

k) Investment Development Program (IDP)

The Investment Development Program (IDP) seeks to promote, attract and facilitate new foreign investment into Canada. Major activities of the IDP are focussed on Canada's traditional foreign investment sources: the U.S., the U.K., France, Germany, Japan and Holland in support of the full-time Investment Counsellors assigned to these markets. As the Program has developed it has been expanded to cover additional European and Pacific Rim countries and the Middle East. The program is now supported by some 44 of the Department's missions abroad.

In all cases, the program has become more focussed - evolving from the general, widely-disseminated promotional messages of the initial program to individual contact with targetted corporations and other potential investors. A major message has been to locate in Canada to supply an integrated North American market; this argument has been reinforced by the passage of the Canada/U.S. Free Trade Agreement. The Agreement will be the key investment focus in off-shore promotion - emphasizing Canadian commercial advantages for entry into and supply for the integrated market. Additional efforts have been launched to induce U.S. corporations to rationalize operations into Canada.

Advanced technology has also become a major program focus over the past year - with increasing attention given to initiatives including conferences, seminars and a strategic partnering project which enhance joint-venturing/partnering/technology transfer arrangements with foreign companies, supporting Canadian technology development. The Department has worked closely with Industry, Science and Technology Canada and its liaison with technology-based companies, in the identification of key high technology sectors, to determine their requirements for investment.

The Department continues to operate the program with the support and cooperation of a number of federal and provincial agencies, and has devoted more time over the past year to working closely with municipal economic development agencies - both for participation in program initiatives and support in servicing investment inquiries.

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