

RPTD1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 90/91 INVESTMENT PROMOTION PROFILE

Mission: ATLANTA

Country: UNITED STATES OF AMERICA

## IDP Partners and related activities cont d:

## ISTC HQ/RO's

- Recruiting mission participants

## Investment Canada

- Supporting client servicing

## Technology organizations

- Client referrals/seminars/recruitment

## Federal/state departments of commerce

- Seminar participation/contact development

## Chambers of Commerce

- Seminar participation/contact development

Compared to major competitive destinations, Canada is perceived to have

the following advantages:

- Stable political environment
- Strong economy
- Familiar business practices
- Abundant resources/energy
- FTA

the following constraints:

- Small market easily served from U.S.A.
- Perceived high taxation
- Interprovincial barriers to trade
- Cold climate

The mission indicates the following potential for various types of investment from within its territory/country:

Type of Investment	Potential
Portfolio	MEDIUM
Acquisition	LOW
Greenfield	LOW
Joint Venture	HIGH
Strategic Partnering	HIGH
Technology Licensing	HIGH