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investment: tobacco (99 percent of industry sales are foreign controlled<sup>1</sup>); transport equipment (86 percent); rubber products (87 percent); chemicals (76 percent); petroleum (74 percent); electrical products (58 percent); machinery (53 percent); textiles (46 percent); and beverages (38 percent).

The largest foreign-controlled corporations include the following: General Motors of Canada; Ford Motor Company of Canada; Imperial Oil; Chrysler Canada; Canada Safeway; IBM Canada; Amoco Canada; Great Atlantic and Pacific (A&P); FW Woolworth; Dow Chemical; General Electric Canada. A comprehensive list of foreign-owned companies operating in Canada is provided in the annual *Largest Industry* publications of the Financial Post and Canadian Business.

Beyond these, among other sources, a number of regional *Made In* publications are also of value in identifying local companies who may have a substantial contact base in the United States. For example, the publication "1991 Manitoba Trade Directory" provides a comprehensive listing of all firms producing in the province. From this Directory, one could then identify the Campbell Soup Company or Nabisco Brands, for example, as local investors who are also prominent international players in the food processing industry. Similarly, the "Alberta Manufacturers Index" lists those companies active in the local petroleum products area, such as Esso Petroleum Canada and Shell Canada. Engineering firms who might have conducted environmental work for such companies in Canada, assuming a level of client satisfaction with the work, might then "ride" these contacts into the market opportunity of solving similar environmental problems for the affiliate company in the United States.<sup>2</sup>

Similar documents are available in each Canadian region. Such documents usually cost around \$25-50 and would likely be housed in any sizeable business or government library. The provincial industry departments should be able to provide the document or a number where such documents could be obtained.

## 10.2 Canadian Companies with American Investments

While not to the same extent as our levels of inward direct investment, Canada also has a substantial degree of capital (and contacts) invested in foreign nations.

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<sup>1</sup> Generally, 75-80 percent of the investment is American. The source of the foreign investment levels information is Statistics Canada.

<sup>2</sup> For example, it was suggested to us that Dow Canada is advanced in its efforts to address environmental problems and that its U.S. parent could arguably benefit from some of the Canadian expertise. Canadian engineers involved with this client might then have an obvious door into the U.S. market.