



# URBAN REDEVELOPMENT & COLLABORATION TO ATTRACT INNOVATION

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**TRÈS**  
Trois-Rivières



TROIS-RIVIÈRES,  
A REGIONAL CAPITAL  
UNDERGOING  
REDEVELOPMENT.

1

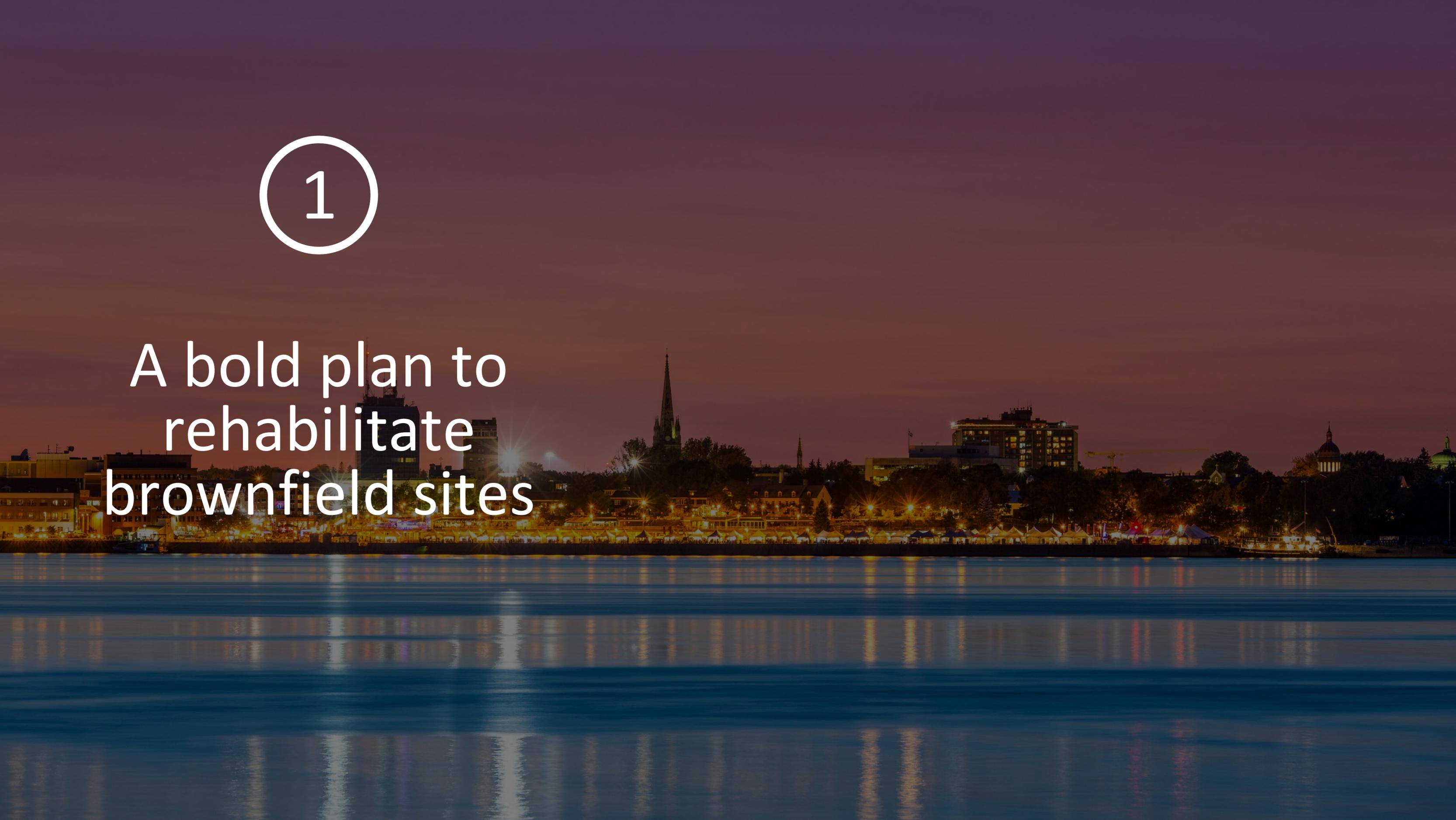
A bold plan to  
rehabilitate  
brownfield sites

2

A shared vision of  
development based on  
decarbonization

1

A bold plan to  
rehabilitate  
brownfield sites











Revitalize.  
Attract.  
Develop.

Rehabilitating  
brownfield sites:  
A strategic choice for  
Economic  
Development.















