

functions. In addition, ISTC Ottawa and Investment Canada were active participants and hosts during the "kick-off" program held in Ottawa on April 17, 1989.

### The Program

While individual participant listings are provided later in this report, generally the program participants included: DEA Investment Officers; ISTC; provincial government departments; the Department of Western Economic Diversification; the Atlantic Canada Opportunities Agency; municipal and regional economic development authorities; private sector investment intermediaries (e.g. banks, and brokerage, accounting and legal firms); and, Canadian companies interested in joint venturing, strategic partnerships and technology transfer agreements with foreign investors. Typically, the programs were organized along the following lines:

- Refreshments and welcoming by ISTC Regional Executive Director;
- Presentations by ISTC, the province, WED/ACOA, municipal/regional economic development groups, and the Investment Officers;
- Informal discussions and question and answer periods;
- Luncheon;
- Individual prescheduled meetings between municipal/regional economic development representatives and potential Canadian business clientele, and the Investment Officers;
- Reception.

The programs were set up in this manner in order to ensure that the Investment Officers could go back to their missions with a stronger understanding of the investment interests and requirements of the various regions in Canada. It was important that they gain an appreciation for the investment opportunities in all parts of Canada, particularly given the diversity of interests that exist across the country. Essentially we were relying on those active in investment development in Canada and Canadian companies with investment needs to task the Investment Officers. This enables Officers to undertake initiatives designed to meet existing Canadian investment requirements.

### Communications

The communications strategy was designed to raise the profile of the IDP in Canada; to clarify how the program can be used by Canadian clientele to their benefit; and to demonstrate to existing and potential clientele the benefits to them of foreign investment. The communications messages were: