

## International Business Development Strategy: 1998-2001

### Investment

<b>OUTCOME (What we want to achieve): <i>Increased business investment</i></b>			
<b>Initiatives: Expected Results</b> (The results we want)	<b>Performance Indicators</b> (What reflects progress on (by expected results?))	<b>Performance Measures</b> (How do we measure progress?)	<b>Performance Targets</b> (How much (how long?))
<p><b>Marketing Canada as a place to invest</b></p> <ul style="list-style-type: none"> <li>• Increased promotion of Canada's investment strengths by PM, First Ministers and Ministers of Canada</li> <li>• Promotion of Canada as the investment gateway to NAFTA</li> <li>• Enhancement of capacity at Posts to promote inward investment</li> </ul> <p><b>Improving investment climate</b></p> <ul style="list-style-type: none"> <li>• Bench marking Canada against the competition re: perceived regulatory barriers</li> <li>• Examination of Investment attraction strategies of key competitors</li> <li>• Progress towards resolution of key impediments to investment</li> </ul> <p><b>Increasing investment by MNEs</b></p> <ul style="list-style-type: none"> <li>• DM Country Champion Program to lead focused targeting</li> <li>• Sector-specific campaigns in: IT&amp;T (including Semiconductors), Life Sciences, Agri-food and other priority sectors</li> <li>• Facilitation of the international expansion of globalizing Canadian MNEs</li> <li>• Implementation of "rapid response team" for agri-food investment projects</li> </ul> <p><b>Increasing SME partnering</b></p> <ul style="list-style-type: none"> <li>• Venture Capital missions undertaken to U.S., Asia, Europe</li> <li>• Increased use of intra-Government expertise in identifying Partnership-ready Canadian SMEs</li> </ul> <p><b>Promoting new partnerships in federal/provincial/municipal investment efforts</b></p> <ul style="list-style-type: none"> <li>• Establishment of a domestic database profiling Canadian municipalities for local/foreign Site Selectors</li> <li>• Development and implementation of a federal-Provincial Agri-food Investment Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Canada's image for investment</li> <li>• International ranking on competitiveness</li> <li>• Relative share in FDI</li> </ul>	<ul style="list-style-type: none"> <li>• Survey or investor awareness</li> <li>• Survey of competitiveness</li> <li>• FDI rates compared to economy, sector, source</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced perception/reality gap on Canada's international competitiveness ranking</li> <li>• Increased Canadian share of world foreign direct investment flows</li> </ul>