

# Fostering an Aluminium Culture in Quebec

**Jean Simard**

President and CEO

Aluminium Association of Canada, Montréal (Québec), Canada

Corresponding author: [jsimard@aluminium.ca](mailto:jsimard@aluminium.ca)

## **Abstract**

After a 100 years of producing aluminium, the province of Quebec with its 9 smelters is the world's 4th most important production area.

In the aftermath of the 2008 economic crisis, the industry had to reinvent itself in a changing world. Its licence to operate and to grow was predicated on its capacity to leverage its productive and less tangible historical assets in order to ensure its sustainability.

With the goal of “fostering an aluminium culture” the industry embarked on a 5-year strategic plan changing the landscape of the value chain for the future.

From the development of post-graduate level aluminium curriculum, through the development of national standards for the use of aluminium in bridges and pedestrian bridges, it implemented a road map including the creation of a jointly sponsored industrial aluminium cluster, AluQuebec, culminating in the recent Government initiative, the Quebec Aluminium Industry Development Strategy.

**Keywords:** Aluminium Association of Canada; aluminium culture; Quebec aluminium industry; aluminium bridges; AluQuebec.