

way to proceed because of a number of factors, including lower property costs, currency exchange rates, labour productivity, etc.

The example of the so-called Japanese "transplants" highlights some key components of the type of information required to successfully promote investment opportunities in Canada. The information provided to foreign investors needs to include data on the existence of favourable economic conditions and cost structures, Canada's proximity and access to the greater North American market, and other factors that will be critical in encouraging foreign direct investors to choose investment opportunities in Canada over those of other countries.