

In this respect, Canada enjoys a unique advantage in France that applies nowhere else in Europe. The French language is still an important asset for attracting French small and medium-sized enterprises and industries, many of which find it difficult to recruit bilingual employees. This advantage is of course less significant in the case of large multinational corporations, whose strategies are driven almost exclusively by economic considerations. Canada's adoption of the metric system is also considered an attractive incentive.

The Department's efforts are focused on the following sectors, listed in order of importance. We shall be adapting these priorities, as necessary, to specific opportunities as they arise in France.

B. Objectives

The main objective is to encourage the expansion of existing French investment in Canada and to attract new investment in ways that will contribute to wealth, job creation, and access to new technologies. The goal of our action plan over the coming five-year period is to participate in attracting at least one major investment per year and half a dozen partnerships, and to increase Canada's profile in France as a destination for foreign investment.

C. Five-Point Action Plan

1. Ministerial involvement

The Department will set an annual goal for high-level visits to France, with an emphasis on investment promotion. A master plan will be drawn up, covering the major target countries in Europe, to take better advantage of Canadian ministerial visits. We can draw on the presence of high-level visitors to raise

Five-Point Action Plan

- 1. Ministerial involvement**
- 2. Contacts with business associations and institutions**
- 3. Sales and marketing efforts**
- 4. Strengthened alliances with French high-tech firms**
- 5. Partnering with provinces and municipalities**

Canada's profile among French investors. The image we want to portray in France is one that stresses Canada's dynamic economic situation and the variety of its industrial opportunities, as well as the active support programs available from different levels of government. The appointment of a senior Deputy Minister responsible for promoting investment from France under the "Champion Program", reflects the importance of high-level contacts.

This program will take as its point of departure the official visit to Paris of the Prime Minister and Industry Minister Manley in January 1997, and could focus on a major investment promotion mission that would be organized for Germany, Great Britain and France. This mission could also provide an opportunity to arrange meetings with leaders of the CNPF (the French Employers Council) and the members of the high-level business delegation that is planned for Canada in 1998. The CNPF mission could be sponsored by its Canadian counterpart and be confirmed by an official invitation from the Canadian government.

