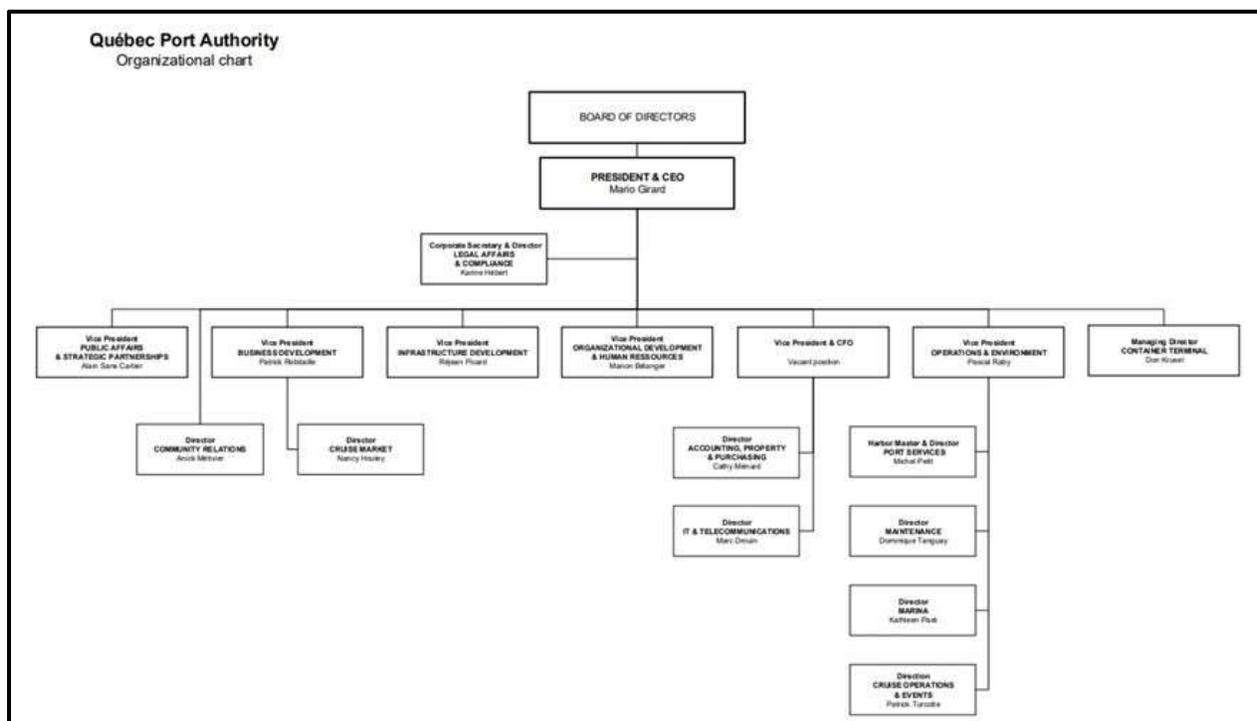
The project is called Laurentia, and like Prince Rupert it is looking to shake up the current order of marine shipping across North America, providing for an eastern footprint that seems to have much of its blue print taken from the North Coast. CN Rail [made note of the work in progress for the Québec City terminal on its website](#), with an in depth look at the features of the new east coast container terminal at the Port of Québec.

The notes for Québec City are much along the same lines as the advantages that have been highlighted for the Port of Prince Rupert. Those of faster transit times, CN mainline connections and in the case of the Québec City option, access to the major highway systems of Eastern North America. CN also makes note of the ability for shipments through Québec City to gain access to the US through Chicago, Memphis and New Orleans, all destinations that they highlight when it comes to shipments through Prince Rupert.

That as the Former President and CEO of the Prince Rupert Port Authority settled into his work on the Québec City project after a short period of time [following his retirement announcement](#) from the Port of Prince Rupert in the summer of 2017.

The Port of Québec [appointed](#) Mr. Krusel to the position of Managing Director for the project in August of 2018. We [updated](#) Don Krusel's involvement in the project back in June of last year. .

CN also makes note of the ability for shipments through Québec City to gain access to the US through Chicago, Memphis and New Orleans, all destinations that they highlight when it comes to shipments through Prince Rupert.



