

life sciences, agri-food, aerospace, automotive and chemicals. Identification and strategic analysis of appropriate objectives are also ongoing.

- investors will be able to access government services through a restructured network led by IPC and supported by DFAIT Posts abroad and IC's industry branches and other sectoral departments domestically.

#### □ **Improved Investment Climate**

In order to increase Canada's relative share in the world stock of FDI, we must continue to benchmark and improve Canada's investment climate compared to that of competing jurisdictions. In this context:

- federal departments and agencies involved in IBD, together with other TCI partners, are continuing the ongoing work on removing or minimizing perceived impediments to investment in Canada. In addition to maintaining sound macro and micro economic policies, horizontal policy issues and developments that could be perceived as irritants to investment are being examined under the DMCCP in order to find suitable solutions.
- work on identifying and addressing perceived impediments to new or expanded investment in Canada will continue, using the network of Canada's foreign Posts as well as through an expanded outreach program for Canadian companies.

#### □ **International Partnering Opportunities for SMEs**

International partnerships give Canadian companies access to new technologies, innovative management practices, sources of venture financing and networks of contacts to further enhance their business activities. Recognizing the unique needs of SMEs, a partnering service offers Canadian companies the opportunity to identify and contact foreign companies to form joint ventures and strategic alliances.

This service assists Canadian SMEs to better understand the benefits, responsibilities and pitfalls of partnerships. Educational material on this subject is available to Canadian companies. Materials are also available to organizations to supplement both market- and sector-specific promotional efforts.

Promotional activities are staged in selected foreign markets in conjunction with high-profile trade events and missions to inform others of Canadian capabilities and opportunities in identified key technology sectors.

The partnering service responds to requests from abroad to match Canadian companies with interested foreign companies.

#### □ **Partnership Among Team Canada Players**

IPC, as the focal point for investment within the federal government, now reports directly to the DM's of IC and DFAIT and the investment function is overseen by a Board of Directors, comprised of Deputy Minister Country Champions.

The federal government is working with the provinces, municipalities, utilities, and national/regional organizations (such as the Federation of Canadian Municipalities (FCM) and the Economic Developers Association of Canada (EDAC)) in promoting and communicating Canada's investment strengths to investors and key decision-influencers. This is achieved through joint initiatives such as Canada Hospitality/Networking events at World Congresses of the International Development Research Council (IDRC), Canada booths at trade and business fairs/expositions, etc. Regional Executive Directors of Industry Canada, Regional Departments and Agencies, and Senior Trade Commissioners across the country are the key contact point for other government departments.

Recognizing the unique needs and the wide variance in the ability of local communities to attract foreign investment, DFAIT has recently instituted an extension to the government's popular Program for Export Market Development (PEMD) to include foreign investment promotion. The new program, called PEMD-I, delivered across Canada by International Trade Centres, will help local governments and their private-sector partners in their efforts to attract foreign investment to their communities. PEMD-I support will be available to non-profit, public-private sector partnerships working at the local level to attract new foreign investment to their communities. The federal contribution will act as a catalyst for contributions from other levels of government and from the private sector. Private sector involvement is required for federal participation under PEMD-I. Support will be based on a two-tier approach to defining and meeting community level needs. Communities must also present a business case for their project proposals.