

There is a fine line between the government giving too much money and not giving enough. A balance must be sought. Canadian subsidiaries don't want to give their parent corporations the idea that they are trying to buy mandates. This must be considered part of the strategy.

Lionel Hurtubise
Chairman
Ericsson Communications Inc.

We got government financial support for training.

Industrial benefits and off-set requirements help get the parent's attention but the plant or proposal has to be profitable in its own right.

Robert Weese
Vice-President, Government and
External Relations
General Electric Canada

In our business of assisting presidents of multinationals in obtaining mandates, we discovered long ago that the government offers a great deal more than just government incentives. Government should be seen as a resource for information, market access, and so on. The government's role as a strong sales tool must be fully explored but well orchestrated.

Howard Silverman
President & CEO
CAI Corporate Affairs International