Krusel vante le projet Laurentia lors d'un événement Cargo Logistics à Vancouver



Vancouver – Don Krusel, l'ancien président et chef de la direction de **l'Administration portuaire de Prince Rupert**, considère le projet de terminal à conteneurs Laurentia au **port de Québec** à travers la même optique d'innovation qui a transformé le port de Prince Rupert en une porte d'entrée nord-américaine majeure dans l'ouest du Canada.

« Je ne peux pas penser à un autre projet aussi passionnant dans l'industrie de la logistique qui a vu le jour dans cette industrie depuis Prince-Rupert », a déclaré M. Krusel dans son discours d'ouverture à l'Expo 2020 de Cargo Logistics Canada à Vancouver les 5 et 6 février.

Maintenant directeur général, Terminal à conteneurs, pour l'Administration portuaire de Québec, M. Krusel a expliqué que l'innovation était la clé du succès des chaînes d'approvisionnement enfermées dans les modes de pensée traditionnels. « Tout au long de ma carrière, j'ai l'impression d'avoir vécu cette expérience – d'introduire l'innovation dans les chaînes d'approvisionnement traditionnelles. Je suis un grand partisan de l'innovation; je suis un grand partisan de la stratégie. »

Se référant à son succès sur le terminal à conteneurs de Prince Rupert, M. Krusel a déclaré que « la plupart des gens auraient dit que l'installation n'était pas une approche innovante du système de chaîne d'approvisionnement – beaucoup d'autres mots ont été utilisés, comme « idiot ».

Après son lancement en partenariat avec CN Rail en 2007, Prince-Rupert est rapidement devenu l'un des ports à conteneurs à la croissance la plus rapide en Amérique du Nord. Dix ans plus tard, il avait augmenté sa capacité à 1,35 million d'EVP et à 1,8 million d'EVP en 2018. L'an dernier, le port a annoncé qu'il allait quadrupler sa capacité actuelle d'ici 2022.

«Aujourd’hui, l’industrie, à l’échelle internationale, fait référence au modèle de Prince Rupert comme une approche innovante pour ajouter de la capacité et ajouter de l’innovation à la chaîne d’approvisionnement», a déclaré M. Krusel. «De même, je pense que dans dix ans, les gens parleront de Québec et du modèle de terminal du port de Québec comme une raison pour laquelle nous, en tant que pays, remportons autant de succès. Le Canada gagne des parts de marché sur la côte ouest et perd des parts de marché sur la côte est. Le modèle de terminal à conteneurs du Québec va changer cela. »

Les partenaires commerciaux du projet de terminal à conteneurs du Québec sont le géant mondial des terminaux portuaires Hutchinson Ports, qui exploite 52 ports dans 27 pays, et CN Rail. À la suite de l’adresse de M. Krusel, les deux sociétés ont présenté leurs analyses de rentabilité le lendemain pour le nouveau terminal à conteneurs de 700 000 EVP.

James Pettifer, directeur financier de la division européenne de Hutchison Ports, a déclaré que son entreprise souhaitait «déplacer l’avantage concurrentiel de la côte ouest en raison des changements modaux dans l’industrie mondiale du transport maritime et des tendances changeantes de la fabrication de la Chine vers l’Asie du Sud-Est», notant que la côte Est est stratégiquement située pour accéder aux marchés américains.

«Le Québec se positionne comme un acteur moderne du transport par rail pour desservir le Midwest américain et l’Ontario et avec des temps de transit et des coûts de chaîne d’approvisionnement compétitifs à la fois vers New York / New Jersey et d’autres ports de la côte Est de l’Amérique du Nord. Avec un port en eau profonde de 16 mètres entièrement intermodal, un accès toute l’année et une capacité de manutention de 13 000 EVP, la ville de Québec rivalisera avec d’autres ports de la côte Est capables d’accueillir de gros navires », a déclaré M. Pettifer. « Le coût total du terminal sera de 775 millions de dollars (CAD) », a-t-il déclaré.

