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Co-operation with the Media and Information Service

In co-operation with the Embassy's Media and Information Service, a campaign is underway to raise awareness of Canada's business environment. The goal of the campaign is to enhance Canada's overall image in the broad business community in France. It aims to encourage journalists who cover business or technology to visit Canada and to draw French media attention to various events.

Comparison of Set-Up and Operating Costs in Different Countries

Two editions of a joint study conducted with KPMG, demonstrating Canada's substantial advantages over the United States and Europe in terms of investment costs, have been published, in October 1997 and March 1999. On both occasions, the study was widely distributed in France.

• Partnerships Between Firms in High-Tech Sectors

One of the main objectives of this component of the program is to encourage, on a case-by-case basis, partnerships between French and Canadian SMEs and small and medium-sized institutions, and promote French investment in Canada in the form of technology transfers. This is done by helping French companies, as needed, to find Canadian partners in high-tech sectors, including information technology, multimedia, biotechnology and pharmaceuticals, automation, pollution control technologies, nutraceuticals, industrial machinery and agri-food.

5. Partnerships with Provinces and Municipalities

With the exception of Quebec, Canada's provinces and their economic development agencies have a limited presence in France at this time. A proposal to hold a series of seminars in Canada on the theme "Attracting French Investment" is being examined. The initiative could also include the participation of officials from French companies already established in Canada and individual meetings with local partners. Canadian municipalities are in a very similar position to the provinces. Few municipal officials or economic development officers outside Quebec visit France. If the French are to have an image of Canada that accurately reflects our economy, economic diversity and technological dynamism, economic development officers from all provinces must take an interest in the French market and make France one of their key destinations in Europe. The Investment Advisor's attendance at the annual assembly of the Economic Developers' Association of Canada (EDAC) and visits by French journalists to Canada provide a unique opportunity to further encourage economic development officers to take an interest in the French market.