

jurisdictions Canada is competing with and for which type of investment, and which countries and types of companies Canada should be targeting in its investment promotion efforts. All of the figures in this section are expressed in U.S. dollars or have been converted to U.S. dollars, to provide a consistent basis for comparison.¹⁹

Canada's Competitive Position in Global Investment Markets

This section provides an overall glimpse of the competitive position of Canada in the global investment environment, based on a consistent data source. To do this, it assesses the amount and type of investment being targeted at Canada relative to the overall investment flowing from each of the seven originating countries under investigation.

This section provides its insights by comparing overall foreign direct investment inflows to Canada by industry type, with total direct investment outflows from other countries by industry type. The main data source used in Section 1 of the report (the IMF *Balance of Payments Statistics*) did not consistently provide the required level of detail for this analysis.²⁰ Consequently, the source of industry-specific data used for this section of the report is primarily the KPMG *DealWatch* publication.

This data source captures data on acquisitions, but combines investments in joint ventures and greenfield investments under a single classification.²¹ Thus, the

¹⁹ For consistency in comparing industry-specific and investment-specific data, the section uses the KPMG *DealWatch* report prepared by the KPMG Corporate Finance Network (1995). For other trade and investment data, as well as for GDP data, the section uses various International Monetary Fund publications such as the *Balance of Payments Statistics Yearbook*, Volume 45, Part 1 (1994), and the *International Financial Statistics* publication produced in December 1994.

²⁰ The IMF data that were available by industry is outlined in the data supplement report.

²¹ In fact, the Canadian staff of KPMG was not able to confirm whether the data collection procedures used for the *DealWatch* report collect data on greenfield investments. To derive the data, KPMG canvasses and reviews all publicly announced investment deals within each country and compiles the data collected by offices around the world to produce the report. It uses its own definition of investment and industries.