Dan Bresolin, vice-président du CN intermodal, a ajouté: «Ce que nous constatons est un changement fondamental dans l’origine des marchandises qui se produit rapidement de la Chine vers certains des pays de l’ANASE, et au fur et à mesure que vous allez plus au sud dans cette région, ce que cela fait est joué pour une meilleure connectivité dans les ports de la côte Est » M. Bresolin a noté qu’un changement majeur entre 2015 et 2019 a vu environ 1 million d’EVP se déplacer des ports de la côte ouest vers la côte Est. (*Photo Informa*)

Prince Rupert : **[Le port \(Wikipedia\)](#)**

Prince Rupert : **[Le port – Site web](#)**

Prince Rupert : **[La population \(12,000\)](#)**



'A Hail Mary pass': how the Port of Prince Rupert became a player in the world of global trade



Prince Rupert Port Authority

The expansion of the Fairview container terminal at the Port of Prince Rupert makes it the second-largest container handling facility in Canada, trailing only Delta, B.C. **Don Krusel** likes to tell newcomers to Prince Rupert just how dire things were for the north coast B.C. city 10 years ago. "The unemployment rate... was over 13 per cent," he recalled.

In just 10 years, the small B.C. city has remade itself as a key link between Asia and the United States

"The pulp mill, which was the mainstay of the economy, had just gone into receivership. Down on the waterfront, the longshore labour, there were less than 80 people working here." Today, he boasts, there are over 900 of those jobs, and the city's new economic mainstay is the port itself.

That's in no small part thanks to **Krusel** who, as CEO and president of the Prince Rupert Port Authority, has been a major driver of "*Project Silk*": a plan to create a world-class container port on Prince Rupert's waterfront, welcoming goods from overseas markets destined for consumers in Canada and the United States. "The container strategy was a Hail Mary pass for the port," Krusel said. "It was a Hail Mary pass for the community."

After containers arrive in Prince Rupert, they are shipped by rail and truck to destinations throughout North America, creating spin-off jobs throughout the north. As an indication of how well the strategy has paid off, on Tuesday the port hosted a celebration marking 10 years since the first container ship arrived in the community of 11,000, and the completion of a major upgrade expanding the port's handling capacity by over 50 per cent — for a total 1.3 million containers a year, making it the second-largest container handling facility in Canada.

Mark Szakonyi, editor of the ocean shipping publication [Journal of Commerce](#), says Prince Rupert's success is something few predicted a decade ago. "It was a sleeping fishing village that was known for bulk cargo," he explained. "There were a lot naysayers saying it doesn't make any sense ... Rupert's so small." Szakonyi said two key factors that have helped Prince Rupert succeed. One is its proximity to Asia, compared to other North American ports.



CEO Don Krusel cuts the ribbon at a celebration marking the expansion of the Port of Prince Rupert. (Prince Rupert Port Authority)

However, he said, a reputation for reliability is even more important. "An importer, whether they're Microsoft or another big retailer, they're less concerned about the actual distance travelled as long as the goods get there in time," he said. "Rupert has been able to provide that reliability and that's why they're seeing more cargo, not just from Canadian shippers but U.S. ones as well."

That point was driven home during a 2015 labour dispute that [led to slowdowns at ports in the United States](#). Some companies, [including Disney](#), redirected shipments destined for American stores through Prince Rupert in order to keep products on shelves.

Growing pains

There have, however, been growing pains. Earlier this year, festival goers at Prince Rupert's ocean celebration Seafest were [unable to access the water](#), in part because of increased activity and security from the port, and opponents of an LNG export terminal have [come into conflict with the authority over ownership](#) and use of a local island. There have also been concerns about impacts increased ocean activity [could have on the environment](#).

Krusel, though, believes Prince Rupert's location makes it the ideal place for growth. "This is one of the safest and widest and deepest harbours in North America," he said. "This is probably the best place to have increased vessel traffic." To that end, he's already looking ahead to another major expansion, and wants to increase the number of exports, such as Canadian grain and lumber, leaving Prince Rupert for other markets. On Tuesday, though, he was happy to reflect back on how far the port had come over the past decade. "It is such a feeling of gratitude," he said.

