

TIP enabled Superior Millwork Ltd. of Saskatoon to negotiate a joint venture with Granberg Industries of Sweden. The joint venture company, Granberg Superior Systems Inc., manufactures special kitchen cabinets and counters of adjustable height. These have been adapted especially for disabled people and senior citizens. Early this year, the new company delivered 120 units to a Saskatoon senior citizens' apartment complex -- its first major order.

The IDP -- Stressing The Importance of Investment

Like TIP, the Investment Development Program (IDP) is designed to help Canadian firms effectively compete at home and abroad. The IDP encourages both foreign and domestic investments in Canada -- especially those which create new jobs and introduce leading edge technologies. Launched in 1985, the IDP is a cooperative program combining the efforts of External Affairs and International Trade Canada, Industry, Science and Technology Canada (ISTC), and Investment Canada.

The IDP tries to help Canadian companies which are searching for foreign sources of investment and technology. It also assists foreign investors interested in serving the lucrative North American market. The IDP actively promotes cooperative efforts, such as joint ventures and strategic partnerships, between Canadian and foreign companies.

Since the program was established, Canada has attracted record foreign investment inflows. In 1985, the total of gross inflow of foreign direct investment in this country was \$3.9 billion dollars. In 1988, the gross inflow totalled a high of \$8.1 billion -- with a resultant net foreign direct investment inflow of \$4.9 billion.

Although the United States and the United Kingdom have traditionally been the largest source of foreign direct investment in Canada, the greatest growth is now coming from new, non-traditional sources in Europe and the Pacific Rim.

Companies from central and eastern Europe are now investing in Canada. Last year, a consortium of Hungarian and Russian medical instrumentation companies and banks formed a joint venture company, Alliance Medical, with IDEE R&D of Montreal. IDEE R&D took advantage of both the IDP and TIP programs to make this deal a reality. This agreement is believed to be the first major investment by East European companies in a Canadian firm.