

Press Release

For immediate release

APPROVAL OF SDBJ 2021–2023 DEVELOPMENT PLAN

OUR GOAL: TO BE AN ENTERPRISING, RECOGNIZED ORGANIZATION THAT GENERATES
SIGNIFICANT ECONOMIC SPINOFFS FOR THE REGION

Matagami, February 16, 2022 – The Société de développement de la Baie-James (SDBJ) is pleased to confirm that the Government of Québec has approved its [Plan de développement 2021-2023](#) [Development Plan 2021–2023].

Highlights

- The proven expertise and skills SDBJ has developed over the years have enabled it to put forward more projects that generate spinoffs for the region’s economy. The corporation has thus adopted a new objective in its Plan de développement 2021-2023, i.e., to be an enterprising, recognized organization whose projects generate significant economic spinoffs for the territory.
- SDBJ has reviewed the values which govern its management practices and guide its relations with regional partners. The new values adopted are competence, agility, cooperation, respect and integrity.
- The orientations of the development plan have been established through a collaborative approach with the various regional players and rigorous reflection. They address the issues of economic development and territorial access through support for regional businesses and the development of land and air transport infrastructure.
- The Plan de développement 2021-2023 addresses three strategic issues: 1) maintenance, improvement, expansion and development of the transportation network to facilitate access to the region, 2) maximization of regional economic spinoffs, and 3) maintenance of ongoing organizational efficiency.

Quotes

“The development of the Nord-du-Québec region is generating a lot of interest at all levels. SDBJ needs to maintain this momentum through its actions, which include forging partnerships and creating synergies with other public and private players operating in the region. The Plan de développement 2021-2023 covers all the strategies and actions that will allow SDBJ to fulfill its role as a key player in the region’s development. Furthermore, the signing of the La Grande Alliance agreement by the Government of Québec and the Cree Nation Government in February 2020, as well as the signing of the Plan d’action nordique 2020-2023, will result in many development opportunities in Eeyou Istchee Baie-James over the long term. These initiatives represent business opportunities for SDBJ in its two main areas of activity—furthering economic development and executing mandates for the management of transportation infrastructure—and will encourage regional players to adopt a collaborative approach with a view to conducting joint projects.”

Gaston Bédard, Chairman of the Board of Directors

“SDBJ is a wholly regional corporation that must serve the entire Eeyou Istchee Baie-James territory. Happily, the organization can rely on a dedicated team of people efficiently

distributed among our various points of service at Matagami, Radisson, Chibougamau, the Km 381 service area, La Grande Rivière Airport and the aerodromes at Matagami, Nemiscau and Fontanges. One of SDBJ's biggest challenges is to support the sustained growth of its activities while maintaining the same quality of service it has always been known for. An attractive working environment with optimized operational processes and rigorous financial monitoring will keep our employees motivated, mobilized and able to meet these challenges. The excellent collaboration between SDBJ and our regional and government partners also contributes to the success of our actions. It is thanks to their trust in us and the hard work of our dedicated team that the Plan de développement 2021-2023 will become a reality."

Alain Coulombe, President and Chief Executive Officer, SDBJ

About SDBJ

[SDBJ](#) was created under the James Bay Region Development Act adopted by the Québec National Assembly in 1971. Its mission is to promote, from a sustainable development perspective, the economic development, improvement and exploitation of natural resources other than hydroelectric resources falling within Hydro-Québec's mandate in the James Bay territory. SDBJ can also foster, support and participate in the implementation of projects having these objectives.

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Source :

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