

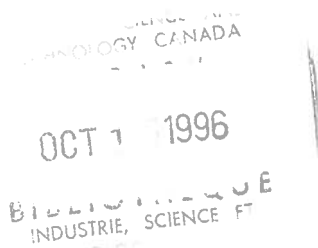
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THE FORD

# ECONOMIC UPDATE

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**Editors:** Léonel Plasse  
André Bernard  
Nicolas Bjerre



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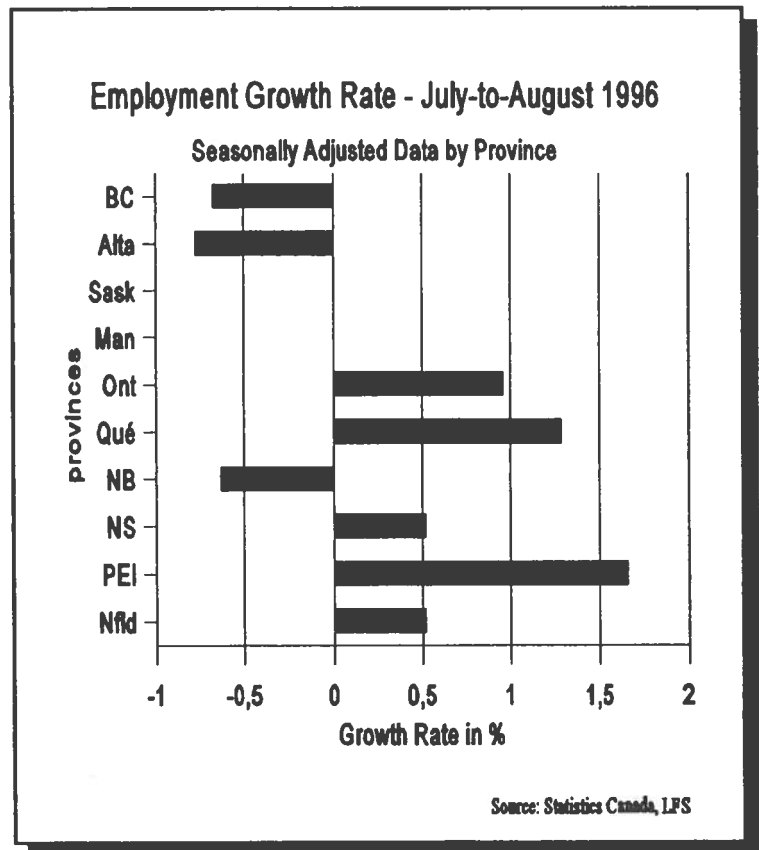
## Employment: Quebec wins back some of the June and July job losses

Quebec's employment situation showed some improvement in August with an increase of 41,000 jobs reported for the month. The increase partly offset Quebec's huge loss of 76,000 jobs in June and July.

The food and beverage services and retail trade sectors, which were particularly hard hit by job losses in June and July, generated two thirds of the August job increase.

Since the beginning of the year, overall employment in Quebec has shrunk by 17,000 jobs, but is 0.2% (5,000 jobs) higher than for the same period in 1995.

Across Canada, the employment increase from July to August 1996 amounted to 82,000 jobs. Quebec accounted for half of net employment growth during the reporting period.



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The **FORD-Q ECONOMIC UPDATE** is a monthly publication whose purpose is to inform readers about the most recent economic developments affecting Quebec and its regions.

The information in this monthly report is taken from dailies and weeklies, magazines and other publications on the Quebec economy. Most of the statistical data come from Statistics Canada.

Readers' suggestions and comments are most welcome. To have your name added to our mailing list, write to the following address:

Federal Office of Regional Development - Quebec  
Analysis and Partnership  
Stock Exchange Tower  
800 Square Victoria, PO Box 247  
Montreal, Quebec H4Z 1E8

Telephone: (514) 283-3066  
Fax: (514) 283-8429

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**The editor is:**

Léonel Plasse

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## Significant drop in the unemployment rate

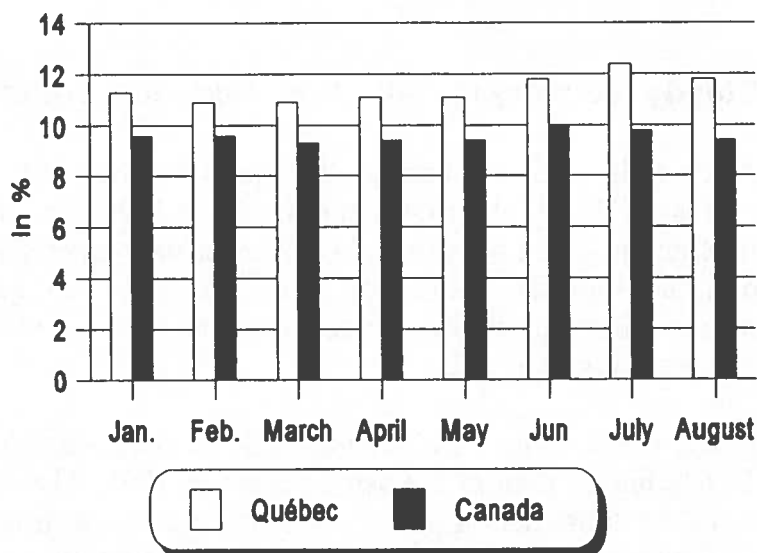
The sizeable employment increase reported in Quebec and across Canada in August was accompanied by a substantial drop in the unemployment rate. In Quebec, the unemployment rate fell from 12.4% to 11.8% between July and August. Although the August decrease was substantial, Quebec failed to make up for the summer's sharp increases in unemployment and therefore posted the same rate in August as in June.

Across the country, there was a 0.4-percentage point decrease in unemployment between July and August 1996. The rate for August was 9.4%, one tenth of a

percentage point above the rate for March, when the lowest unemployment rate this year was reported.

### Unemployment Rate - In Québec and Canada

1996 / Seasonally Adjusted Data



Source: Statistics Canada, LFS

Québec	11,3	10,9	10,9	11,1	11,1	11,8	12,4	11,8
Canada	9,6	9,6	9,3	9,4	9,4	10	9,8	9,4

## Growing optimism in the manufacturing sector

Every quarter, Statistics Canada conducts a survey of manufacturers. In the second quarter, manufacturers expressed decreasing concern about orders received. The balance of their opinions was +10 in contrast to the four previous quarters when it was negative. This was the highest balance of opinion since the last quarter of 1994.

