

- forging a strong Team Canada approach to attracting, expanding and retaining foreign investment by working in close collaboration with the provinces, municipalities, businesses, and academic/research institutions.

### □ Enhanced Marketing of Canada

The purpose of this strategy is to systematically market Canada as the investment location of choice within the NAFTA region, and to replace outdated misconceptions of Canada with a more realistic view. In this context:

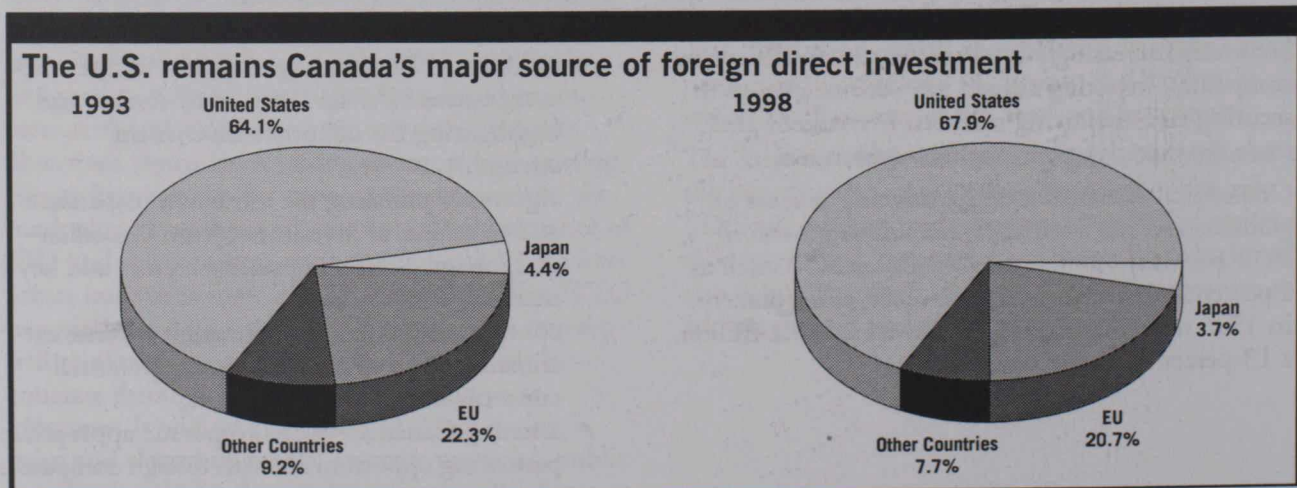
- DFAIT commissioned an international study in late 1997 to compare business costs in selected cities of Canada, the U.S. and Europe. *The Competitive Alternative*, prepared by the international firm KPMG, endorsed Canadian cities as the most cost-effective locations among the countries surveyed. The findings of this study were communicated to potential investors, investment intermediaries and business media in Canada and abroad. An updated version, including findings from cities in Japan and Austria, was released in the spring of 1999, and is also being marketed around the world.
- Canada's economic renewal, including the soundness of macro- and micro-economic policies as well as its enhanced competitiveness, are being increasingly recognized around the world by bodies such as the World Economic Forum, the Economist Intelligence Unit and the UN Human Development Index. These positive messages are being communicated in Canada and abroad, particularly to investors and influential intermediaries such as Site Selectors in the U.S.

- the Prime Minister, the other first ministers, federal and provincial ministers, and senior business executives are increasingly involved in making the business case for investing or expanding in Canada. For instance, they recently participated at various investment events at the World Economic Forum in Davos, Switzerland.
- an "Invest in Canada" web site has been set up to provide investors with timely information on Canadian federal, provincial and municipal programs and services.

### □ Selective Targeting of MNEs in Priority Sectors and Key Countries

Under this element of the Investment Strategy, Investment Partnerships Canada (IPC), a joint IC/DFAIT unit, manages focused and comprehensive corporate campaigns:

- the Deputy Minister Country Champion Program (DMCCP) brings together seven federal deputy ministers to champion FDI opportunities from targeted markets of the U.S., the U.K., Germany, France, Japan, Sweden and the Netherlands. The DMCCP identifies appropriate MNE targets, enhances the awareness of Canada's investment strengths among key decision-makers, and addresses the specific needs and concerns of target MNEs.
- the DM Country Champions will promote Canada as a competitive location for investment, and obtain feedback on perceptions of Canada and its policies for integration into our public policy formation process.
- to complement the government's goal of building a knowledge-based economy, sector-based investment strategies and promotional tools are being developed for sectors such as information and communications technologies,



Source: DFAIT/Trade and Economic Analysis Division (EET)