

In this issue

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Editorial

The message that Canada is open for business has become a familiar one in recent months. Since the present government took office sixteen months ago, a number of high-ranking Canadian ministers have visited Britain to stress that a new attitude exists in Canada - an attitude that is more open, more outward looking and more welcoming to foreign investment and foreign involvement within the Canadian economy.

Of course, a change in attitude is one thing. But it can often have little significance unless it is translated into practice - unless concrete steps are taken to see that it results in real and measurable change.

That's what much of this issue of *Canada Today* is about. It is designed, in part, to show that some of the government's initiatives are already changing the way that business is done in Canada.

Naturally, it takes time for a change in attitude at the top to filter down to the market place. But new initiatives such as the business and entrepreneur immigration programme, described in this issue, are showing that Canada's commitment to reinvigorating its business community is real.

Similarly, the National Research Council's technology transfer programme, also described in this issue, is an example of the way that Canada is

opening up its economy to foreign ideas and foreign innovations.

Also in this issue, we show that the change in attitude in Canada is creating a more favourable investment climate in a number of different ways; our lead article starting on page 3 details some of the tangible benefits that Canada now offers to foreign investors.

And on a different, more specific level, we report on three British firms that have recently established themselves in Canada - an entrepreneurial start-up, a small business and the subsidiary of a large British company - in order to present a more concrete view of what it is really like to operate in the new, open-for-business Canada. ♦



Canadian High Commissioner