Manufacturers seemed less concerned about finished product inventories than they were in the two previous quarters. Their balance of opinion in the second quarter of 1996 was -12. In the last quarter of 1995 and the first quarter of this year, manufacturers' balances of opinion was -21 and -26 respectively. Their balance of opinion concerning production prospects was +8, the highest since early 1995. Contributing to this optimism were manufacturers' satisfaction with new orders and decreasing concern about finished product inventories.

(The Daily, Statistics Canada, 1/8/96)

## **Moderate economic growth in the second quarter**

Canada's real gross domestic product (GDP) at factor cost increased by 0.3% in the second quarter of 1996, compared with a decrease of 0.3% during the same quarter a year earlier. The latest increase follows a similar one reported in the first quarter of this year.

(The Daily, Statistics Canada, 30/8/96)

## **Steady recovery in Canada's residential construction industry**

After falling for six consecutive quarters, the value of residential construction permits increased during the first two quarters of 1996 and was stimulated by attractive mortgage rates and renewed activity in the home-resale market. Canadian municipalities issued a total of \$3.8 billion in construction permits in the second quarter. This was an increase of 0.5% over the first quarter of this year, when an increase of 20%, compared with the last quarter of 1995, was reported.

In the first quarter of 1996, the value of single-family-dwelling construction permits was 13.6% higher than in the same period in 1995. The increase in value of multiple-family-dwelling construction permits was 8%. Since construction can start up to six months after permits are issued, there is reason to predict that there will soon be a significant increase in the number of housing starts.

(The Daily, Statistics Canada)

## **Canada's non-residential construction industry makes up for losses in late 1995**

A 3.9% increase in the value of projected non-residential construction in Canada in the second quarter of 1996 boosted the total value to \$2.6 billion, following the increase of 0.7% posted in the previous quarter. Main contributors to the second-quarter increase were the commercial sector, where the value of projected construction rose by 5.2% to \$1.4 billion, the institutional sector, where it rose by 4% to \$0.6 billion, and the industrial sector, which posted a gain of 0.9% and total value of \$0.6 billion.

The overall value of non-residential construction during the first six months of this year was 12% lower than in the first quarter of 1995. The industry's lacklustre performance during the second half of 1995 was caused mainly by shrinking demand in the public sector and lower profits in the private sector. The impact of these factors was reflected by a 28% decrease in the institutional sector and a 19.9% decrease in the industrial sector.

(The Daily, Statistics Canada)

## **No change in Canada and Quebec Help-Wanted Indexes in July**

The Help-Wanted Index for all of Canada, and similarly for Quebec, remained unchanged at 89 between June and July. The last time the Index peaked in Quebec was in April 1995. Across Canada, it last peaked in November 1994. (The Daily, Statistics Canada)

## **First quarter sees falling automobile and rising truck sales**

Automobile sales to consumers during the first six months of 1996 were 4.3% lower than in the first quarter of 1995. Increases of 11.1% in May and 3.5% in June were reported, but were not enough to offset the decreases of January, March and April.

Truck sales were buoyant throughout the first half of 1996 and, despite monthly decreases in January and April, were 6.4% higher than during the same period in 1995. (The Daily, Statistics Canada)

## **CPI still relatively stable**

The Consumer Price Index remained unchanged between June and July 1996 and was 1.2% higher than in July 1995. This was the lowest increase reported over a 12-month period since January 1995. (The Daily, Statistics Canada, 16/8/96)

## **Rationalization at Hydro-Québec**

The Crown corporation Hydro-Québec recently announced it had laid off 767 temporary employees and abolished 613 permanent positions that had become vacant. Management said the decision resulted from budget cuts requested by the Quebec government and failure to reach a satisfactory agreement with the unions. Management also said the cuts would save the corporation \$5 million to \$10 million by the end of the year.

(Le Soleil, 15/8/96)

## **Many Consumers' Distributing stores will close**

Consumers' Distributing is currently streamlining its workforce to an unprecedented degree. In August, the company abolished some 500 full-time and 1,500 part-time positions. In Quebec, the layoffs affecting 75 out of 300 current jobs were caused by the closing of 21 stores. It should be noted that Consumers' Distributing has closed or will soon close all of its stores outside Quebec and Ontario. (La Presse, 10/8/96)

## **CP shutting down rail lines**

CP recently announced a three-year plan to shut down approximately 1,900 km of rail lines, most of them in Quebec and Ontario. The plan will allow the company to focus its attention on its more profitable rail lines. According to Union representatives in the company, the plan could eliminate some 1,000 jobs across Canada. However, some of the laid-off employees would be able to find work with potential buyers of the rail lines.

(The Globe and Mail, 1/8/96; Le Soleil, 2/8/96)

