

INVESTTECH '90: HELPING CANADIAN FIRMS COMPETE GLOBALLY

At one time, all a country needed to be economically competitive were a few reliable trading partners and an abundance of natural resources.

This has changed. In today's global economy, a country can no longer rely only on its traditional trading associates -- it must also aggressively seek new markets for its products. Companies must also adapt to this new competitive environment. Companies which use state-of-the-art technologies, or carry out advanced research, are miles ahead of the competition.

The Canadian government is rising to meet the challenges of this new economy. It has established a number of programs which encourage Canadian firms to actively pursue foreign investment and technology that will help them to become, and remain, internationally competitive.

These programs are implemented across the country, from Newfoundland to British Columbia. They are also delivered by over 40 Canadian embassies and consulates around the world.

InvestTech '90 -- Reaching Out To Canadian Businesses

A major federal government initiative aimed at enhancing Canadian competitiveness is InvestTech '90. This undertaking is sponsored by External Affairs and International Trade Canada, in cooperation with Industry, Science and Technology Canada, and the National Research Council Canada.

InvestTech '90 offers Canadian companies valuable information on the benefits of attracting foreign sources of technology, capital and expertise, as well as new forms of international partnering. From April 30 to May 10, over 40 technology and investment officers from Canadian embassies and consulates around the world will travel across the country to meet with invited small and medium-sized businesses interested in honing their competitive edge. The officers will help these companies identify potential business partners as well as new sources of technology.

The officers will meet with business people in Ottawa, Halifax, St. John's, Charlottetown, Moncton, Montreal, Toronto, Winnipeg, Saskatoon, Edmonton, Calgary and Vancouver. It is estimated that the officers will have conducted more than 4,000 interviews with businesses by the end of their tour.