

- A number of deputy ministers have been identified as **Country Champions** to build and maintain senior-level contact with key multinational enterprises and to market Canada aggressively as an investment destination. Targeted markets include Asia, Europe and the United States. Deputies have made corporate investment calls on selected companies in Germany, the United Kingdom, the Netherlands, Sweden and the United States.
- The federal government has launched comprehensive campaigns to attract investment from selected foreign markets, including the United States, Western Europe and Asia Pacific. Interdepartmental working groups are developing investment strategies for priority sectors such as the life sciences, semiconductors, information and telecommunications technology, agri-food, automotive, aerospace, mining, forest and building materials, and chemicals.
- Canadian companies are increasingly demonstrating their maturity as global players by enhancing their foreign market access through the establishment of a stronger presence abroad, resulting in increased exports, employment and profits at home. Canadian diplomatic missions assist Canadian companies in establishing strategic alliances with foreign partners to expand exports and build local market presence. Total **Canadian direct investment abroad** in 1997 reached \$16.6 billion, representing a 7.2% increase from the 1996 level of \$15.5 billion. The finance and insurance industries made up the largest share (32%) of total Canadian direct investment abroad, followed by energy and metallic minerals industries (22.8%).