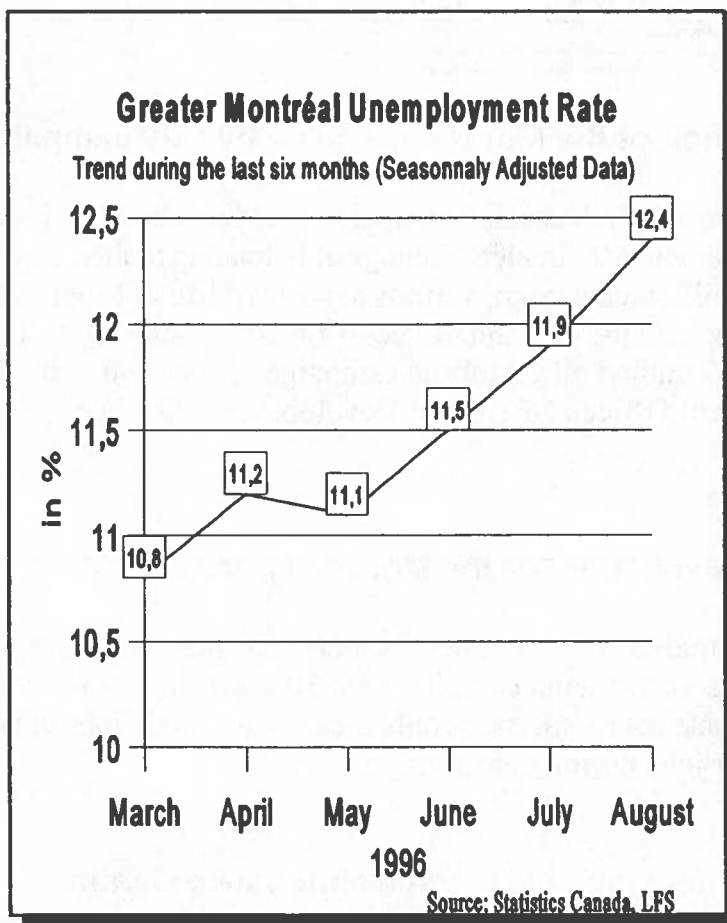
## REGIONAL REVIEW

### GREATER MONTREAL

#### Escalating unemployment in Montreal

According to the most recent seasonally-adjusted data in the Statistics Canada Labour Force Survey, the unemployment rate for the Greater Montreal area has risen for the third consecutive month. In August, the unemployment rate was 12.4%, a 1.3-percentage point increase over the May 1996 rate. Since the beginning of the year, the area's unemployment rate has risen from 10.8% to 12.4%.

In August, the Greater Montreal area had the highest unemployment rate of major Canadian cities. Its rate was just below those for Chicoutimi-Jonquière and St John's, Newfoundland.



## ISLAND OF MONTRÉAL

	<i>Aug. 96</i>	<i>July 96</i>	<i>June 96</i>	<i>Aug. 95</i>	<i>Month-over-Month Change</i>	<i>Year-over-Year Change</i>
<i>Jobs</i>	<b>778</b>	<b>775</b>	<b>769</b>	<b>782</b>	<b>0,4</b>	<b>-0,5</b>
<i>Unemployed</i>	<b>122</b>	<b>116</b>	<b>112</b>	<b>110</b>	<b>5,2</b>	<b>10,9</b>
<i>Labour Force</i>	<b>900</b>	<b>891</b>	<b>881</b>	<b>892</b>	<b>1,0</b>	<b>0,9</b>
<i>Unemploy. Rate</i>	<b>13,6</b>	<b>13,0</b>	<b>12,7</b>	<b>12,4</b>	<b>4,6</b>	<b>9,7</b>

Source: Statistics Canada, LFS  
 In Thousands, unemployment rates and changes in %  
 Non-seasonally Adjusted Data, three-month moving average

### Launch of the Montreal, You're My City campaign

A two-year advertising campaign was launched last month by the Bourque administration to promote Montrealers' feelings of belonging to their city and combat negativity. During the \$7-million campaign, various aspects of life in Montreal will be highlighted on billboards throughout the city and in television advertising spots. It should be noted that \$1 million of the \$7 million raised for the campaign was provided by the federal government through the Federal Office of Regional Development - Quebec.

(La Presse, The Gazette, 6/8/96)

### New vocation for the Montreal Forum

The real-estate developer Canderel has purchased the Montreal Forum and will convert it into a vast cinema complex with 30 screening rooms and a 7,000-seat capacity. Promoters estimate the megacentre could create some 1,000 jobs in the retail-trade sector and about 300 other jobs during construction.

(La Presse, 6/8/96)

### 160 new jobs at Dorval Maintenance Centre

Air Canada will hire 160 workers at its Maintenance Centre in Dorval to focus more effort on certain types of planes that it sees as having good potential for the future. Air Canada and Air France have also reached an agreement on the types of planes on which they will do maintenance work. Maintenance work on Air Canada B-747 fuselages will be done by Air France, while similar maintenance work on Air France B-767s will be done by Air Canada.

(Le Soleil, 6/9/96)

## **Bombardier launches Global Express**

With great fanfare, the Quebec company Bombardier recently launched its new Global Express aircraft in Toronto. Bombardier designed the aircraft for the blue-chip corporate management market and is planning to build 36 of them per year over a three-year period. An estimated \$800 million was invested in the aircraft's design, half of it by Bombardier and the other half by various international partners. (La Presse, 9/8/96)

## **New electric generating station in Montreal**

According to the investment plans of Valmec Inc, a new electric generating station will likely be built on the Island of Montreal. The company is prepared to invest \$22 million in a project to supply electricity to Hydro Quebec's Jeanne d'Arc power station and steam to Lantic Sugar. The new facility, which could create about 15 new jobs, would be located on Notre Dame Street between LaSalle Avenue and Pie IX Boulevard.

(La Presse, 21/8/96)

## **Outremont real-estate project shelved**

CP has officially announced it will shelve its \$500-million real-estate project in the municipality of Outremont. According to company spokespersons, the change of plan was caused by the breakdown of talks with the City of Outremont.

(Le Journal de Montréal, 12/9/96)

## **Armstrong continues to invest in Montreal**

Armstrong Industries Inc, which specializes in the manufacture of vinyl floor coverings, will invest \$20 million in its Montreal plant. This amount brings the total amount invested by the company over a five-year period to \$45 million. The investment is also expected to consolidate existing jobs and boost export production levels. (Le Devoir, 11/9/96)

## **Atomic Energy of Canada Ltd will move from Montreal to Toronto**

Atomic Energy of Canada Ltd (AECL) in Montreal has issued notices to 28 of its engineers, technicians and designers requesting their transfer to jobs in Toronto. The loss of these jobs will mean negative economic spinoffs for Quebec. The company's projected sales over the next ten years were expected to generate \$4 billion in spinoffs for Greater Montreal.

(La Presse, 7/8/96)

## Quebec taking action to promote Montreal's economic recovery

Serge Ménard, Minister of State for Montreal, has announced the creation of a \$100-million fund to promote Montreal's economic recovery. In addition, the Quebec government is involved in another series of consultations with area partners to set up a development commission for Greater Montreal, hopefully by November.

