

Inter-country comparisons

A study, produced jointly with KPMG, on cost comparisons among different Canadian and European locations was published in October 1997. It received wide circulation.

Advertising in specialized publications

There will be a series of targeted "brand awareness" ads aimed at raising Canada's profile. Such ads, either stand-alone or in conjunction with the Tourism Division's campaigns, will be based on the very favourable cost advantages that have been emphasized in the KPMG report. A recent experiment with a series of articles in a specialized magazine (CTI) produced concrete results, in the form of numerous requests for information from French industrialists who would otherwise have been hard to reach.

Promotional video for intercontinental flights

The production and distribution of a promotional video for use on flights between France and Canada is under way. The version for the French audience will include testimonials from French CEOs who have worked in Canada. The video will include a clear contact point at the Canadian Embassy in Paris or in Ottawa

and will bear Team Canada's prestigious trademark, a reflection of the participation by the 10 provinces in this production.

4. Strengthened alliances with French high-tech firms

One of the key objectives in promoting partnerships is to encourage alliances between French and Canadian SMEs, and so promote investments that will bring new technologies to Canada. A preferred approach will be to make maximum use of consultants under ESAP, focusing on high-tech sectors such as information technology in all its ramifications, biotechnology and pharmaceutical, automation and robotics, pollution control technologies, food ingredients, automotive parts, etc. Particular emphasis will be placed in the future on partnering between companies in the agri-food sector.

The Canadian consultants should help to identify Canadian companies seeking to forge partnerships with French concerns. The same will need to be done on the French side, by hiring local consultants in a few clearly defined sectors among those listed above, who can identify prospects in the French market. The Embassy's experimental work with ISOGROUP in the pharmaceutical sector has shown the usefulness of this approach.

