

# INVESTMENT

**OUTCOME (What we want to achieve):** Increased business investment

INITIATIVES: EXPECTED RESULTS (The results we want)	PERFORMANCE INDICATORS (What reflects progress on key expected results?)	PERFORMANCE MEASURES (How do we measure progress?)	PERFORMANCE OBJECTIVES (How much do we try for?)
<p><b>Improving awareness of Canada as an investment location of choice:</b></p> <ul style="list-style-type: none"> <li>Increased promotion of Canada's investment strengths by PM, First Ministers and federal ministers;</li> <li>Promotion of Canada as the investment gateway to NAFTA;</li> <li>Promotion of Canada as a leading-edge, knowledge-based economy;</li> <li>Enhancement of capacity at Posts to promote inward investment;</li> <li>Creation of information products, aimed at potential investors in key markets, to create a brand image that situates Canada as an investment location of choice within the NAFTA region;</li> <li>Promotion of minerals investment conferences overseas to promote potential for foreign investors in Canadian mineral industry.</li> </ul>	<ul style="list-style-type: none"> <li>Canada's image for investment</li> <li>International ranking on competitiveness</li> </ul>	<ul style="list-style-type: none"> <li>Survey of investor awareness</li> <li>Survey of competitiveness</li> </ul>	<ul style="list-style-type: none"> <li>Reduced perception/reality gap on Canada's international competitiveness ranking</li> </ul>
<p><b>Improving domestic and international investment climate:</b></p> <ul style="list-style-type: none"> <li>Sectoral and horizontal policies developed, benchmarked and adjusted to enhance the international competitiveness of Canada's business climate;</li> <li>Canada benchmarked against the competition with respect to perceived regulatory barriers;</li> <li>Examination of investment attraction strategies of key competitors;</li> <li>Progress towards resolution of key impediments to investment;</li> <li>Improvement in access to investment capital;</li> <li>Launch of new KPMG study;</li> <li>Updates and improvements to investment web sites.</li> </ul>	<ul style="list-style-type: none"> <li>Relative share of FDI-inward</li> </ul>	<ul style="list-style-type: none"> <li>Inward-FDI rates compared to economy, sector, source</li> </ul>	<ul style="list-style-type: none"> <li>Increased Canadian share of world FDI flows.</li> </ul>
<p><b>Increasing attraction and retention of MNE investment in Canada:</b></p> <ul style="list-style-type: none"> <li>Implementation of the Deputy Minister Country Champion Program to lead focused targeting;</li> <li>Development of sectoral strategies to retain and attract key firms;</li> <li>Delivery of investment services to Canadian firms and foreign MNEs, through ministerial missions or sector-specific campaigns in priority sectors aimed at new investment or re-investment in Canada;</li> <li>Facilitation of the international expansion of globalizing Canadian MNEs;</li> <li>Implementation of a "rapid response team" for investment projects.</li> </ul>	<ul style="list-style-type: none"> <li>Relative share of outward-FDI</li> </ul>	<ul style="list-style-type: none"> <li>Program audit</li> <li>Outward-FDI rates compared to economy, sector, source</li> <li>Tracking system results</li> </ul>	<ul style="list-style-type: none"> <li>Increased international investment promotion</li> <li>Increased Canadian outward FDI flows</li> </ul>
<p><b>Increasing SME partnering:</b></p> <ul style="list-style-type: none"> <li>Undertaking venture-capital and strategic-alliance missions to the U.S., Asia and Europe;</li> <li>Increased use of intra-government expertise in identifying partnership-ready Canadian SMEs;</li> <li>Focussing on technology-driven partnerships.</li> </ul>	<ul style="list-style-type: none"> <li>Partnership initiatives</li> <li>Partnership discussions</li> </ul>		<ul style="list-style-type: none"> <li>More technology-driven partnerships</li> </ul>
<p><b>Promoting new partnerships in federal/provincial/municipal investment efforts:</b></p> <ul style="list-style-type: none"> <li>Establishment of a domestic database profiling Canadian municipalities for local/foreign Site Selectors;</li> <li>Development and implementation of sectoral federal/provincial investment strategies;</li> <li>Introduction of PEMD-I.</li> </ul>			