[*Listen to a full discussion of the Port's impact on northern B.C.*](#)

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THE NORTHERN VIEW

[Shannon Lough](#)
August 10, 2017

Prince Rupert Fairview Terminal - Selling the Rupert model

A special three part series celebrating 10 years of the Fairview container terminal

Prince Rupert's future as a port was in jeopardy in 2003. Port throughput had reached a peak in 1994 with 13.8 million tonnes and then declined to 4.03 million tonnes by 2003. CEO and President **Don Krusel** of the Port of Prince Rupert sat down with *The Northern View* to reflect on the past decade and how the business went from despair to the fastest growing container terminal in North America.

"1988 was our peak year of lumber shipments through Fairview, when we shipped nearly one million tonnes of various forest products," **Krusel** said, animated by the rags to riches tale he's shared many times over. "I remember it was dangerous to go into the terminal because you'd go into these canyons of lumber and forklift trucks just flying around, three ships at the berth all at once."

When the downturn hit, they were down to 20,000 tonnes of forest products, and then down to zero by 2002. The port authority began discussing what they could use Fairview for, even considering turning it into a landing strip for an airport, but the length was too short. "That was the kind of desperation," **Krusel** said. "We had a wind up plan for how we were going to close the offices." Time had run out and the port authority only had one play left — containerization.

The business concept had been discussed for nearly 10 years, but **Krusel** said the concept of creating a container terminal at a small report port was laughable in the industry. "Back then, the industry experts didn't believe it could be done. There's a great sense of pride for everybody that actually we saw something that was unique, that Prince Rupert could achieve, and we went against the grain and were successful," he said.

Design and engineering work into converting Fairview into a container terminal began in early 2004. The port authority hired a consultant and they called it Project Silk — to recreate the silk trade, an ancient route in Asia. Then an economic study was done to see if the project made sense. "It made sense to ship containers from Asia into the heartland of North America through an uncongested port," he said.

Traditionally container ports are built in metropolitan areas to service the area and then as a secondary business they will add containers to the west coast to ship east to Chicago or Toronto. But what the Prince Rupert Port Authority was suggesting was to be entirely dedicated to ship products from Hong Kong or Shanghai all the way to Chicago or Toronto.

Krusel and port authority staff travelled around the world with an artist rendering and tried to convince them that Prince Rupert was a viable, if not more efficient, model. But when people realized how far up north the port was they questioned how often the water froze over, and they had to dispel the myth. The other hurdle was that the port authority was broke and they needed \$170 million to build Fairview. Yet despite the initial challenges, the cards began to stack in their favour. While the port authority was trying to sell its geographically unique business model, China was emerged as a manufacturing giant and there was a sudden surge of consumer products overloading container terminals on the west coast.

"We were back at the dance and suddenly everyone was looking around and all the dance partners who were tired and we finally got some traction. We were able to attract Maher Terminals to come on board, we were

able to attract the interest of CN Rail,” **Krusel** said. The B.C. government under Premier Gordon Campbell was convinced of the vision and committed to \$30 million in funding for the project, the federal government matched the provinces funding, Maher Terminals offered \$60 million, CN Rail gave \$15 million and then another \$10 million for upgrading the northern line. The Port of Prince Rupert put in every last penny it had and borrowed up to \$22 million. On June 13, 2005 the port authority moved ahead with the Fairview conversion.

Part 2: Prince Rupert Fairview Terminal - Proof of concept

On the cusp of a great recession, timing was critical for Fairview Terminal. “Had we lost six months, and we hadn’t gotten the announcement or the commitment when we did Fairview Terminal would not exist today,” said Don Krusel, president and CEO of the Port of Prince Rupert. Funding from government, Maher Terminals and CN Rail came in the nick of time and allowed for the construction of the new terminal to be on time and within the budget.

“Just as we were cutting the ribbon, container traffic had already peaked and was falling as we were opening,” Krusel said. But despite the downturn in container traffic and weakening market conditions, CN Rail sealed an agreement in May with COSCO Container Lines. The international shipping service based in Shanghai stated it would make Prince Rupert its first port of call on the way to Vancouver and Puget Sound.

