



## Ideas on a Montreal-Beijing Direct Flight

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### I. Reality and Opportunity

Canada's economy is going through a difficult period: our Canadian dollar has devalued against the US dollar about ten percent in recent months; the domestic purchasing power of citizens is going down; we are experiencing the decline of the retail and catering industries and many businesses are closing. We are eagerly awaiting the revitalization of Montreal's economy.

After facing many obstacles, Montreal has finally elected Mr. Denis Coderre and his team to lead the city. They are working hard, and they are aiming to promote Montreal's political, economic, cultural and educational development. This public consultation organized by the *Commission sur le développement économique et urbain et l'habitation* is a testament to their efforts.

Since 1978, China has undergone reform and opened up. It has achieved rapid social, political, economic and cultural growth in all areas. China is now moving towards becoming the second largest economic power in the world; its economy is still booming, providing many opportunities. Chinese people travel abroad, study abroad, and have growing enthusiasm for the purchase of foreign goods, all of which has also presented many opportunities for Montreal and for Quebec.

In 2011, the Consulate General of the People's Republic of China in Montreal was officially opened, an indication that political, economic, cultural and educational exchanges in various fields between Quebec and China have been increasingly frequent. They have reached such an importance that the Chinese government made the decision, forgoing numerous Consulate General applications around the world, to establish the Consulate General in Montreal, Quebec.

The establishment of the Chinese Consulate General in Montreal further promotes and strengthens cooperation in various fields, like politics, economy, culture and education between Quebec and China. China is increasingly investing in Quebec, as evidenced by the recent launch of the Jien Nickel Industry Company project, the Beida Jade Bird Group, the fire equipment R & D center project, and the Bank of China. Chinese-funded enterprises in Quebec are mainly distributed in the domains of mineral exploration and development, finance, hotels and restaurants, manufacturing, logistics, and transportation, and they have injected more than 2 billion Canadian dollars into the economy. In turn,



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cultural exchanges, investment and trade from Quebec to China have also increased. For example, Mr. Philippe Couillard, prime minister of Quebec, will lead a large trade delegation at the end of October to visit China. The Canadian Ambassador to China speaks quite fluent Chinese, and has recommended the Canadian team to the 1.4 billion Chinese people, for the "Canadian Culture Week" event at the 16<sup>th</sup> "China International Art Festival".

Montreal's Chinese community has long been voicing demand for direct flights. Commissioned by the Montreal airports, the Montreal Chinese family service center drafted a petition to carry out a direct flight between Montreal and Beijing, which many community organizations and individuals signed. This is the full expression of the desires and expectations of the general public.

Montreal was the work place of Norman Bethune, who is a great friend and hero of the Chinese people. China has chosen Montreal to host a statue in honor of Bethune, rather than his hometown. This emotional connection is an advantage, and favors further development of our economic and trade cooperation with China.

These factors, coupled with opinions expressed in the reports of other speakers at this hearing, all fully illustrate the urgent need and excellent opportunities for direct flights from Montreal to Beijing.

## **II. Problems and Obstacles**

1. This direct flight is a more urgent need on Montreal's side than on China's side. Thus, we need to provide greater efforts to ensure its realization.

1) Beijing has opened direct flights to Vancouver a long time ago and to Toronto in recent years.

2) Quebec is implementing its "Plan Nord" to attract foreign investment, from China in particular, which must pass by Montreal. With no direct flights, many investors shy away.

3) Chinese and Asian travel enthusiasts and tourists choose to come to Montreal less because there are no direct flights.

4) Many Chinese students would like to study abroad and to have study tours. They may have to choose elsewhere because there are no direct flights here.

2. Currently, there are no landing slots available at the Beijing airport to suit the needs of this flight.



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3. According to a Secor-KPMG study, there are not sufficient passengers going from Montreal to Beijing as final destination to warrant a direct flight.

There is a need to attract passengers to elsewhere in East Asia, like Hong Kong, Bangkok and Singapore. These transit passengers are critical to the success of a Montreal-Beijing direct flight. Therefore, it is necessary to have a slot in the Beijing airport in the early afternoon, so that transit passengers have enough time to get to their destination on the same day.

Such a flight should take off from Montreal in the afternoon, which would allow passengers from Ottawa, Quebec, Eastern Canada and other North American cities to travel in the morning and arrive on time to Montreal.