(La Presse, 5/9/96)

### ABITIBI-TÉMISCAMINGUE

	Aug. 96	July 96	June 96	Aug. 95	Month-over-Month Change	Year-over-Year Change
<i>Jobs</i>	70	68	65	66	2,9	6,1
<i>Unemployed</i>	8	8	8	9	0,0	-11,1
<i>Labour Force</i>	78	76	73	75	2,6	4,0
<i>Unemploy. Rate</i>	10,0	10,6	11,1	12,5	-5,7	-20,0

Source: Statistics Canada, LFS  
In Thousands, unemployment rates and changes in %  
Non-seasonally Adjusted Data, three-month moving average

### LOWER ST LAWRENCE

	Aug. 96	July 96	June 96	Aug. 95	Month-over-Month Change	Year-over-Year Change
<i>Jobs</i>	86	84	81	91	2,4	-5,5
<i>Unemployed</i>	12	12	11	12	0,0	0,0
<i>Labour Force</i>	98	96	92	103	2,1	-4,9
<i>Unemploy. Rate</i>	12,2	12,9	12,4	11,6	-5,4	5,2

Source: Statistics Canada, LFS  
In Thousands, unemployment rates and changes in %  
Non-seasonally Adjusted Data, three-month moving average

## Reopening of Canadelle plant

It is very likely that the Canadelle plant in Matane will reopen. Two projects currently under study would re-employ 150 workers who were laid off when the business shut down last spring. The reopening of the plant could be announced this fall.

(Le Soleil, 13/9/96)

## CHAUDIÈRE-APPALACHES

	Aug. 96	July 96	June 96	Aug. 95	Month-over-Month Change	Year-over-Year Change
<i>Jobs</i>	185	185	181	187	0,0	-1,1
<i>Unemployed</i>	11	12	13	13	-8,3	-15,4
<i>Labour Force</i>	196	197	194	200	-0,5	-2,0
<i>Unemploy. Rate</i>	5,6	6,0	6,8	6,4	-6,7	-12,5

Source: Statistics Canada, LFS  
In Thousands, unemployment rates and changes in %  
Non-seasonally Adjusted Data, three-month moving average

### Chaudière-Appalaches industrial sector performing well

Ongoing joint efforts by Chaudière-Appalaches region industrial commissions, which are grouped together in the Association des Commissaires Industriels de Chaudière-Appalaches (ARCICA), led to investments of \$68.5 million in 1995 and the creation of over 2,000 jobs in the industrial sector alone. (Le Peuple Chaudière, July 20, 1996)

### Frito Lay will invest \$68 million in Lévis

The American company Hostess-Frito Lay will invest \$68 million to increase potato-chip production at its Lévis plant. The investment is expected to create 150 jobs and preserve 188 current jobs. (Le Soleil, 7/8/96)

### \$40-million electric power station in Chutes de la Chaudière RCM

In all likelihood, promoters will launch a \$40-million Inergex Inc project to build a hydroelectric power station on a site at Chutes de la Chaudière. Work will be done over a two-year period and is expected to generate \$6.6 million in revenue beginning in the first year. (Le Soleil, 9/8/96)

### 70 jobs lost in St Just de Bretonnières

As many as 70 workers may lose their jobs as a result of Bois Daquam Inc's investment of \$6.3-million at one of its two plants in St Just de Bretonnières. The investment will be used to consolidate operations at one plant and eliminate jobs at the other. (Le Soleil, 7/8/96)

## St Romuald being considered for a new plant

A new plant manufacturing moist paper towels and plastic cutlery could soon be built in St Romuald. Sanfaçon Industries will invest \$15 million to build the new plant, which is expected to boost the company's production substantially. Meanwhile an estimated 100 to 200 jobs will be created over a few years. However, St Romuald has not yet been selected as the final location for the plant. Other Quebec towns, such as St Nicolas, and towns in Ontario and New Brunswick are being considered as well. (Le Soleil, 22/8/96)

### NORTH SHORE/NORTHERN QUÉBEC

	Aug. 96	July 96	June 96	Aug. 95	Month-over-Month Change	Year-over-Year Change
<i>Jobs</i>	57	57	57	63	0,0	-9,5
<i>Unemployed</i>	9	10	10	6	-10,0	50,0
<i>Labour Force</i>	66	67	67	69	-1,5	-4,3
<i>Unemploy. Rate</i>	13,7	14,5	14,3	9,0	-5,5	52,2

Source: Statistics Canada, LFS  
In Thousands, unemployment rates and changes in %  
Non-seasonally Adjusted Data, three-month moving average

### EASTERN TOWNSHIPS

	Aug. 96	July 96	June 96	Aug. 95	Month-over-Month Change	Year-over-Year Change
<i>Jobs</i>	123	122	119	129	0,8	-4,7
<i>Unemployed</i>	13	13	12	14	0,0	-7,1
<i>Labour Force</i>	136	135	131	143	0,7	-4,9
<i>Unemploy. Rate</i>	9,7	9,3	9,1	9,5	4,3	2,1

Source: Statistics Canada, LFS  
In Thousands, unemployment rates and changes in %  
Non-seasonally Adjusted Data, three-month moving average

## Healthy competition in the Eastern Townships

The cities of Sherbrooke and Magog are currently competing for an Alu-Amerika aluminum-processing plant. The company is expected to announce its choice of city shortly. The plant is certain to generate major spinoffs for the Eastern Townships region. It will require an investment of \$11 million and is likely to create 70 to 100 direct jobs.

(La Tribune, 10/9/96)

## \$125 million for underground mining

The JM Asbestos company will convert from an open-pit to an underground mining operation. The conversion will require an investment of \$125 million over a two-year period at the Jefferey mine in Asbestos. Company spokespersons explained that rising open-pit mining costs had led to the decision. (Constructo, 23/8/96)

### GASPÉ / MAGDALEN ISLANDS

	Aug. 96	July 96	June 96	Aug. 95	Month-over-Month Change	Year-over-Year Change
<i>Jobs</i>	37	35	30	36	5,7	2,8
<i>Unemployed</i>	6	7	7	8	-14,3	-25,0
<i>Labour Force</i>	43	42	37	44	2,4	-2,3
<i>Unemploy. Rate</i>	14,6	16,5	19,1	17,4	-11,5	-16,1

Source: Statistics Canada, LFS  
In Thousands, unemployment rates and changes in %  
Non-seasonally Adjusted Data, three-month moving average