Then on August 20, 2007, the Prince Rupert skyline changed forever when three 80-metre super post-panamax cranes arrived at the new berth in Fairview. At 25 storeys tall and weighing 1,800 tonnes each, the cranes were the candles on the cake for the new terminal. Dignitaries and delegations travelled to the North Coast for the grand opening celebration on September 12, 2007. The \$170 million project was designed to be a 500,000 TEUs (20-foot equivalent units) facility and a unique port business model special only to Prince Rupert.

“The Port of Prince Rupert is the closest port to the fastest growing economies in the world. This single expansion will create thousands of jobs in this region alone, and shift the focus of North American economies to the Pacific. I want to thank all the partners involved in this project for showing tremendous leadership and vision for our province and all of Canada,” said British Columbia’s premier at the time, Gordon Campbell. He cited then that fifty years ago Canada opened its trade to the Atlantic with investments in the St. Lawrence Seaway and now the government is investing in trade corridors linking the Pacific with Asian markets.

While everyone held their breath to see how the new business model would fare, it didn’t take long to prove that Prince Rupert had a niche in the container port industry. “What made it all the more painful for our competitors, in an environment where they were actually losing traffic year after year in 2008-2009, we were growing double digit numbers,” **Krusel** said with pride, adding his gratitude for COSCO taking a chance on their experiment and becoming a crucial piece in pulling the project off. The first vessel arrived on October 30, 2007. The COSCO Antwerp unloaded more than 1,000 containers and the next morning a train carried 600 TEUs to Chicago arriving 92 hours later.

Optimistic with the project’s future, Krusel estimated an expansion into Phase II of Fairview would be underway and built by 2011. However, Phase II North didn’t begin until 2015 and the success of its completion will be celebrated on August 29. Phase II will expand the wharf from 380 metres to 800 metres in length, enabling two container vessels to berth the terminal. On May 13, three Malacca-max gantry cranes were added to the south side of Fairview Container Terminal after travelling 1.5 months from China. The terminal now operates with seven cranes in total.

As a purely intermodal container terminal with no local traffic, the Rupert model has had greater efficiency. The project was expected to handle 500,000 TEUs annually, however, even before Phase II was complete that number has increased over the years. “We’re already up well over 700,000 TEUs and now with two berths we’re thinking it’s going to 1.3 or 1.4 million but it could be more,” Krusel said.

To compare the growth from 2016 to 2017, last June Fairview handled 587,068 tonnes of cargo and this June it had a record month with 14 vessel calls and 918,423 tonnes of cargo. With the expansion also came more work. Port authority staff has gone from 14 people to 80, and DP World, which took over the terminal operations from Maher Terminals in August 2015, added another 250 positions to work at the terminal, swelling the numbers to 750 workers.

But while the successes have launched Prince Rupert to be a household name in the global port industry, the competition is finding ways to improve their own models. “We always have to be better than our competition, or we could lose it all tomorrow,” Krusel said.

Part 3: Port Rupert Terminal - Finding balance in the container business

Port of Prince Rupert’s mission to expand its export business. The Port of Prince Rupert is celebrating three milestones on Aug. 29, one that reflects on the past and two others that prepare it for the future of its cargo business. The event, to be held at the container terminal, marks 10 years since Fairview began operations, as well as the grand opening of DP World’s Phase 2 North Expansion and the Ray-Mont Logistics terminal on Ridley Island.

Provincial ministers and politicians are making the trip, as well as delegations from DP World, COSCO, CN Rail and coastal First Nations will be there along with the general public. A free shuttle will bring people in from the Jim Ciccone Civic Centre to the terminal between 12:15 p.m. and 4:30 p.m. Then at 2 p.m. a bus will also drive people to Ridley Island to view Ray-Mont’s newly-minted operations.

With the completion of the \$200 million Phase 2 North expansion project, the terminal will begin to increase its capacity from 500,000 20-foot equivalent units (TEUs) to 1.3 million TEUs, but the buck won’t stop there. Looking to the future, there are plans to open the northern gateway either north or south to handle 2.5 million TEUs, catching up to the Port of Vancouver that handles nearly three million TEUs annually, and surpassing the Montreal Port Authority that handles 1.4 million TEUs a year.

