

How many entrepreneurs have emigrated to Canada under the new programme?

In 1984, a total of 2,094 entrepreneurs and self-employed people were guaranteed visas. They transferred an estimated \$817 million to Canada, and created 8,271 jobs for Canadians.

Was 1984 the first full year of the entrepreneurial programme?

Yes. The programme was started in January of that year, but it is now being expanded. In January, 1986, the programme will include a new category, which we call the 'investor' category.

For our purposes, investors are people who have a proven track record in business, and have a personal net worth of \$500,000 or more. They are required to make an investment in Canada of at least \$250,000 for a minimum of three years, in a project which has been assessed by the province concerned as being of significant benefit to its economy, and which will contribute to the creation or continuation of employment opportunities for Canadian citizens or permanent residents.

Each investment proposal requires government support. Applicants in the investor category have three investment options for their funds. They may choose to invest in:

- a business or commercial venture;
- a privately administered investment syndicate, supported by the province in which the syndicate will make investments; or
- a government-administered venture capital fund, targeted to business development.

So there are now three main categories covered by the programme - entrepreneurs, the self-employed and investors.

Yes. These three groups have been identified by the Canadian government as being of particular importance, because of the job opportunities that they can create. All three have a priority in the immigrant-processing system that is second only to family class members and refugees.

Does that mean that Canada will be increasing the number of such immigrants that it accepts?

Yes, it does. In order to send out a clear signal of the government's desire to attract business immigrants, the level for 1986-87 for business immigrants has been set at 4,000, an increase of 82% over the 1985-86 level of 2,200.

Where is it possible to get more information on the entrepreneur programme?

Prospective entrepreneur applicants should get in touch with the Immigration Business Development Section at the Canadian High Commission in London, telephone 01-629 9492, extension 534 (for address, please see inside front cover). ♦

Federal and provincial officials will be in Glasgow, Manchester, Birmingham, Bristol and Norwich between February 10 and 21 for entrepreneurial immigration counselling sessions. Those interested in an appointment should call or write as indicated above.

British entrepreneur starts successful venture in Canadian market

One person from the UK who successfully entered Canada under the entrepreneur programme is Julian Hutchins, a 32-year-old Briton, born in Kenya. In his experience, the entrepreneurial programme is straightforward and has no unnecessary bureaucratic tangles - 'as long as you meet the main criteria by which you are judged'.

What are those main criteria? Hutchins identifies them as follows:

- You must be able to meet the conditions for entering Canada, which apply to any would-be immigrant. (This would include health and character checks).
- You must have a sound business idea. In Hutchins' case, that meant obtaining the Canadian rights to an electrolytic process - called Hypocell - for purifying water in swimming pools. What made the idea especially sound is that all other processes for purifying swimming-pool water in Canada are chemical-based. That means his process is unique, so he has a strong sales edge over his competitors.
- You must have a sound business plan, complete with balance sheet and projected profit and loss statements. Also, you must be able to demonstrate that you will be offering jobs to Canadians. In Hutchins' case, he was able to promise three jobs. In reality, he has been able to deliver four.

- You must also be able to demonstrate a financial commitment to your business venture. There is no minimum level of investment that is required, but it must be enough to show that you have the ability to put your business idea into practice. Hutchins took with him a total of \$120,000 - but that sum covered his personal investments as well as his business ones.

Hutchins says he opted for Canada because it has a lifestyle that is close to the one he was familiar with in Britain. Also, the US market is just next door, and since Hutchins has the rights to sell his process in the eastern US, he has plenty of room in which to expand, once his business is fully established in Canada.

In fact, his company - called Owl Associates Ltd - broke even after its first full year of trading, so Hutchins is already considering setting up a base in the US.

On the entrepreneurial programme that took him to Canada, he says: 'As long as you can put together a solid business plan, then it is a good route to follow. It's straightforward, without any unnecessary complications. And once you're accepted, there are no performance measures you have to live up to. Once you are in, you really are in.' ♦