

Fueling Our Potential Québec City Market Opportunity Plan

Québec City is a high-potential and dynamic market. As an important hub for Canadian business, TEC's Québec Chair community has made great inroads establishing a stable presence in the region, and still has lots of opportunity for reaching more of the ambitious business leaders in the area. In further growing TEC's Québec City community through new groups and memberships, TEC Chairs will continue to have an even greater impact on an important Canadian market.

Ever thought of expanding your impact by building additional groups? As TEC Canada is committed to increasing the effectiveness and enhancing the lives of even more business leaders across Canada, TEC's Chair community has an exciting opportunity to take advantage of the market availability in their region to maximize their impact. With a strategic plan of reaching 3,600 members nationally by 2027, and with only a small portion of the market captured, there is lots of potential to recruit new members or build additional groups and further develop and support the Canadian business community.

Reasons to expand TEC's Québec City community:

Many current groups are nearing full capacity

Strong, dedicated, and supportive Chair community

High-potential industries in the area, particularly in manufacturing and real estate

TEC Canada National Market

Where We Are Now

1,950	~100,000	1.4%	7%
Current TEC Canada Members	National Serviceable Available Market (SAM) for Major Metro Areas	Current TEC Canada Market Share	Membership Growth Last Fiscal Year

Where We Are Headed

	CURRENT STATE		FIVE-YEAR PLAN	
	TEC CEO	TEC TSB	TEC CEO	TEC TSB
MEMBERS	949	390	1,980	729
SERVICEABLE AVAILABLE MARKET	9,399	87,070	9,399	87,070
MARKET SHARE	10%	0.4%	21%	0.8%