“Right now, we’re in partnership with DP World,” said CEO and president of the Port of Prince Rupert Don Krusel. “Before the end of this year equipment will be out there doing the geotechnical surveys on either going north or south. It’s absolutely viewed that it’s going to happen and I think today we’re believing that it will be up by 2022.”

But the port’s expansion goes beyond the container terminal. The road, rail and utility corridor (RRUC) was completed in 2015 to attract investment and provide better access for potential users on Ridley Island. Ray-Mont Logistics has become the first user of the corridor, and the facility will fill ocean containers with Canadian and U.S. grains and pulses, where they will be exported to Asian markets.

Establishing a balanced trade is the key. Rather than purely importing, the port is finding ways to attract more exports. “Taking cargo from U.S. Midwest and the Prairies opens a door to a secondary outlet for western Canada because Vancouver has its issues with congestion and logistical constraints,” said Loui Stathatos, vice president and chief commercial officer for Ray-Mont Logistics. His company also operates in Montreal and Vancouver but adding Prince Rupert allows more cargo to exit the country making Canadian exports much more competitive in the world.

As the port sees growth in import volumes, it creates a greater market for Canadian exporters. For example, [in June](#) there were 51,834 TEUs of imports — a 47 per cent increase from the same month last year — and a total 13,166 TEUs exported — a 20 per cent increase — but 26,843 TEUs were exported empty. The potential to fill those empty containers is there.

Shaun Stevenson, vice president of trade development and public affairs at the Port of Prince Rupert, said that increased import volumes has created a market access for Canadian exports in forest and agricultural products. “One of the things that we’re excited about is growing the refrigerated cargo opportunities for chilled pork and beef and also for the local seafood sector,” he said.



Luanne Roth/T. Buck Suzuki Environmental Foundation

B. C. : Conteneurs en provenance du port de Prince Rupert

**À tous les jours, durant 60 ans,
à travers les quartiers de la Basse Ville de Québec
et au Québec jusqu’à la frontière de l’Ontario.**



Journal of Commerce (N.Y.)
 Canada Trade Conference – Toronto
 June 1-3, 2020.

SPEAKER



Don Krusel
 Managing Director
 Port of Quebec

Don Krusel, managing director of the Port of Quebec, is a seasoned and well-respected executive within the Canadian port and transportation industries.

In 2018, Krusel was appointed the managing director of the Port of Quebec's Laurentia initiative to promote and develop a new deep-water container terminal on the St. Lawrence Corridor. Prior to that, he served as an advisor to the Port of Quebec as well as a number of other transportation organizations.

For 25 years, from 1992 to 2017, he was president and chief executive officer of the Prince Rupert Port Authority and shepherded British Columbia's northern port through a transformative change that saw it become one of the leading trade corridor gateways for international container traffic and the fastest-growing port in North America.

Krusel holds an MBA from the Ivey School of Management at the University of Western Ontario, is a Chartered Professional Accountant and is a member of the Institute of Corporate Directors. He is currently a director of the British Columbia Assessment Authority and Ocean Networks Canada and is a past director of the Western Transportation Advisory Council, the British Columbia Trade Development Corporation, Green Marine Management Corporation, the Association of Canadian Port Authorities, and the Association of American Port Authorities.

He also a member of the Board of Governors of the Business Council of British Columbia.



Christopher Reynolds
The Canadian Press
June 24, 2020

Quebec City port project aims to win back market share amid shifting trade winds

MONTREAL - The head of a project to build a container terminal in Quebec City says the port expansion will help Canada claw back business from U.S. harbours. **Don Krusel**, executive director of the Quebec Port Authority's \$775-million undertaking, says the country's share of container shipping traffic in North America has lost ground to beefed-up U.S. ports, falling 18 per cent since 2008. The shrinking market share is all the more striking as U.S. East Coast volumes surge due to shifting global supply chains.

The growth of production in Southeast Asia has redirected some container shipping way from the West Coast and toward Atlantic ports. "Imports from places like Vietnam and Malaysia and Cambodia and even India are increasing quite rapidly," **Krusel** said. Meanwhile, the advent of mega-ships has boosted the value of deep-water ports that can handle their larger hulls, with the Port of New York and New Jersey dredging the harbour at a cost of US\$2.1 billion in 2016 to reach a depth on par with the Port of Quebec.

