

## CONCLUSIONS AND RECOMMENDATIONS

The overall concensus among those who participated in the Investment Officers' Cross Canada Tour was that the tour was very useful and should be held on an annual basis. In general, the objectives of the tour in supporting post investment development activities through working sessions and meetings with Canadian IDP clientele were successfully met. The investment officers have returned to their posts with a stronger understanding of the investment interests and priorities of the various regions in Canada. Feedback from the provincial governments and ISTC offices indicated that they felt the tour was useful in providing a better idea of post programs and of the techniques used by investment officers in trying to attract investors to Canada.

More specifically, the tour was successful in raising the profile of the IDP inside Canada among those involved in investment development. Favourable media coverage was received in all of the tour locations, with the highlight being a brief interview with two investment officers on the national television morning show "Canada AM".

The tour also provided the opportunity for the investment officers to further develop their Canadian networks which they can use to service investment inquiries. The network can also be used to gain support for and participation in post programs.

The following recommendations are based on suggestions made by the investment officers, TPE, ISTC and the provinces:

1. We recommend that the Investment Officers' Cross Canada Tour be held annually. In order to help with planning, the tour should take place at the same time every year, preferably in late April or early May. (Smaller posts who find it difficult to be away from the post for so long might want to participate in the tour every other year.)
2. We recommend that the number of public sector meetings (at all levels) be reduced with more emphasis on private sector industry meetings.
3. We recommend that in preparing programs that sufficient time is allotted for discussion during the government meetings. It was felt that too much time was spent on presentations both by the officers and the provincial and federal governments and not enough time was left for discussion.
4. We recommend that the ISTC regional offices