

- the level of private-sector commitment;
- evidence of strong sector/market performance and potential; and
- the ability of government action to significantly influence Canadian business activity in the sector/market in question.

In addition, a number of Country Action Plans will be developed with the private sector to marshal the full range of government policies and programs to achieve strategic economic goals in designated countries. A new strategy targeting India (Focus India) — building on the successful approach taken in the Action Plan for Japan — was released in June 1995.

- *Identify Barriers to Canadian Goods and Services*

Government officers in the field will make a concerted effort to identify specific market barriers to the export of Canadian goods and services — including barriers that may arise in the context of other issues (e.g. environment, product standards, culture, intellectual property). The elimination of these barriers will be pursued as part of the Government's broader trade policy agenda.

- *Play a Stronger Advocacy Role on behalf of Canadian Business*

In response to the aggressive techniques often used by competitor nations to win contracts abroad, government ministers, Canadian heads of missions, Canadian foreign service officers, and Canadian private-sector decision makers will play a more aggressive role in asserting the interests of Canadian firms that are seeking business abroad. To this end, a dedicated unit to co-ordinate government advocacy for major overseas projects is being created. This unit will help ensure that Canadian companies that are pursuing major export projects abroad receive the high-level government support they need to compete successfully.

Investment Development

Attracting international business investment to Canada is an important element in the Government's efforts to support wealth and job creation in Canada. Investment is a critical factor linking Canada and Canadian companies to an increasingly globalized world economy. Foreign direct investment and Canadian direct investment abroad enhance Canada's global competitiveness by securing capital, jobs, technologies, and market access for Canadians.

Government will therefore continue its efforts to attract foreign direct investment to Canada and to facilitate the growth of Canadian-based, globally competitive companies.

Investment Attraction/Retention

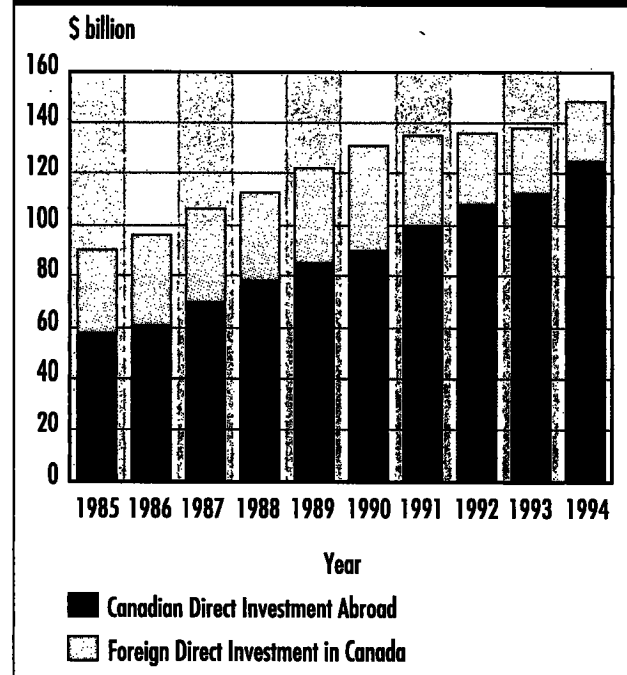
In response to strong global competition for investment, the Government has developed clear priorities and targeted, focussed programs. In pursuing these initiatives, it will seek opportunities to enhance co-operation with provincial governments and support the investment attraction goals of local/regional economic development organizations.

Investment attraction programs will focus on the following four priorities:

- *Attracting New Investment from Multinational Enterprises*

Government will continue its campaign to attract new investment from multinational enterprises (MNEs), which have been the major force behind the unprecedented growth of foreign direct investment in the last decade. The UN estimates that the world's largest 100 MNEs (outside the banking and finance sectors) account for approxi-

Figure 5
Inward and Outward Investment
Canada, 1985-1994



Source: Statistics Canada Cat. 67-202, 1994.