

RPTD1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 INVESTMENT PROMOTION PROFILE

Mission: ATLANTA

Country: UNITED STATES OF AMERICA

## Competitors' activities cont'd:

- MISSIONS OF INVESTMENT INTERMEDIARIES, PRIVATE COMP FROM VARIOUS COUNTRIES TO VISIT STATE/COUNTRY, SPONSORED BY STATE/COUNTRY.
- PARTICIPATION IN TARGETED TRADE SHOWS WITH COUNTRY EXHIBIT.
- SPECIAL INCENTIVE PROGRAMS [E.G. JOB CREATION TAX CREDITS, SMALL BUSINESS REVENUE BONDS]

Compared to major competitive destinations, Canada is perceived to have

the following advantages:

- STRONG ECONOMY
- ABUNDANT RESOURCES/ENERGY
- QUALITY OF LIFE
- ENTRY TO 3RD COUNTRY MKTS [ETHNIC MIX & LANGUAGE CAPABILITY]
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- BUSINESS PRACTICES SIMILAR TO U.S.A.

the following constraints:

- NORTHERN CLIMATE
- INTERPROVINCIAL BARRIERS TO TRADE

The mission indicates the following potential for various types of investment from within its territory/country:

Type of Investment	Potential
Portfolio	MEDIUM
Acquisition	LOW
Greenfield	LOW
Joint Venture	HIGH
Strategic Partnering	HIGH
Technology Licensing	HIGH