

Alliance Medical specializes in manufacturing hi-tech medical instruments. Building upon an existing Hungarian patent, the joint venture company is now manufacturing and marketing a portable, battery-operated ultrasonic scanner which lets breeders of large farm animals confirm pregnancy within 17 days of insemination.

For the giant Kao Corporation of Japan, the opportunity to invest in Didak Ltd., a floppy diskette manufacturer based in Arnprior, Ontario, was not to be passed by. In 1987, Kao Corporation bought an 80 per cent interest in Didak Ltd. At the same time, Kao infused \$40 million into the newly named Kao-Didak Ltd. to build a state-of-the-art plant. Today, Kao-Didak is one of the world's largest suppliers of 3.5 and 5.25 inch computer diskettes. Over 165 people are employed at its Ottawa Valley plant, many of whom are life-long Arnprior residents.

Three government departments work closely with each other in administering the IDP. External Affairs and International Trade Canada is responsible for international investment promotion activities. A total of 43 diplomatic missions are charged with delivering the IDP abroad. Industry, Science and Technology Canada, with its network of regional offices, has responsibility for sectoral and regional investment activities in Canada and abroad. Investment Canada coordinates the federal government's investment activities and provides investment-related services which complement the activities of the other departments.

Canada -- A World Player

The IDP and TIP programs have one goal in common -- to make Canadian companies major contenders in the world market. Far more than the simple infusion of funds, investment into Canada brings with it new technology, new capacities in research, increased job opportunities, and stronger technical and managerial capabilities. By continuing to welcome foreign investment, and by procuring new technologies, Canadian businesses will sharpen the skills they need to better compete in today's aggressive global economy.