

The following two ideas should also be tested:

- a) Set up a mechanism through ESAP to identify the partnering needs of Canadian firms, so that the Embassy can then select appropriate French partners for them. It is often easier to interest a French firm in partnering with Canada when we can demonstrate a specific Canadian need for that firm's technology, rather than approaching it from the other direction. It is also easier to induce a French company to think of Canada as a springboard to the North American market when we can identify a partner at the outset who is prepared to share the risks and costs of setting up in Canada.
- b) Identify a few Canadian sectoral associations willing to help develop a relationship with similar associations in France. Once the Canadian associations are identified, the Embassy would contact them and try to arrange an introduction to their French counterpart.

5. Partnering with provinces and municipalities

Provinces

Provincial governments and their economic development agencies have a limited business presence in France. There is a need for proactive follow-up to high-level

visits in the form of business missions, presentations or Round Tables to highlight the province's sectoral advantages. These can be arranged either during trade fairs or at any other time that suits the provincial authorities.

We suggest holding an annual seminar at the Embassy for provincial representatives, on the topic, "How to Look for French Investors." These could include arranging individual meetings with French business associations or companies.

Municipalities

The situation with municipalities is similar to that described above. There have been few visits to Paris by a municipal government or industrial commission from outside Quebec. If Canada is to project an image in France commensurate with its economy, its diversity and its dynamism, it is vital that industrial commissioners from all provinces pay more attention to the French market and include France on their must-visit itinerary when they come to Europe. Further involvement by the Economic Developers Association of Canada (EDAC) will be actively encouraged and could include a presentation by Embassy investment staff at the association's annual meeting. As well, the seminar for the provinces on "How to Look for French Investors" could also be open to participants from local governments.

