

## The Action Plan

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With a former International Trade Minister as High Commissioner, and given the designation of the United Kingdom as a priority investment source by the Government of Canada, the investment development activities in London will be enhanced. The High Commission will increase the high-level corporate liaison calls to be made by the High Commissioner to existing U.K. investors in Canada and potential investors identified through market research, and it will make greater use of scheduled federal and provincial ministerial visits to the U.K. to better promote Canada as an outstanding investment destination.

As both countries benefit from increased two-way investment flows, the High Commission will work more closely with the U.K. Department of Industry and Trade and with regional Development Boards, participating in DTI seminars that provide a suitable forum to promote investment in Canada, as well as in studies on U.K. investment in Canada.

The High Commission's objectives for investment are:

- to increase awareness of Canadian technologies in the U.K. business community and to promote Canada as a superb investment location;
- to promote investment retention and expansion by existing investors;
- to promote first-time investment in Canada in priority sectors;
- to promote partnerships between British and Canadian companies; and
- to assist Canadian companies in the facilitation of collaborative research and technology oriented activities.

In pursuit of these objectives, the High Commission will:

- work with the business press to feature Canada and Canadian technologies;

- undertake extensive corporate liaison visits with parent company executives in priority sectors; the High Commission will engage provinces and municipalities in this process;
- identify and call upon potential investors among U.K. high-growth manufacturers with a view to promoting investment opportunities in their respective sphere of interest;
- identify potential partners for Canadian companies selected for their interest and their capability to enter into international partnerships. In this selection process, the High Commission will work with U.K. trade associations, selected U.K. regional economic development authorities, as well as the provinces and regional development authorities in Canada;
- build contacts with venture-capital organizations and work in closer partnership with them. Two sector-specific seminars (information technology and biotechnology) are planned to allow a small number of high-tech firms in need of venture capital to be introduced;
- supplement Canadian government participation in trade fairs and special events by investment seminars; and
- publish a special feature on the Canadian investment environment and opportunities and distribute it to potential U.K. investors.

Working closely with the NRC and other research agencies and departments, the Science Counsellor office in London facilitates strategic partnerships and collaborations in leading-edge technologies. Additionally, it gathers scientific, technical, and science policy information and intelligence abroad for dissemination in Canada. R&D collaborations between Canadian and U.K. institutions lever and strengthen knowledge-based innovation, facilitating investment and trade.

