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# news release

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JAPANESE BUSINESS EXECUTIVES  
SEE "CANADA CHALLENGING THE WORLD"

International Trade Minister John C. Crosbie and Benoit Bouchard, Minister of Industry, Science and Technology Canada and Minister Responsible for Investment Canada, welcomed the release today in Tokyo, Japan of a report on the potential for Japanese investment in Canada.

The report, titled "Canada -- A Partner Challenging the World", credits Canada for reaching outwards and making a determined effort to strengthen international competitiveness, is based on the findings of 46 senior Japanese business executives who toured Canada on an investment study mission in the Fall, 1989.

"The Japanese Investment Study Mission recognizes Canada as an attractive place to invest. It clearly lays the ground work for the positive continuation of our trade, investment and technology links with Japan and also focuses Japanese attention on the tremendous opportunities available in Canada. A solid relationship with the dynamic Japanese business community can only benefit Canadians," Mr. Crosbie said.

"This report will focus even greater Japanese attention on Canada as a profitable place to invest and will be a significant influence on the development of greater linkages between Canada and Japan," Mr. Bouchard said.

Japanese business executives pointed out that the FTA provides improved opportunities for businesses operating in Canada. "Whether those businesses are Japanese or Canadian, this translates into new jobs for Canadians," Mr. Crosbie said.

"The mission commented favourably on Canada's policy of welcoming foreign investment and forecasted increased Japanese investment in Canada. It pointed to 'the advances that have occurred' since the very favourable report by a similar mission in 1986. The mission also recognized the importance Canada attaches to quality, value-added investment and to the further development of its already substantial, high technology industries," said Mr. Bouchard.

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