

Investment Officers' Cross Canada Tour

April 17 - 28, 1989

Introduction

During the period April 17 to 28, 1989, the Export and Investment Programs Division (TPE) led the Investment Officers' Cross Canada Tour. During the tour 17 Investment Officers from 16 Canadian missions abroad travelled across the country to meet with key private and public sector business people to discuss opportunities for foreign investment in Canada. The meetings were held in St. John's, Halifax, Charlottetown, Fredericton, Montreal, Ottawa, Toronto, Winnipeg, Saskatoon, Calgary, Edmonton, and Vancouver. All officers participated in Ottawa, Toronto, and Montreal programs, but were divided into two groups for the western and eastern portions of the tour.

Tour Objectives

The tour was designed to raise the profile of the Investment Development Program inside Canada among those involved or potentially involved in investment development within federal, provincial, and municipal governments and the private sector. The purpose of the tour was to support post investment development activities through working sessions, meetings and social functions with existing or potential Canadian IDP clientele and the parties already mentioned. The tour was designed to support effective post program development through interchange of experience on program operations and initiatives. Meetings were held in all provinces in order to ensure that the post plans and activities more adequately reflect sectoral and regional investment interests of domestic clients, and that officers further develop Canadian networks which they can use to service investment inquiries. This network can also be mobilized to participate in post programs and to leverage IDP funds.

Background

The tour was organized and sponsored by TPE with the support of the Trade Communications Abroad Division (BTA), the geographic bureaux, Industry, Science and Technology Canada, and the provincial governments. TPE developed the initial concept, including program content, and coordinated the overall effort. TPE prepared the briefing materials for participants, and worked very closely with BTA in the preparation of communications materials and a media relations strategy.

The ISTC regional offices in all provinces accepted responsibility for coordinating and hosting the local programs. In particular, the ISTC offices provided guidance regarding the content of local program, invited participants, identified sponsors, and set the agenda. In many cases ISTC also provided financial support for the local programs. For the most part, the provincial governments worked very closely with the ISTC offices in developing the program and the list of invitees. They were often generous sponsors of hospitality