### LANAUDIÈRE

	Aug. 96	July 96	June 96	Aug. 95	Month-over-Month Change	Year-over-Year Change
<i>Jobs</i>	175	171	167	175	2,3	0,0
<i>Unemployed</i>	26	25	25	17	4,0	52,9
<i>Labour Force</i>	201	196	192	192	2,6	4,7
<i>Unemploy. Rate</i>	12,8	12,9	12,9	8,9	-0,8	43,8

Source: Statistics Canada, LFS  
In Thousands, unemployment rates and changes in %  
Non-seasonally Adjusted Data, three-month moving average

## LAURENTIANS

	<i>Aug. 96</i>	<i>July 96</i>	<i>June 96</i>	<i>Aug. 95</i>	<i>Month-over-Month Change</i>	<i>Year-over-Year Change</i>
<i>Jobs</i>	<b>213</b>	<b>217</b>	<b>218</b>	<b>205</b>	<b>-1,8</b>	<b>3,9</b>
<i>Unemployed</i>	<b>23</b>	<b>22</b>	<b>21</b>	<b>23</b>	<b>4,5</b>	<b>0,0</b>
<i>Labour Force</i>	<b>236</b>	<b>239</b>	<b>239</b>	<b>228</b>	<b>-1,3</b>	<b>3,5</b>
<i>Unemploy. Rate</i>	<b>9,9</b>	<b>9,2</b>	<b>8,7</b>	<b>9,9</b>	<b>7,6</b>	<b>0,0</b>

Source: Statistics Canada, LFS  
In Thousands, unemployment rates and changes in %  
Non-seasonally Adjusted Data, three-month moving

### Kenworth plant discussions continue

Negotiations are continuing between the Quebec government and Paccar Inc of Seattle to hopefully reopen the Kenworth plant in St Thérèse. The FTQ Fonds de Solidarité is also involved in the negotiations. Paccar maintains that starting up production on a smaller scale is still a viable potential option. When the plant closed last spring, 800 workers were laid off.  
(Le Devoir, 13/9/96)

## LAVAL

	<i>Aug. 96</i>	<i>July 96</i>	<i>June 96</i>	<i>Aug. 95</i>	<i>Month-over-Month Change</i>	<i>Year-over-Year Change</i>
<i>Jobs</i>	<b>157</b>	<b>160</b>	<b>159</b>	<b>165</b>	<b>-1,9</b>	<b>-4,8</b>
<i>Unemployed</i>	<b>19</b>	<b>20</b>	<b>21</b>	<b>19</b>	<b>-5,0</b>	<b>0,0</b>
<i>Labour Force</i>	<b>176</b>	<b>180</b>	<b>180</b>	<b>184</b>	<b>-2,2</b>	<b>-4,3</b>
<i>Unemploy. Rate</i>	<b>10,7</b>	<b>10,9</b>	<b>11,5</b>	<b>10,4</b>	<b>-1,8</b>	<b>2,9</b>

Source: Statistics Canada, LFS  
In Thousands, unemployment rates and changes in %  
Non-seasonally Adjusted Data, three-month moving average

### Pichette Report recommends saving the Cosmodome

The Pichette review committee recently published its report on the Cosmodome in Laval. The future of the facility has been in doubt for many months. The report stated in its main conclusions that the federal and provincial governments should intervene in the matter because the heavy debt load of Space Camp Canada, owner of the Cosmodome, is an obstacle to any transfers to the private sector.  
(Le Journal de Montréal, 11/9/96)

## New research centre in Laval

Syscomax Inc will invest \$30 million to build a pharmaceutical and technological research centre in Laval. Work is expected to be completed in March or April 1997.

(Constructo, 9/8/96)

## MAURICIE / BOIS FRANCS

	Aug. 96	July 96	June 96	Aug. 95	Month-over-Month Change	Year-over-Year Change
<i>Jobs</i>	208	207	204	221	0,5	-5,9
<i>Unemployed</i>	24	23	23	22	4,3	9,1
<i>Labour Force</i>	232	230	227	243	0,9	-4,5
<i>Unemploy. Rate</i>	10,4	10,2	10,2	9,2	2,0	13,0

Source: Statistics Canada, LFS  
In Thousands, unemployment rates and changes in %  
Non-seasonally Adjusted Data, three-month moving average

## Narco lays off about 60 workers in Bécancour

About 60 of the 160 workers at the Narco plant in Bécancour have been laid off for an indefinite period so that the company, in its words, can adjust to a significant drop in orders received. The company is a specialized manufacturer of refractory products.

(Le Nouvelliste, 22/8/96)

## Meanwhile ICI Canada is expanding

ICI Canada Inc, also in Bécancour, will invest \$27 million to modernize its facilities. The investment is part of a company expansion and will create 150 jobs at the peak of construction. A new building is also being built on a site adjacent to the current facility and will be used to purify brine used in the plant's operations.

(Constructo, 23/8/96)

## Major investment at Cap de la Madeleine

The federal and provincial governments will authorize a \$1.5-million loan for the Marmen machine shop in Cap de la Madeleine. The company will use the loan to build a \$12.5-million extension, which will double the plant's size.

(L'Hebdo Journal, 1/9/96)

## MONTÉRÉGIE

	<i>Aug. 96</i>	<i>July 96</i>	<i>June 96</i>	<i>Aug. 95</i>	<i>Month-over-Month Change</i>	<i>Year-over-Year Change</i>
<i>Jobs</i>	<b>645</b>	<b>640</b>	<b>627</b>	<b>641</b>	<b>0,8</b>	<b>0,6</b>
<i>Unemployed</i>	<b>68</b>	<b>66</b>	<b>66</b>	<b>58</b>	<b>3,0</b>	<b>17,2</b>
<i>Labour Force</i>	<b>713</b>	<b>706</b>	<b>693</b>	<b>699</b>	<b>1,0</b>	<b>2,0</b>
<i>Unemploy. Rate</i>	<b>9,6</b>	<b>9,3</b>	<b>9,5</b>	<b>8,3</b>	<b>3,2</b>	<b>15,7</b>

Source: Statistics Canada, LFS  
 In Thousands, unemployment rates and changes in %  
 Non-seasonally Adjusted Data, three-month moving average

### Pratt & Whitney lays off 130 employees

Pratt & Whitney Inc in Longueuil has laid off 130 of its 2,850 workers. Company management said it had taken this step in order to adjust to a fall-off in orders received. Pratt & Whitney had 8,400 employees at its production peak in 1990.