"As you move away from China and toward places in Southeast Asia, it then becomes more economical to transport a container ship through the Suez Canal, then the Mediterranean, and then to the East Coast. So the West Coast of North America is losing market share to East Coast."

"It's the same reason why Air Canada would rather fly a 737 than a Dash 8. Its economies of scale are improved. The more containers you can fit on one vessel, the lower your greenhouse gas emissions are per container, but also your costs," **Krusel** said. In 2017, only one per cent of containers that came through New York-New Jersey docks arrived on a vessel of 13,000 TEUs or larger, according to the local port authority. In 2018, nearly 16 per cent of containers came via 13,000-TEU boats. Last year the proportion reached 23 per cent.

The Port of Montreal can handle ships carrying up to 5,000 twenty-foot equivalent units (TEUs) — a metric based on container size — while the Quebec City terminal will welcome ships of up to 13,000 TEUs. "Quebec can handle all of the large ships which are the trend, whereas Montreal cannot," **Krusel** said.

The Quebec Port Authority — which currently does not have a container terminal — is slated to begin construction next year and launch the facility in early 2024. The port authority announced a deal last year with Hong Kong port giant Hutchison Ports and Montreal-based Canadian National Railway Co. to build and run the terminal, which would be Eastern Canada's third alongside Montreal and Halifax.

CN Rail CEO JJ Ruest has highlighted the "underutilized network" between Toronto and Halifax as manufacturing levels off in the eastern half of the country, leaving transport of consumer goods as a more promising opportunity for the railway.

**Mémoire soumis à l'Agence fédérale par
le Directeur général du projet Laurentia,
[Don Krusel](#).**

**Don Krusel
Numéro de référence : 848
Le 16 décembre 2020**

Laurentia: Leading Canada to an Innovative & Sustainable Future

Unfortunately, the Agency's Draft Report missed a fundamental and critical aspect of the Laurentia Project through its concentrated focus on the "31.7 hectare" area of the development site at the Port of Quebec. The Report obscures the more important fact about the Laurentia Project – it is not simply about building a container terminal at the Port of Quebec, but more broadly, it is about creating a new and dynamic international supply chain for Canadian shippers that will generate positive impacts throughout all of Quebec and eastern Canada. The Laurentia Project offers the opportunity for Canada and Quebec to become world leaders in the development of innovative and sustainable supply chains.

The concept of "supply chains" has had limited relevance to the average Canadian...until recently, when we all became abundantly aware of the critical importance of transporting and delivering the new COVID-19 vaccine from its European production facilities to distribution centres across Canada. The same precision and effectiveness is required year round to import our everyday necessities (everything from the clothes we wear to the toys we place under the Christmas tree) and to export our products (everything from our famous maple syrup to automotive and aeroplane components).

The Laurentia Project is a major undertaking of national importance, that will influence an economic region covering thousands of square miles and affecting thousands of businesses and individuals; all of which transcends the relatively small physical footprint assessed by the Agency Report. By focusing solely on the specific and myopic environmental impacts at the local site without placing appropriate weight on the cumulative economic, social and environmental benefits and opportunities beyond the "project" boundaries, the Agency Report misses an important conclusion about the overwhelming importance of the Laurentia Project to Canada.

Opponents to infrastructure projects such as Laurentia, often suggest that these projects are built only for the advantage and profit of a few beneficiaries on the backs of common people. This could not be further from the truth—especially for Laurentia. The fundamental objective of the Laurentia Project is to strengthen a national trade lane that connects Canada and Quebec to world markets for the ultimate benefit of hundreds of thousands of Canadians and Quebecers.

What is not stated in the Agency Report is that Laurentia is creating a new and essential supply chain for all of Canada, not just for the Port of Quebec. Canada's and Quebec's economic prosperity is dependent upon its ability to export its products and resources to international markets in the most efficient and economical manner. The new Laurentia supply chain is critical to Quebec's future success because the current St. Lawrence trade lane has become uncompetitive because of the new standards in the shipping industry requiring larger ships and longer trains. Today we are at a competitive disadvantage. Without Laurentia, Canada will continue to lose business to the U.S., which will ultimately increase the costs of our essential export and

import businesses and negatively impact the thousands of individuals employed in those industries.

