

Table 1
Investment Criteria Presented

<u>Market Factors</u>	<u>Competitive Factors</u>	<u>Environmental Factors</u>
Market Growth	Potential Market Share	Labour Costs
Diversification into New Markets	Technological Expertise	Quality of Labour Force
Industry Profitability In Canada	Managerial Expertise	Influence of unions
Tariff and non-tariff barriers	Product Image	National Resource Endowment
	Capital Costs	Government Regulation
	Expected Profitability of Investment	Government Incentives
		Foreign Investment Controls
		Taxation Factors
		Energy Availability
		Transportation Networks
		Political Stability

Source: The Conference Board of Canada, Study No.81: "A fit place for investment?" by Duncan McDonald, p.12.