

## Sectoral Opportunities

Many industrial sectors in Canada could benefit from direct investment or other forms of technology transfer from the F.R.G. including:

- woodworking machinery
- environmental control equipment
- plastics processing equipment (particularly building products)
- automotive products
- power transmission and conveyor chains
- petrochemical processes and equipment
- the petrochemical industry
- asbestos-derived products
- underground coal extraction machinery
- medical devices.

New activity in the above categories would fill gaps in the spectrum of Canadian production capabilities or materially add to existing capacity in sectors where greater capacity is needed. The list should not be interpreted as restricting the extent of sectoral interest. Rather, it is a starting point to which may be added other production opportunities as they arise or are sought out.

## Recent Canadian Industrial Promotion Activity

The following actions have been taken in recent years for the promotion of industrial development opportunities in Canada:

- i) Hosting investment seminars and *Sprechtage*<sup>1</sup>;
- ii) Simplifying investment trips to Canada by the German Chamber of Commerce and other groups;
- iii) Replying to individual inquiries, counselling and, where appropriate, providing reference to provincial authorities;
- iv) Assisting and maintaining contact with ITC/DREE regarding regional incentives;
- v) Distributing a "New Products" bulletin to illustrate products that are available from West Germany for production under licenses or joint ventures;
- vi) Arranging visits of Canadian municipal industrial commissioners to the F.R.G.;
- vii) Assisting provincial representatives.

## The Action Plan

The measures planned are intended to favour industrial co-operation in all sectors, although the section on opportunities above has already listed those product areas where the acquisitions of enhanced Canadian industrial capability would be most useful.

- a) Organize and participate in *investment seminars* in key cities within the F.R.G. (Bonn/Consulates General)

The commercial staff of the Canadian Embassy and at Consulates General have made presentations to encourage industrial development from Germany. For the sophisticated and sizeable German industrial community, the concept of making factual presentations to specialized groups is recognized as valid and effective. Canadian credibility depends upon the presentations being made with a high degree of professionalism. Participation by ITC/DREE specialists would be an essential element of this vertically-oriented approach. On the panel there should also be a lawyer, a representative of the Canadian commercial banks and, if available, German executives with practical experience in Canada. Several of the provinces (depending on the industry sector) could be interested and would probably wish to attend.

- b) Identify sectors that might benefit from German expertise and arrange *industrial co-operation missions* from Canada to Germany. (Industry Sector Branches, ITC/DREE\*)

Outgoing industrial co-operation missions can be a valuable tool for promoting technology transfer. Their immediate effect is to give Canadian manufacturers in a given sector an overview of the latest technology in Germany. Companion to this are the discussions that inevitably occur during the visits with the German counterparts regarding possible technology exchanges. The nature of the outcome of such discussions can vary from licensing proposals to perception of one or more Canadian visitors as a potential partner in joint venture investment in Canada.

- c) Encourage *investment visits to Canada* by groups of German businessmen. (Bonn/Consulates General)

Such visits can be efficiently organized under the auspices of umbrella organizations such as the German Chamber of Commerce. Visits to Canada by missions of German businessmen are usually of a multi-sector make-up. Usually, those investment trips have been sponsored by German organizations such as the Chamber of Commerce, commercial banks, etc. The support of associations and chambers of commerce should be sought for future missions.

- d) Continue to conduct, or participate in, export seminars, in collaboration with organizations such as the CEA. (RCT\*)

<sup>1</sup> Literally, talk days. They are presentations before appropriate audiences throughout Germany on the attractions of industrial investment in Canada.

\* Refer to Glossary of Abbreviations, page 39.