We must recognize and measure the fact that there is an economic cost to “not” building Laurentia – lost competitiveness, lost export opportunities, lost jobs, reduced national security and ultimately declining prosperity.

Also missing from the Agency Report is the factual recognition that the Laurentia Project has no alternative location on which to construct this vital piece of infrastructure to create this essential supply chain for Canada. There is no other geographic location anywhere on the St. Lawrence, and perhaps nowhere on the east coast of Canada, that combines “all” of the essential requirements necessary for success, including: closest deep water lands to major inland markets; direct connection to a continental rail system and an established highway network; as well as a mature maritime business ecosystem. In other words, without the ability to build Laurentia at its currently proposed location, there is no potential to regain our international competitiveness and we, as a country, will eventually, over time, surrender our domestic export businesses to foreign trade lanes and foreign ports.

Given the fact that Laurentia will be one of the most environmentally “green” container terminals in the world, it is surprising that the Agency Report has not provided a more balanced coverage of the lengthy list of environmental enhancements this project introduces into our economy. There is no mention in the Report that Laurentia will generate 40% lower GHG emissions compared to the typical existing North American container terminal. There is no mention that every container that travels through the Laurentia supply chain will shrink its GHG footprint by as much as 18% when compared to all other alternative supply chains on the east coast. There is no mention that Laurentia will eliminate over 7 million kms. of truck traffic from Quebec’s provincial highways every year and thereby lower emissions by 35,000 tonnes, not to mention the indirect benefits of reducing highway congestion and maintenance. There is no mention that the equivalent carbon offset benefits of Laurentia’s GHG reductions will amount to nearly \$250 million during its first 15 years of operation.

A good portion of the environmental benefits linked to Laurentia are based on its unique and innovative business model that focuses on inland rail transportation and the consequential limitation of truck traffic volumes to less than 10%. Some of the project’s critics have questioned the integrity of this figure given the fact that other container terminals in Canada have exceedingly higher levels of truck volumes. This is exactly the reason why Laurentia will be more successful and more environmentally sustainable than the other more “traditional” terminals. This is exactly why Laurentia has been designed specifically for limited truck volumes – it is the “secret sauce” to Laurentia’s future success.

Given the fact that trucks add complexity and costs to the supply chain, the future operators of Laurentia will have the same objective in mind as the citizens of Quebec City – to keep truck volume as low as possible. Trucks are only needed to service the regional and local markets of Quebec City and because of the relatively small size of this market, there will be not be a need for truck activity to exceed the 10% level.

We can be confident of this because there is a successful example to follow on the west coast of Canada, at the Port of Prince Rupert. The Prince Rupert container terminal opened in 2007, with what was considered at the time, a radical and innovative concept of creating a terminal primarily focused on distant inland “rail” markets rather than traditional local “truck” markets. As a result, Prince Rupert has been operating for over 13 years now and its truck volume remains well below 5%.

Similar to the Laurentia proposal, Prince Rupert created a new North American supply chain based on the trans-shipment of containers directly onto trains destined to inland markets. As a result, Prince Rupert has become one of the most successful and fastest growing container terminals in the world. It has become the envy of the industry and is recognized throughout the world as the “Prince Rupert Model”.

With Laurentia, we now have an opportunity to take the “Prince Rupert Model” to a new level and create an even more innovative, efficient and productive supply chain on the east coast of Canada—one that will be recorded in the history books as the “Quebec City Model”.

This is why I fully support the Laurentia Project. It is a critical piece of trade-enhancing infrastructure that is not only beneficial to the thousands of individual Canadians that depend on efficient and economical supply chains to export their products to world markets, but it is also a “green” infrastructure project that will create a new, higher standard of environmental performance for the entire North American industry to emulate.

Laurentia proves conclusively that we can both **grow the economy and protect our environment.**

What more can we ask of a project?

Présenté par Don Krusel
