

RPTDL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: ATLANTA

Country: UNITED STATES OF AMERICA

The mission reports that the approximate flows to all countries of investment from its country/territory in Canadian \$ is as follows: (including portfolio flows if a primary focus)

	Total (\$ Million)	Canadian Share	Major Competitor Share
Current year	6000.00	12.00	24.00
One year ago	5500.00	11.00	22.00
Two years ago	4000.00	8.00	16.00

The mission is of the opinion that Canada can reasonably expect to attract the following amount of foreign investment from its territory/country next year:

\$1,300 MILLION (BASED ON ESTIMATE OF PREVIOUS YEARS INVESTMENT FLOWS - EXCLUDING PORTFOLIO)

Canada's major competitors for investment from this territory/country are:

- OTHER U.S. CITIES/STATES
- WESTERN EUROPE
- LATIN AMERICA
- JAPAN

The following types of activities are currently being undertaken by Canada's major competitors to attract investment from this territory/country:

- EXTENSIVE HIGH QUALITY ADVERTISING CAMPAIGNS IN BUSINESS JOURNALS TO PROMOTE ADVANTAGES OF MUNICIPALITY, STATE, COUNTRY.
- HIGH LEVEL PRIVATE SECTOR MISSIONS (E.G. ORGANIZED IN COOPERATION WITH CHAMBERS OF COMMERCE FROM CITY, STATE, TO TARGETED CITY FOR MEETINGS WITH INVESTMENT INTERMEDIARIES, PRIVATE COMP. TO PROMOTE CITY/STATE (INCLUDING FORMAL RECEPTION IN TARGETED CITY W/HIGH LEVEL HOST - E.G. MAYOR OF SPONSORING
- BUSINESS FORUMS, SEMINARS HIGHLIGHTING JT. VENTURING, MERGERS, ACQUISITIONS & TECH TRANSFER OPPORTUNITIES WITH FOREIGN COUNTRY.