

International Business Development Strategy: 1998-2001

Investment

OUTCOME (What we want to achieve): <i>Increased business investment</i>			
Initiatives: Expected Results (The results we want)	Performance Indicators (What reflects progress on (by expected results?))	Performance Measures (How do we measure progress?)	Performance Targets (How much (how long?))
<p>Marketing Canada as a place to invest</p> <ul style="list-style-type: none"> • Increased promotion of Canada's investment strengths by PM, First Ministers and Ministers of Canada • Promotion of Canada as the investment gateway to NAFTA • Enhancement of capacity at Posts to promote inward investment <p>Improving investment climate</p> <ul style="list-style-type: none"> • Bench marking Canada against the competition re: perceived regulatory barriers • Examination of Investment attraction strategies of key competitors • Progress towards resolution of key impediments to investment <p>Increasing investment by MNEs</p> <ul style="list-style-type: none"> • DM Country Champion Program to lead focused targeting • Sector-specific campaigns in: IT&T (including Semiconductors), Life Sciences, Agri-food and other priority sectors • Facilitation of the international expansion of globalizing Canadian MNEs • Implementation of "rapid response team" for agri-food investment projects <p>Increasing SME partnering</p> <ul style="list-style-type: none"> • Venture Capital missions undertaken to U.S., Asia, Europe • Increased use of intra-Government expertise in identifying Partnership-ready Canadian SMEs <p>Promoting new partnerships in federal/provincial/municipal investment efforts</p> <ul style="list-style-type: none"> • Establishment of a domestic database profiling Canadian municipalities for local/foreign Site Selectors • Development and implementation of a federal-Provincial Agri-food Investment Strategy 	<ul style="list-style-type: none"> • Canada's image for investment • International ranking on competitiveness • Relative share in FDI 	<ul style="list-style-type: none"> • Survey or investor awareness • Survey of competitiveness • FDI rates compared to economy, sector, source 	<ul style="list-style-type: none"> • Reduced perception/reality gap on Canada's international competitiveness ranking • Increased Canadian share of world foreign direct investment flows