

Recruitment and retention of highly qualified foreign service officers, including trade commissioners with private sector experience, particularly in "new economy" sectors, remain top priorities for DFAIT. These criteria are also key considerations in the recruitment of local commercial officers who bring with them in-depth knowledge of local market conditions.

RECOMMENDATION 9:

That an Investment Team Canada, integrating the resources of relevant federal departments and agencies, other governments in Canada and the private sector, and equipped with a mandate to promote foreign investment in Canada, be established as soon as is feasible. A national strategy to attract investment from Europe and elsewhere should be developed with an eye to removing existing overlap and duplication between the various levels of government. As part of this strategy, emphasis should also be placed on encouraging and facilitating reinvestment once foreign companies have been established in Canada.

The Investment Team Canada concept raised by the Recommendation refers to the Federal Investment Development Program, which takes the kind of inclusive approach involving all levels of government that the Report advocates.

Investment Partnerships Canada is supported jointly by Industry Canada and DFAIT. It provides the coordinating role for the Federal Investment Development Program.

Investment Partnerships Canada has established a strategy for investment attraction in which Europe is identified as one of Canada's primary targets for the attraction of foreign direct investment.

RECOMMENDATION 10:

That the federal government make every possible effort to ensure that Europe is reinstated as a priority destination for future Team Canada missions, and that both trade and investment promotion are designated as key objectives for such missions.

In the Speech from the Throne of January 2001, the Government announced that it would "launch Investment Team Canada missions to the United States and Europe."