4. The CEO of Aéroports de Montréal (ADM), James Cherry, reported recently that the lack of an effective link between the airport and downtown, either by a train or an improved road access, remains the biggest weakness of the airport.

### **III. Solutions and Suggestions**

1. The preferred location for direct flights from Montreal, of course, is Beijing, China's political and cultural center, China's transportation hub, a convenient transfer to other major Asian cities, and the capital of China.

2. It is important to consider the benefits to others and to help them share in the rewards, in order to work together. The matter of the Montreal-Beijing flights is an opportunity to strengthen communication and cooperation among all the concerned parties on the Canadian side and their Chinese counterparts, such as the Montreal Airport and Beijing Airport Corporation, Canadian Airlines and China Airlines. It is in our common interest to contribute to this goal together.

3. To achieve wealth and prosperity, we must first build a path; invest first, and then harvest. We should expect municipalities, Montreal Airports (ADM), the government of Quebec, all levels of tourism departments, and others, to work closely together, not only to urge the creation of the Montreal-Beijing direct flight through the media, but also to economically support the opening of this line. Like for the recent retention of the Canadian Grand Prix in Montreal, during this flight's first years, taxation policies can be implemented to provide support for the project, and to help overcome difficulties the airports and airlines may encounter at first. It is also necessary to increase investments and cooperation for the construction of a shuttle train, or improve road infrastructure between the airport and downtown.



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4. If negotiations with the Beijing airport genuinely turn out to be fruitless, the second option would be direct flights from Montreal to Shanghai. Because Shanghai is China's economic center and free trade center, it will gradually become Asia's economic and financial capital. Shanghai is Montreal's sister city; it has direct flights to important Asian cities, allowing convenient transit for passengers. However, Shanghai is much further than Beijing for travelers from Northeastern China, which has a similar climate and living conditions as Quebec. (Other large cities in China are difficult to consider, such as China's domestic transportation hub Zhengzhou, because connecting flights to other cities in East Asia are not sufficient; or Guangzhou, due to its location in China's southeast corner, not convenient to reach most of mainland China.)

Appendices:

1. A Brief Introduction to Elite College
2. Greetings from the Right Honourable Stephen Harper - Prime Minister of Canada
3. Greetings from Mr Justin Trudeau - Leader of the Liberal Party of Canada
4. Greetings from Mr Philippe Couillard - Prime Minister of Quebec



## Appendix: A Brief Introduction to Elite College

Founded in 2004 by Mr. Bradley Zhao, who has more than 30 years of experience in scientific research, education and administration, Elite College is firstly a renowned tutoring school that provides various courses such as French, Mathematics, English, Science, Chinese, Arts and Dance for all levels of primary and secondary students. The school is specialized in preparing students to enter the best primary and secondary schools. Secondly, it offers vocational training courses for adults. Thirdly, Elite College has become an international student recruitment agency, helping to bridge international students, especially Chinese students, to Montreal schools, and has also established the "Elite Student Dormitory" service for international students. Indeed, Elite College is a comprehensive educational institution and enjoys an excellent reputation in Montreal. It has become a trusted children's tutoring and adult vocational training school.

Elite College has 3 campuses to better serve students: a downtown campus with head office; a campus at CEGEP St-Laurent and a South Shore campus at École Mgr-A-M-Parent.

### Kids Tutoring Center

In this department, we offer weekend courses throughout the year, as well as a Summer Camp, Winter Camp and Spring Break Camp, which have all made Elite College one of the largest tutoring schools in Quebec. We concentrate on education and over the years have achieved excellent results: over 300 students a year succeed in their secondary entrance exams and are accepted by top schools; many students complete their welcome class in advance; and many of our students pass the exams needed to enter into various grades at top primary and secondary schools. Students of Elite College maintain their success and are recognized as excellent students in their reputed secondary schools, such as Collège Jean-de-Brebeuf, Collège Jean-Eudes and École Internationale de Montréal. Many students have obtained good results in French contests in Quebec: for instance, in a 2014 French essay writing and reciting competition, students of Elite College, including primary, secondary and adult students, performed excellently. In particular, students in the program of preparation for the secondary entrance exam won almost all the prizes at the competition in the Youth category. At various types of mathematics competitions in Quebec, Canada and even worldwide, Elite College and its students have won countless prizes. For example, in the 2012 Pythagoras math contest, Elite College won 3<sup>rd</sup> prize in Canada; in the 2013 Euler and Lagrange math contests, Elite College won first in Quebec; some students have won