+1,031 CEO members

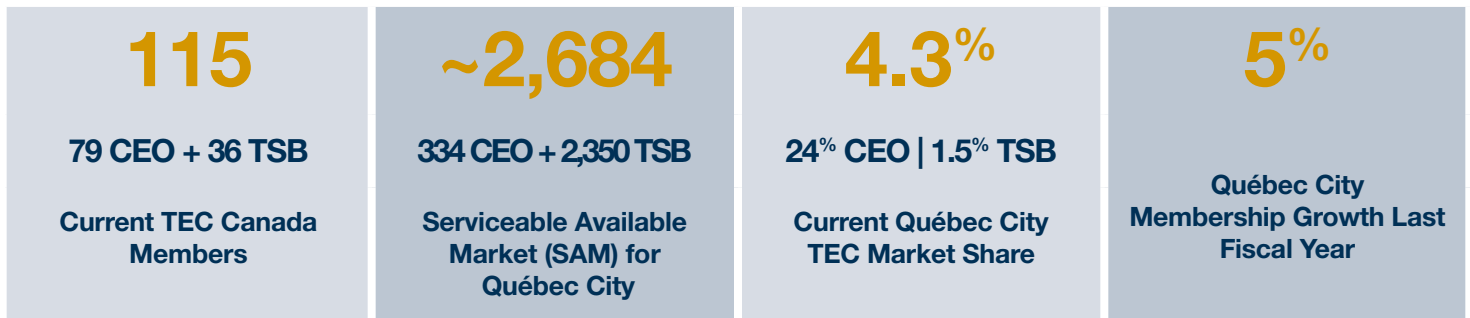
+339 TSB members

+86 CEO groups

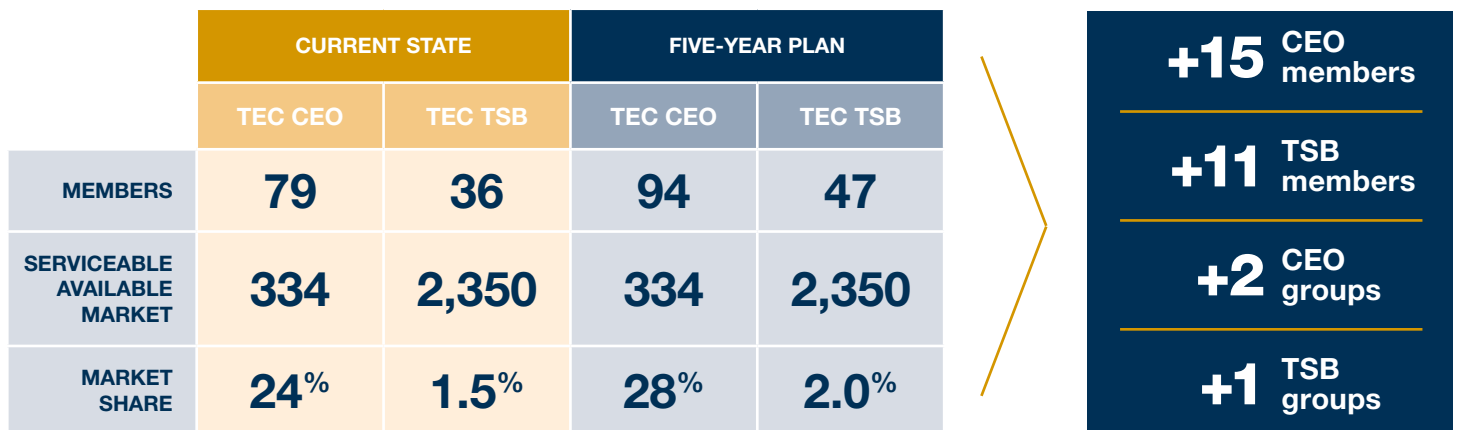
+28 TSB groups

Québec City Regional Market

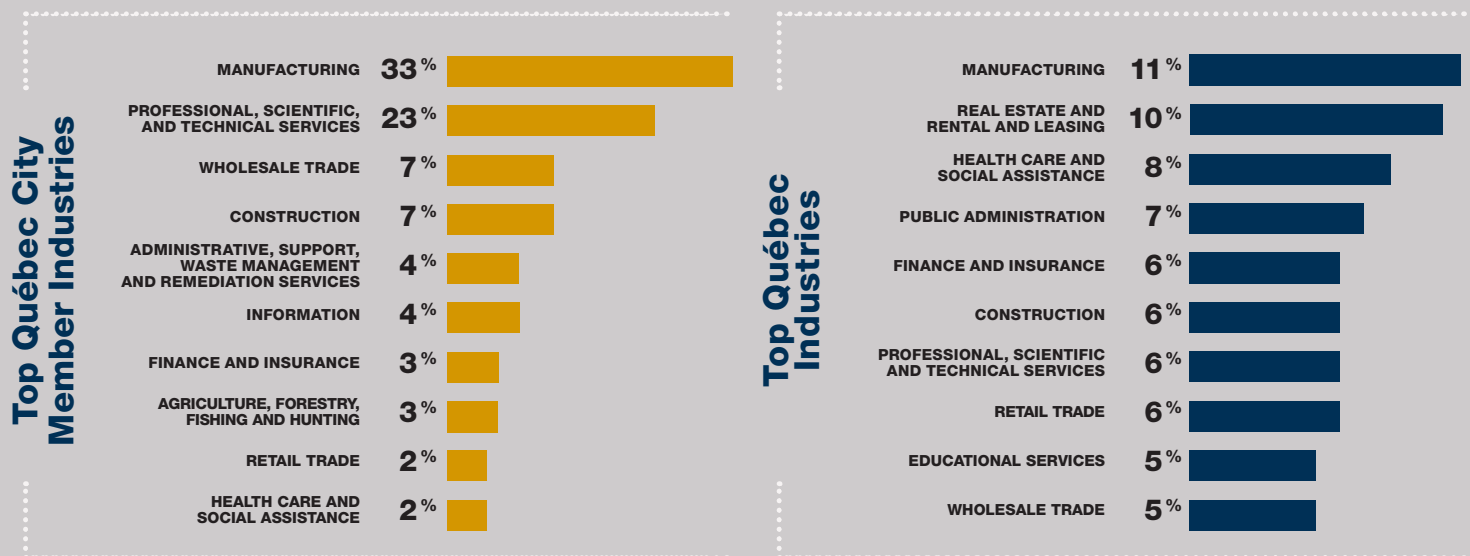
Where We Are Now



Where We Are Headed



Where to Focus



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