

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

428

RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: BONN

Country: GERMANY WEST

The mission reports that the approximate flows to all countries of investment from its country/territory in Canadian \$ is as follows: (including portfolio flows if a primary focus)

| | Total (\$ Million) | Canadian Share | Major Competitor Share |
|---------------|-----------------------|-------------------|---------------------------|
| Current year | 13533.00 | 3.40 | 50.80 |
| One year ago | 10987.00 | 2.40 | 47.70 |
| Two years ago | 10000.00 | 2.30 | 49.00 |

The mission is of the opinion that Canada can reasonably expect to attract the following amount of foreign investment from its territory/country next year:

233 MILLION.

Canada's major competitors for investment from this territory/country are:

- U.S.A.
- GREAT BRITAIN
- NETHERLANDS
- FRANCE
- BELGIUM/LUXEMBURG
- SWITZERLAND

The following types of activities are currently being undertaken by Canada's major competitors to attract investment from this territory/country:

- NATIONAL ADVERTISING CAMPAIGNS.
- SEMINARS
- NATIONAL PRESENTATIONS AT FAIRS.
- DIRECT MAIL CAMPAIGNS AND CALLS BY NATIONAL, REGIONAL AND MUNICIPAL PROMOTERS.