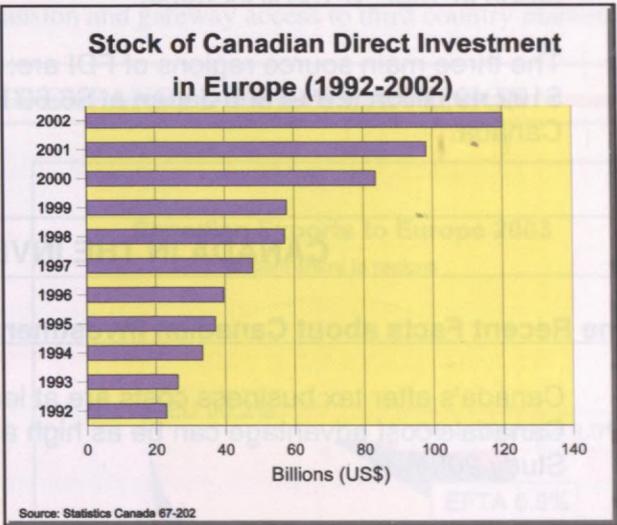


Sectoral Trends in European Investment in Canada (1997-2001):

Food, Beverage and Tobacco - \$22.80 billion increase from \$6.24 billion to \$27.03 billion
 Chemical Products - \$4.45 billion increase from \$6.59 billion to \$11.04 billion
 Metallic Minerals and Metal Products - \$3.47 billion increase from \$3.08 billion to \$6.55 billion

CANADIAN DIRECT INVESTMENT IN EUROPE

- ❑ Globally, investment has overtaken trade as the most important market penetration strategy. The OECD estimates that for every \$1 invested abroad, \$2 of exports are generated.
- ❑ Canadian direct investment abroad has been growing rapidly over the past decade. In 2002, Canadian direct investment in Europe totalled \$120.13 billion, up from \$22.87 billion in 1992. This 425% increase is greater than the growth of Canadian investment into the US (313%).



- ❑ A total of 27.82% of Canadian stock of investment abroad is held in Europe
- ❑ The UK benefits from the bulk of Canadian investment in Europe with \$45.24 billion of Canadian stock in Europe. Ireland follows with \$16.50 billion, and the Netherlands is third with \$13.73 billion.

SECTORAL ANALYSIS OF CANADIAN INVESTMENT IN EUROPE: 1997-2001

Sectoral breakdown of Canadian investments in Europe