1<sup>st</sup> place in Canada or Quebec at the 2013 competitions in the same series as Euler, more than 90% of participants receiving a Certificate of Distinction. In the 2013 Pascal national math contest from the University of Waterloo, Elite College placed 1<sup>st</sup> overall in Quebec. Elite College also boasts many accomplishments from its Chinese teaching and arts courses: in the 13<sup>th</sup> international Chinese Youth writing contest, students of Elite College won three 1<sup>st</sup> prizes, one 2<sup>nd</sup> prize, and two 3<sup>rd</sup> prizes. At the 17<sup>th</sup> Kanagawa Biennial World Children's Art Exhibition & Painting Competition in 2012, Emily Luo, 8 years old, won an Excellence Award with her work "Spring Fun". She was the only winner from Canada. Meanwhile, Elite College makes every effort to help students who experience academic difficulties in school. For students who have been warned or have been expelled from their schools, we not only help them improve their studies, but also build a good learning attitude and good study habits, and therefore to enhance their self-esteem. We attend to each pupil with full effort, as to live up to the expectations of students and parents.

### **Adult Vocational Training Center**

Since the foundation of the Adult Vocational Training department, we have achieved many outstanding accomplishments. In collaboration with the Elite Entrepreneurship Club, we have helped thousands of students from various communities. We work with School Boards and offer various types of vocational training and adult education courses. With the help of our specialized and professional teachers, and our staff's serious and arduous support, every month, about a hundred students improve their language, acquire new skills, obtain diplomas, and some of them successfully start their own business, becoming more productive members of society in Canada.

### **Department of International Student Services**

The Department of International Student Services was founded in 2009, and mainly provides services including recruiting international students, help with admission into primary, secondary schools and universities, and with PEQ (le Programme de l'expérience québécoise) studies, as well as taking care of their housing through the Elite Student Dormitory service.

In recent years, Elite College has cooperated with many local public and private schools. As a result of our good understanding of the education system in Quebec and Canada, and of the mutual trust between schools and us, we have successfully helped many international students to develop the best plans for their studies, and have guided them through the admission process into their schools of choice.



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*This certificate is presented to*

***Elite College***

*in recognition of your tenth anniversary.*

*It gives me great pleasure to extend to you warmest greetings  
and best wishes on this special occasion. My colleagues in the Government of  
Canada join with me in recognizing this significant achievement and wish you many  
more years of continued success.*



The Rt. Hon. Stephen Harper, P.C., M.P.  
Prime Minister of Canada  
Ottawa 2014



### **Mot du premier ministre**

En 10 ans d'existence, le Collège Élite s'est fièrement inscrit dans le paysage éducatif montréalais. Au cours des années, nombre de jeunes et d'adultes ont reçu une éducation et une formation générale et professionnelle de grande qualité, dans ce lieu privilégié où apprendre, créer des liens, s'épanouir et réussir est un objectif qu'on partage et qu'on atteint. Tout cela, dans le respect des valeurs humaines et des différences individuelles, et dans un esprit d'accueil et d'ouverture.

Je salue le travail, les compétences et l'engagement exceptionnels de monsieur Bradley Zhao, des professeurs et de tout le personnel du Collège Élite. En contribuant à la réalisation des aspirations des jeunes et des adultes de tous horizons, vous contribuez au développement de notre société.

Félicitations pour ce 10<sup>e</sup> anniversaire!

Philippe Couillard



## Justin P.J. Trudeau

Leader of the Liberal Party of Canada  
Chef du Parti libéral du Canada



May 15<sup>th</sup>, 2014

Dear Friends,

As they celebrate their tenth anniversary, it is with great pleasure that I congratulate Elite College on their many accomplishments over the past decade.

Since its establishment in 2004, Elite College has become one of Montreal's largest and most diverse specialty schools. Providing support with an education that focussed on: tutoring for children, recruitment and settlement services for international students, and skills training for adults, graduates of Elite College can be proud they have been given the necessary tools and guidance for building successful futures.

I would like to thank Bradley Zhao and Elite College for their commitment to education and the promotion of Chinese culture in Canada. Institutions such as Elite College encourage Canadians to explore their own heritage, while learning to become active members of the community. As educators promoting learning, understanding and acceptance, Elite College positively contributes to our country's rich cultural diversity.

Sincerely,

Justin P.J. Trudeau  
Member of Parliament for Papineau

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