(TQS - Montreal, 20/8/96)

## OUTAOUAIS

	<i>Aug. 96</i>	<i>July 96</i>	<i>June 96</i>	<i>Aug. 95</i>	<i>Month-over-Month Change</i>	<i>Year-over-Year Change</i>
<i>Jobs</i>	<b>155</b>	<b>154</b>	<b>151</b>	<b>152</b>	<b>0,6</b>	<b>2,0</b>
<i>Unemployed</i>	<b>19</b>	<b>19</b>	<b>18</b>	<b>17</b>	<b>0,0</b>	<b>11,8</b>
<i>Labour Force</i>	<b>174</b>	<b>173</b>	<b>169</b>	<b>169</b>	<b>0,6</b>	<b>3,0</b>
<i>Unemploy. Rate</i>	<b>11,0</b>	<b>10,8</b>	<b>10,7</b>	<b>10,2</b>	<b>1,9</b>	<b>7,8</b>

Source: Statistics Canada, LFS  
 In Thousands, unemployment rates and changes in %  
 Non-seasonally Adjusted Data, three-month moving average

## QUÉBEC CITY

	Aug. 96	July 96	June 96	Aug. 95	Month-over-Month Change	Year-over-Year Change
<i>Jobs</i>	302	303	301	292	-0,3	3,4
<i>Unemployed</i>	42	39	38	35	7,7	20,0
<i>Labour Force</i>	344	342	339	327	0,6	5,2
<i>Unemploy. Rate</i>	12,3	11,5	11,3	10,6	7,0	16,0

Source: Statistics Canada, LFS  
 In Thousands, unemployment rates and changes in %  
 Non-seasonally Adjusted Data, three-month moving average

### Extensions to be built at Place Laurier and Place Sainte-Foy

Work to renovate and extend the Place Laurier shopping centre will be completed in just over a year. Marathon Realty Company Ltd, owner of the property, will invest \$14 million in the project. It is expected that about 200 workers will be hired during construction and a similar number of jobs created when construction ends.

(Le Soleil, 3/8/96)

The Place Sainte-Foy shopping centre will also be renovated and extended at a cost of \$40 million. The work is expected to be done over the next 12 months and create ten new stores.

(Constructo, 20/8/96)

### Glittering opening ceremony for the Centre des Congrès

After many months of construction work, Quebec City's new Centre des Congrès convention centre finally opened last August. This is excellent news for the Quebec City economy, which is expected to benefit most from the new facility. According to estimates based solely on confirmed convention and exhibition dates, the new centre could generate \$70 million of spinoffs by the end of March 1997.

(Le Soleil, 23/8/96)

### Poultry abattoir closes

Operations at the *La Poulette Grise* poultry abattoir were shut down recently and 149 workers thrown out of work. Management stated that the decision to close was based partly on the co-operative's difficulty in competing in global markets.

(Le Soleil, 4/9/96)

## SAGUENAY / LAC ST JEAN

	Aug. 96	July 96	June 96	Aug. 95	Month-over-Month Change	Year-over-Year Change
<i>Jobs</i>	117	117	116	122	0,0	-4,1
<i>Unemployed</i>	18	18	18	18	0,0	0,0
<i>Labour Force</i>	135	135	134	140	0,0	-3,6
<i>Unemploy. Rate</i>	13,5	13,2	13,3	12,9	2,3	4,7

Source: Statistics Canada, LFS  
 In Thousands, unemployment rates and changes in %  
 Non-seasonally Adjusted Data, three-month moving average

### Large companies in Saguenay region recover from floods

Three of the largest employers in the Saguenay region are slowly recovering from flood damage at many of their facilities. In some cases, flood damage threw many employees out of work.

One of the most profitable Abitibi-Price plants had to shut down operations on July 20 because of major damage in the mechanical pulp plant. The temporary closing put 1,000 employees out of work, of whom 100 were called back to do repair work. Damage at two of Abitibi-Price's hydroelectric power stations will cost the company approximately \$10 million.

At the Cascades Paperboard International paperboard plant, the \$10-million secondary wastewater-treatment system was flooded completely and operations had to be shut down temporarily.

Operations were shut down completely for an indefinite period at the Stone Consolidated newsprint plant. About 750 employees were affected. (Les Affaires, 3/8/96)

Hydro Quebec suffered \$60 million's worth of damage when the Chicoutimi River overflowed its banks and caused extensive damage to power stations and dams at Chute à Garneau and Pont Arnaud. (Le Soleil, 5/8/96)

### A new plant will create 400 jobs at La Baie

Amid rebuilding in the Saguenay region following the July floods, Uniboard Inc has decided to make an additional investment in La Baie. A \$400-million press-board manufacturing plant will be built and will create some 400 direct jobs.

(La Presse, 10/8/96)

## **A \$31.7-million project in Lac St Jean**

A new wollastonite-processing plant requiring an investment of \$31.7 million is likely to open in St Ludger de Milot in August 1997. The project would create about 100 jobs during construction and 75 other jobs afterwards. Project promoter Ressources Orléans has received funding from the federal and provincial governments and the Fonds de Solidarité des Travailleurs du Québec (FTQ). (Le Quotidien de Chicoutimi, 23/8/96)

**LABOUR FORCE DATA  
BY PROVINCE**  
(Seasonally adjusted estimates)

Provinces	Employment						Unemployment rates							
	Aug-96	Jul-96	Aug-95	Change		Change		Aug-96	Jul-96	Aug-95	Change		Change	
				Aug-96	Jul-96	Aug-96	Aug-95				Aug-96	Jul-96	Aug-96	Aug-95
Newfoundland	193	192	198	1		-5		17.9	18.6	18.5	-0.7		-0.6	
Prince Edward Island	61	60	59	1		2		13.7	14.5	14.9	-0.8		-1.2	
Nova Scotia	383	381	385	2		-2		12.8	12.2	11.9	0.6		0.9	
New Brunswick	316	318	315	-2		1		11.5	11.4	11.3	0.1		0.2	
Quebec	3,208	3,167	3,203	41		5		11.8	12.4	11.1	-0.6		0.7	
Ontario	5,360	5,309	5,216	51		144		8.5	9.2	8.9	-0.7		-0.4	
Manitoba	521	521	526	0		-5		7.1	8.1	7.4	-1.0		-0.3	
Saskatchewan	462	462	457	0		5		6.5	7.0	7.5	-0.5		-1.0	
Alberta	1,409	1,420	1,376	-11		33		6.8	6.8	7.9	0.0		-1.1	
British Columbia	1,803	1,814	1,775	-11		28		9.0	8.1	8.7	0.9		0.3	
Canada	13,723	13,641	13,512	82		211		9.4	9.8	9.5	-0.4		-0.1	

