

single source of federal government support for industrial research and development. Based on taxes, it provides immediate relief for companies that invest in R&D.

- When added to provincial tax credits, Canada offers one of the most favourable tax treatments for R&D activities in the G7.
- Canada also invests billions of public dollars each year in cutting-edge research institutes across the country, through agencies like the Canada Foundation for Innovation.

***There is a lot of buzz in Canada about the Asia-Pacific Gateway. How do the various initiatives related to this Gateway, undertaken by the Government of Canada, enhance Canada's investment objectives?***

Asia is an extremely important and dynamic part of the global economy, and Canada is at the crossroads of North America and Asia.

- Governments and the private sector have invested over \$15 billion to ensure a strong, integrated transportation network that links Asia with North America.
- Canada's Pacific Gateway offers a solution to firms looking to reduce costs, by providing a fast and reliable means of shipping goods between Asia and North America.
- Shipping through Prince Rupert is a great example, reducing steaming time by 2-3 days between Asia and North America, and another 1-2 days off dwell time at the container port. Results: a 3- to 5- day time savings (over a normal 17-day trip) from China to Central North America.
- Coupled with consistent and reliable transit times from Canada's west coast to Chicago, in under 100 hours, you have a speedy and competitive alternative.
- Beyond moving goods, we can leverage our investment in transportation infrastructure to develop a Business Gateway that will serve as an entry into North America for Asian firms.
- In particular, I see opportunities for Metro Vancouver to become Asia's Business Gateway to North America in sectors such as Resource Development, Energy Development and Software Design.
- I also see the opportunity to become an international service centre for professions such as international law and accounting, logistics management, software and mining engineering, with excellent access to

the U.S. and Asia from the outstanding Vancouver International Airport.

***How is Canada leveraging the profile of the 2010 Vancouver Winter Olympic and Paralympic Games?***

The 2010 Vancouver Winter Olympic and Paralympic Games will enhance Canada's image as a business and investment destination. The Games provide a unique opportunity to showcase the skills and capabilities of Canadian businesses to the rest of the world. The benefits, in terms of developing contacts, international awareness, partnering and investment, will be an enduring economic legacy of the 2010 Winter Games.

There are three main program elements of DFAIT's 2010 investment strategy:

- An Olympics visitors program for prospective investors seeking to identify high-level decision-makers attending the Games.
- A media outreach program to reach key international broadcasters and publishers who can transmit the story of a creative, competitive Canada to the world.
- And we have the "2010 Reasons to Do Business in Canada" marketing campaign, aimed at strengthening Canada's image as a modern and innovative trade and investment partner. This will include hosting signature events in key commercial markets through our network of Missions abroad.

***What services can foreign investors expect from the Canadian government?***

Canada has a global network of trade and investment professionals in more than 150 cities worldwide. They can help investors get the conversation started with a creative, competitive Canada. They help companies make their investment decisions, by providing everything from strategic market intelligence to organizing site selection visits.

***Any final advice to companies that are looking to invest globally?***

I would ask companies to really do their homework. Read this report. My department's officials have some really great analysis of Canada's competitive advantages for foreign investors. All of this analysis shows that Canada is one of the most competitive investment destinations in the world, in a variety of sectors. Canada should definitely be at the top of their investment short list.



***"Canada has a global network of trade and investment professionals in more than 150 cities worldwide. They can help investors get the conversation started with a creative, competitive Canada."***

*The Honourable  
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Minister of International  
Trade and Minister for  
the Asia-Pacific Gateway*