

decisions almost exclusively on economic factors.

Other advantages Canada offers include the metric system, a top-notch technological and scientific infrastructure, a dynamic business environment and tax benefits for spending on research and development. Over the next few months, the Canadian government will focus on the five types of actions listed below, which will be adapted, as needed, to the specific characteristics of the French market.

The goal is to increase French investment in Canada by persuading Canadian subsidiaries of French companies to re-invest and encouraging new direct investment with a view to stimulating Canadian economic growth, creating jobs and giving Canadian companies better access to new technologies.

B. The Five Types of Actions

• Department's Efforts and the French International Investment Ambassador

To promote investment, the Department of Foreign Affairs and International Trade and Industry Canada will continue to capitalize on high-level visits to France as much as possible to raise French investors' awareness of Canada's dynamic business environment, the quality of our technological environment, and the opportunities available in various industrial sectors. Assigning high-level Canadian civil servants to promote foreign investment in Canada under the International Investment Ambassadors program is part of the same effort.

This program follows official visits to France by the Prime Minister and the Minister of Industry in 1997 and is in keeping with the desire to maintain high-level contacts, both in Canada and in France, with French companies that have already invested in Canada or are on the verge of doing so.

The Canada-France Joint Economic Commission, which will meet in Canada

in 2000, should also provide an opportunity to promote cross-investment between France and Canada.

• Campaign to Raise Awareness of the Canadian Business Environment

Despite the close ties between Canada and France, French companies often have a flawed perception of Canada and Canada's business environment. Too often, French executives have a very positive opinion of Canada but a confused perception of Canadian realities; Canada is often perceived as a vast country with a resource-based economy; Canadians are seen as "non-American North Americans," in large part due to the Francophone character of Quebec; they think Canadians have a high standard of living, good salaries, a generous social safety net and an excellent health care system; on the other hand, they think operating costs are higher in Canada than in the United States, the Canadian domestic market is small, and its manufacturing centres are far from U.S. markets. Therefore, any initiative aimed at attracting French direct investment must first seek to dispel these stereotypes about the Canadian business environment.

To address the lack of information, the Canadian Embassy in France, together with its Canadian private and institutional partners, has developed a communication strategy to