

Future programs

Future programs should continue to enhance Canada's visibility and will involve:

- (1) Systematic follow-up on sectoral activities undertaken in the last two years including closer linkages to the Canada Japan Business Committee (CJBC); regular media visits, a processed food seminar; a hog breeding investment seminar; repeat visits to Canada by companies and individuals that took part in the September 1996 Keidanren mission to Canada; and using the Keidanren report on company calls.
- (2) Working closely with Investment Partnerships Canada as part of the corporate liaison program, targeting MNE's to secure high profile strategic investments in key sectors and integrating these activities with the Deputy Ministers' "Country Champion" program which has senior government officials call on leading firms.
- (3) Positioning Canada as a global player in the semiconductor field; ensuring that Canada is considered by Japanese semiconductor manufacturers in their medium/long-term investment plans; and facilitating decision-making of these firms.
- (4) Promotion of Canada as an R&D location, particularly in life sciences, semiconductors, information technologies and processed food and in fields such as neuroscience and the marine environment where Japan has large projects with huge budgets and is seeking international cooperation.
- (5) Introducing Japanese venture capital companies to Canadian high tech and venture capital firms as a means of growing these Canadian firms and leading them into expanding markets in Japan and the rest of Asia; this activity should include some of the relatively new venture capital divisions of major trading companies and large multinationals including the steel companies and NTT (Nippon Telegraph and Telephone Corporation).
- (6) Maintaining a targeted sectoral promotion program focusing on life sciences, processed food, information technologies, housing and building components, automotive and automotive parts, and possibly on tourism infrastructure given

projected movements from Japan. This program would continue the series of media visits to ensure regular and in-depth coverage of these Canadian sectors.

While seminars and roundtables should be organized periodically in processed food, manufactured housing, automotive parts, mining etc., an active, targeted corporate liaison program with renewed emphasis on existing and potential investors identified as a result of past initiatives and ongoing research and market intelligence gathering will remain the cornerstone of the program. This program will be supplemented by systematic "back-to-back" corporate liaison in Canada aimed at existing investors. Ongoing restructuring in an increasing number of large Japanese corporations has translated into greater empowerment of their North American-based operations. This means that increasingly, corporate liaison can be effectively carried out with Japanese companies based in New York or other locations in the U.S. It will also be important to analyze the export pattern of large Japanese exporters to Canada, to make a survey of large users of electric power and to explore additional investment possibilities in sectors identified.

Strategy for Promoting Investment and Strategic Alliances with Hong Kong

Objectives

- To promote Canada as the attractive low cost choice for expansion or partial relocation to the North American market under the North American Free Trade Agreement (NAFTA), for high-value manufacturing operations, data-processing operations and North American regional offices.
- To promote Canadian technologies that are appropriate to the Hong Kong/China market, and encourage equity investments and/or formation of alliances to tap the Hong Kong/China market.