Provinces	Unemployed						Employment/population ratio							
	Aug-96	Jul-96	Aug-95	Change		Change		Aug-96	Jul-96	Aug-95	Change		Change	
				Aug-96	Jul-96	Aug-96	Aug-95				Aug-96	Jul-96	Aug-96	Aug-95
Newfoundland	42	44	45	-2		-3		42.7	42.5	43.5	0.2		-0.8	
Prince Edward Island	10	10	10	0		0		56.8	55.9	55.8	0.9		1.0	
Nova Scotia	56	53	52	3		4		52.0	51.8	52.6	0.2		-0.6	
New Brunswick	41	41	40	0		1		52.6	53.0	52.7	-0.4		-0.1	
Quebec	431	448	398	-17		33		54.6	53.9	55.1	0.7		-0.5	
Ontario	499	536	508	-37		-9		60.5	60.0	59.7	0.5		0.8	
Manitoba	40	46	42	-6		-2		60.9	60.9	61.8	0.0		-0.9	
Saskatchewan	32	35	37	-3		-5		61.4	61.4	60.9	0.0		0.5	
Alberta	102	103	118	-1		-16		66.7	67.4	66.4	-0.7		0.3	
British Columbia	179	160	169	19		10		59.4	59.9	60.0	-0.5		-0.6	
Canada	1,432	1,488	1,422	-56		10		58.7	58.4	58.6	0.3		0.1	

Employment in thousands and Unemployment rates in percentages

Source: Statistics Canada, LFS

Prepared by Léonel Plasse, Analyse et partenariat

**LABOUR FORCE DATA  
BY METROPOLITAN AREAS**  
(Seasonally adjusted estimates, Three-month moving averages)

Metropolitan Areas	Employment						Unemployment rates							
	Aug-96	Jul-96	Aug-95	Change		Change		Aug-96	Jul-96	Aug-95	Change		Change	
				Aug-96 /	Jul-96	Aug-96 /	Aug-95				Aug-96 /	Jul-96	Aug-96 /	Aug-95
Halifax	170	168	166	2		4		8.1	8.0	9.2	0.1		-1.1	
Chicoutimi-Jonquière	64	64	61	0		3		14.5	14.5	16.2	0.0		-1.7	
Québec	325	329	319	-4		6		10.8	10.1	9.2	0.7		1.6	
Montréal	1,546	1,555	1,538	-9		8		12.4	11.9	11.1	0.5		1.3	
Trois-Rivières	63	64	63	-1		0		11.5	10.9	11.5	0.6		0.0	
Sherbrooke	66	66	66	0		0		11.5	11.5	10.7	0.0		0.8	
Ottawa-Hull	532	524	509	8		23		7.7	8.2	10.6	-0.5		-2.9	
Toronto	2,150	2,139	2,120	11		30		9.4	9.7	8.6	-0.3		0.8	
Winnipeg	345	345	347	0		-2		8.6	9.1	8.1	-0.5		0.5	
Calgary	454	455	432	-1		22		7.1	7.1	7.8	0.0		-0.7	
Vancouver	932	931	903	1		29		7.6	7.5	8.6	0.1		-1.0	
Metropolitan Areas	Unemployed						Employment/population ratio							
	Aug-96	Jul-96	Aug-95	Change		Change		Aug-96	Jul-96	Aug-95	Change		Change	
				Aug-96 /	Jul-96	Aug-96 /	Aug-95				Aug-96 /	Jul-96	Aug-96 /	Aug-95
Halifax	15	15	17	0		-2		62.6	62.1	61.8	0.5		0.8	
Chicoutimi-Jonquière	11	11	12	0		-1		48.3	48.3	46.4	0.0		1.9	
Québec	39	37	32	2		7		56.7	57.5	56.4	-0.8		0.3	
Montréal	218	210	191	8		27		55.9	56.3	56.2	-0.4		-0.3	
Trois-Rivières	8	8	8	0		0		52.9	54.0	53.7	-1.1		-0.8	
Sherbrooke	9	9	8	0		1		54.7	55.0	54.9	-0.3		-0.2	
Ottawa-Hull	45	47	60	-2		-15		62.3	61.4	60.8	0.9		1.5	
Toronto	222	229	199	-7		23		61.1	60.9	61.4	0.2		-0.3	
Winnipeg	32	34	30	-2		2		61.4	61.6	62.3	-0.2		-0.9	
Calgary	35	35	36	0		-1		69.1	69.4	67.5	-0.3		1.6	
Vancouver	76	76	85	0		-9		61.3	61.4	61.0	-0.1		0.3	

Employment in thousands and unemployment rates in percentages  
Source: Statistics Canada, LFS

Prepared by Léonel Plasse, Analyse et partenariat

## LABOUR FORCE DATA BY ADMINISTRATIVE REGIONS

(Unadjusted estimates, Three-month moving averages)

