

- Exports to Canada (absolute figures: products, values)
- Exports to Canada (annual growth rate: products, values)

### **Investment**

*[In this case, it is important to distinguish between investment flows (the value of investment that enters or exits a country in any given time period), and stock, which is the cumulative total of investment at any point in time.]*

- Foreign direct investment (inflow in absolute figures)
- Foreign direct investment (inflow as a growth rate)
- Foreign direct investment (stock in absolute figures)
- Foreign direct investment (stock as a growth rate)
- Investment abroad from target market (outflow in absolute figures)
- Investment abroad from target market (outflow as a growth rate)
- Investment abroad from target market (stock in absolute figures)
- Investment abroad from target market (stock as a growth rate)

### **Financial**

*[It is important to know how a country is performing financially. This affects the stability of its currency, the ability to trade with the country and the profitability of investing there.]*

- Annual rate of inflation and comparison to previous years (trends over longer periods of time may also be significant if the country is implementing long-term anti-inflation policies).
- Current interest rates (each country will have an equivalent to the Canadian prime rate and this will indicate the cost of borrowing money).
- Exchange rate (the value of the national currency relative to the Canadian dollar or relative to the U.S. dollar).
- National current account as a breakdown by items in absolute terms. What must be indicated are all currency outflows to pay for imports, investments abroad, interest on foreign loans, tourism abroad and other charges. These must be balanced against inflows to pay for exports, investments in the country, payments on loans made abroad, tourism into the target country and other charges.
- National current account including a breakdown of items as trends, e.g., are individual items going up or down?