M mariana

1,5

BILLION DOLLARS  
INVESTED IN OUR  
DOWNTOWN IN THE  
LAST 8 YEARS



Faculté de génie chimique et de génie des procédés  
des Sciences et Technologies de l'Université de Sherbrooke



BUREAU DE POSTE

G R

20



BLH  
architectes

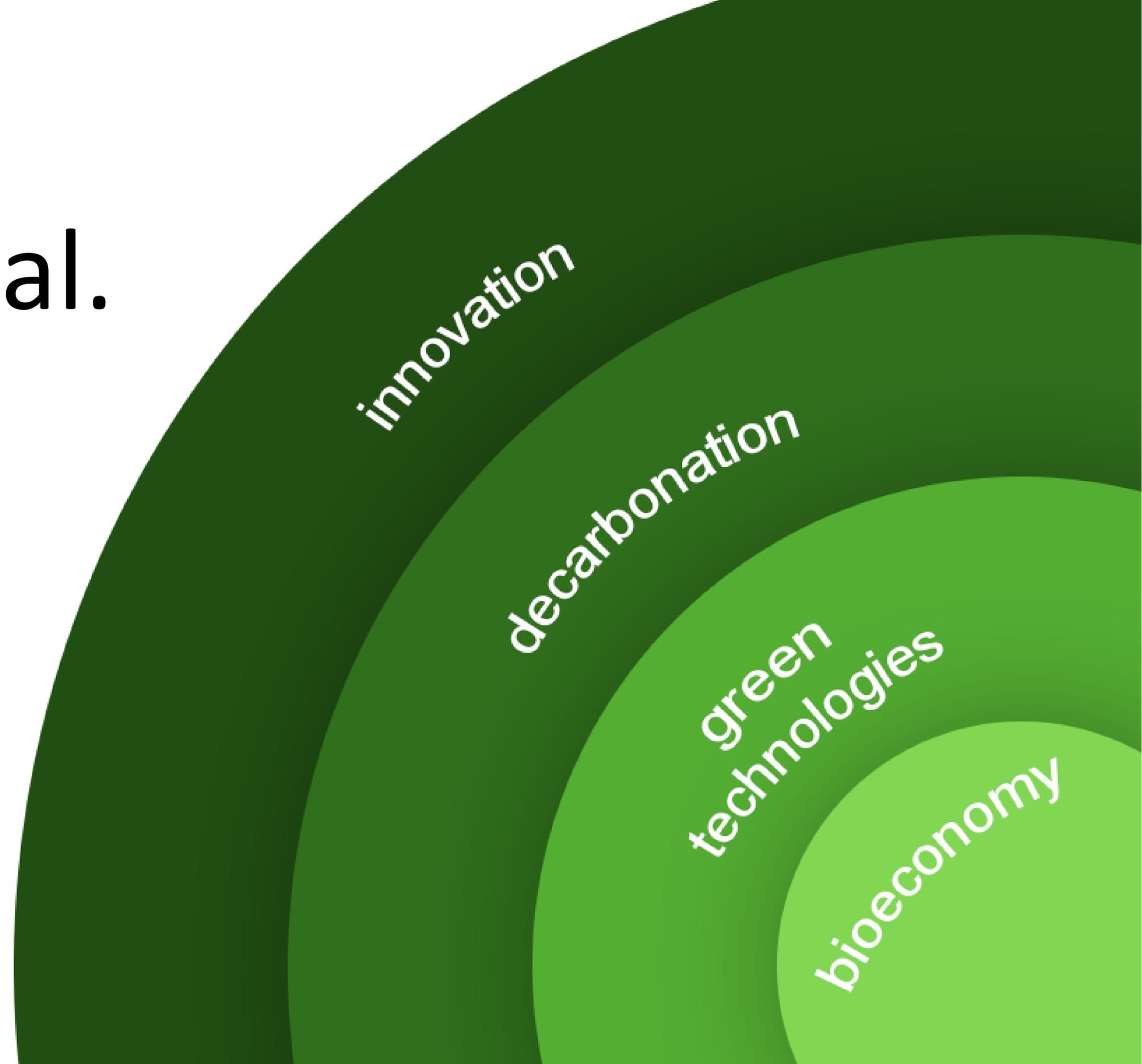




2

A shared vision of  
development based on  
decarbonization

Reach the goal.



Trois-Rivières, a university and collegial town and a Hub for research and development.



# Reconcile economic viability and the environment, while strengthening the vitality of our community



# Connecting to drive innovation you said ?





« Hub » des produits biosourcés - Phase 1



Phase 1 en construction



DISTRICT LUPEL

PROJECT  
DISTRICT LUPEL

# New Business Park









Lab City

# Positioning.



**BIOKET**

*FIBEQ*

COLLOQUE

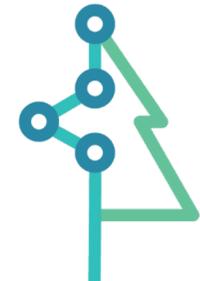
**LES ÉCO  
EMBALLAGES**

 **Journée  
Hydrogène  
Québec**

**MEET<sub>4</sub>**  
Hydrogen  **Hy  
Ports**   
**CANADA**

**Hyvolution**  
CANADA

 **Scaling Up Bio**

 **Forest  
Innovation &  
Bioeconomy  
Conference**

 **IASP**

International Association of Science Parks  
and Areas of Innovation





An aerial photograph of a dense forest during sunset. The sun is positioned at the top center, casting a warm, golden glow over the scene. The trees are mostly bare, suggesting late autumn or winter, with some evergreens visible. In the far distance, a few buildings and utility poles are visible on the horizon. The word "Video" is overlaid in the center in a white, bold, italicized font.

***Video***





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Trois-Rivières