Administrative Regions	Employment						Unemployment rates							
	Aug-96	Jul-96	Aug-95	Change		Change		Aug-96	Jul-96	Aug-95	Change		Change	
				Aug-96 /	Jul-96	Aug-96 /	Aug-95				Aug-96 /	Jul-96	Aug-96 /	Aug-95
Gaspé-Magdalen Islands	37	35	36		2		1	14.6	16.5	17.4		-1.9		-2.8
Lower St Lawrence	86	84	91		2		-5	12.2	12.9	11.6		-0.7		0.6
Québec City	302	303	292		-1		10	12.3	11.5	10.6		0.8		1.7
Chaudière-Appalaches	185	185	187		0		-2	5.6	6.0	6.4		-0.4		-0.8
Eastern Townships	123	122	129		1		-6	9.7	9.3	9.5		0.4		0.2
Montréal	645	640	641		5		4	9.6	9.3	8.3		0.3		1.3
Montréal	778	775	782		3		-4	13.6	13.0	12.4		0.6		1.2
Laval	157	160	165		-3		-8	10.7	10.9	10.4		-0.2		0.3
Lanaudière	175	171	175		4		0	12.8	12.9	8.9		-0.1		3.9
Laurentians	213	217	205		-4		8	9.9	9.2	9.9		0.7		0.0
Outaouais	155	154	152		1		3	11.0	10.8	10.2		0.2		0.8
Abitibi-Témiscamingue	70	68	66		2		4	10.0	10.6	12.5		-0.6		-2.5
Mauricie/Bois-Francs	208	207	221		1		-13	10.4	10.2	9.2		0.2		1.2
Saguenay/Lac-St-Jean	117	117	122		0		-5	13.5	13.2	12.9		0.3		0.6
North Shore/North. Que.	57	57	63		0		-6	13.7	14.5	9.0		-0.8		4.7
Province of Québec	3,309	3,293	3,328		16		-19	11.3	11.0	10.3		0.3		1.0

Administrative Regions	Unemployed						Employment/population ratio							
	Aug-96	Jul-96	Aug-95	Change		Change		Aug-96	Jul-96	Aug-95	Change		Change	
				Aug-96 /	Jul-96	Aug-96 /	Aug-95				Aug-96 /	Jul-96	Aug-96 /	Aug-95
Gaspé-Magdalen Islands	6	7	8		-1		-2	44.2	41.3	43.2		2.9		1.0
Lower St Lawrence	12	12	12		0		0	52.2	51.1	55.6		1.1		-3.4
Québec City	42	39	35		3		7	55.9	56.2	54.6		-0.3		1.3
Chaudière-Appalaches	11	12	13		-1		-2	61.1	61.0	62.4		0.1		-1.3
Eastern Townships	13	13	14		0		-1	55.4	54.8	58.8		0.6		-3.4
Montréal	68	66	58		2		10	62.0	61.5	62.6		0.5		-0.6
Montréal	122	116	110		6		12	52.5	52.4	52.9		0.1		-0.4
Laval	19	20	19		-1		0	57.4	58.6	61.2		-1.2		-3.8
Lanaudière	26	25	17		1		9	56.7	55.3	58.1		1.4		-1.4
Laurentians	23	22	23		1		0	60.2	61.3	59.5		-1.1		0.7
Outaouais	19	19	17		0		2	60.5	60.2	60.3		0.3		0.2
Abitibi-Témiscamingue	8	8	9		0		-1	57.8	55.8	55.2		2.0		2.6
Mauricie/Bois-Francs	24	23	22		1		2	53.6	53.4	57.5		0.2		-3.9
Saguenay/Lac-St-Jean	18	18	18		0		0	50.6	50.6	53.4		0.0		-2.8
North Shore/North. Que.	9	10	6		-1		3	54.4	54.3	60.5		0.1		-6.1
Province of Québec	421	409	381		12		40	56.3	56.1	57.3		0.2		-1.0

Employment and Unemployed in thousands; Unemployment rates and employment/population ratio in percentages

Source: Statistics Canada, LFS

Prepared by Léonel Plasse, Analyse et partenariat

**LABOUR FORCE DATA**  
**FULL TIME, PART-TIME AND EMPLOYMENT BY INDUSTRY**  
(Unadjusted Estimates)

Provinces	Full-time employment						Part-time employment							
	Aug-96	Jul-96	Aug-95	Change		Change		Aug-96	Jul-96	Aug-95	Change		Change	
				Aug-96	Jul-96	Aug-96	Aug-95				Aug-96	Jul-96	Aug-96	Aug-95
Newfoundland	188	189	188	-1		0		26	30	28	-4		-2	
Prince Edward Island	60	57	57	3		3		8	8	9	0		-1	
Nova Scotia	338	334	335	4		3		69	69	74	0		-5	
New Brunswick	295	293	296	2		-1		48	48	46	0		2	
Quebec	2,849	2,826	2,831	23		18		482	476	477	-14		-15	
Ontario	4,589	4,536	4,512	53		77		906	903	834	3		72	
Manitoba	444	444	450	0		-6		91	93	89	-2		2	
Saskatchewan	396	392	389	4		7		81	85	83	-4		-2	
Alberta	1,216	1,218	1,178	-2		38		223	230	229	-7		-6	
British Columbia	1,538	1,537	1,503	1		35		317	330	323	-13		-6	
Canada	11,913	11,825	11,740	88		173		2,231	2,273	2,191	-42		40	

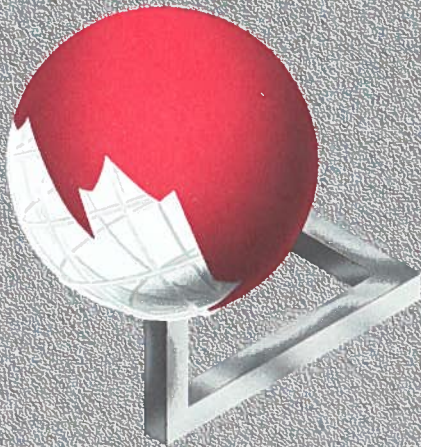
Industries	Employment by Industry						
	Mars 96	Fév. 96	Mars 95	Change		Change	
				Mars 96	Fév. 96	Mars 96	Mars 95
Agriculture	89	87	79	2		10	
Other primary	44	41	51	3		-7	
Manufacturing	625	613	610	12		15	
Construction	151	150	160	1		-9	
Transp., comm., utilities	222	232	255	-10		-33	
Trade	548	550	570	-2		-22	
Finance, insur., real estate	191	203	192	-12		-1	
Services	1,220	1,203	1,181	17		39	
Public administration	221	224	210	-3		11	
Total	3,311	3,302	3,308	9		3	

Employment in thousands  
Source: Statistics Canada, LFS

Prepared by Léonel Plasse, Analyse et partenariat

**A D V I S O R S**

**SERVING SMALL  
BUSINESSES**



**SMALL  
BUSINESS  
ACCESS CENTER**

**ACCESS**  
to information

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**ACCESS**  
to business networks

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**ACCESS**  
to financial support

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