

Table 4

Key Activity/Initiatives	Output Products & Services	Targets/Clients (Reach)	Results (short term and long term)
SERVICES TO FOREIGN INVESTORS: <ul style="list-style-type: none"> • providing specific information products in response to inquiries; • conducting or funding studies in response to specific requests; • providing informal assistance, advice, leads or contacts in Canada in response to specific requests. 	<ul style="list-style-type: none"> • custom designed information products such as tailored investment kits • provision of consulting or advisory assistance. • investment leads • responses to enquiries • arranged corporate visits and initial business contacts • reports on business environment (macro and micro variables) • analyses of Canadian vs international competitiveness (by industry sector) • profiles of individual firms and project briefs 	Business, financial investment communities generally. Direct Clients <ul style="list-style-type: none"> • actual and potential foreign investors Indirect Clients <ul style="list-style-type: none"> • provincial, regional and municipal economic development officers (EDOs) • Canadian enterprises seeking foreign partners and subsidiaries Co-Delivery Agents <ul style="list-style-type: none"> • DFAIT • Industry Canada • other government departments • other intermediaries (e.g., site locators, consultants) 	Change in Awareness Change in knowledge and awareness of business opportunities, investment climate, industries or firms in Canada Change in attitudes Influence on decision to investigate opportunities in Canada and/or initiate negotiations with Canadian firms. Change in level of FDI or Partnerships: <ul style="list-style-type: none"> • conclusion of investment deals • conclusion of strategic alliances or joint venture • flow of foreign direct investment

Table 5

Key Activity/Initiatives	Output Products and Services	Targets/Clients (Reach)	Results (short term and long term)
PARTNERING AND MATCH MAKING SERVICES: <ul style="list-style-type: none"> • match-making services (these can be proactive or reactive and require sophisticated databases or knowledge of Canadian firms in a specific sector); • arranging missions, fairs and seminars to introduce interested players • conducting or funding studies in response to specific requests; • providing informal assistance, advice, leads or contacts in Canada in response to specific requests; • provision of information packages. 	<ul style="list-style-type: none"> • general brochures, pamphlets, investment kits and other publications • responses to enquiries • partnering missions, fairs and seminars; • follow-up advice and assistance; • follow-up information packages; • corporate visits and initial business contacts 	Clients/targets are usually pre-specified groups of technology intensive firms both in Canada and outside of Canada. Firms will be in target areas, and are usually invited to participate. There may be firms that participate from non-target sectors or countries who inquire about partnering. Direct Clients <ul style="list-style-type: none"> • foreign and Canadian firms seeking partners or alliances Indirect Clients <ul style="list-style-type: none"> • provincial, regional and municipal economic development officers (EDOs) Co-Delivery Agents <ul style="list-style-type: none"> • DFAIT • Industry Canada • other government departments • other intermediaries (e.g., consultants) locators, site ., 	Change in Awareness Change in knowledge and awareness of business opportunities, investment climate, industries or firms in Canada Change in attitudes Influence decision to investigate opportunities in Canada and/or initiate negotiations with Canadian or foreign firm for partnering Change in level of FDI or Partnerships: <ul style="list-style-type: none"> • conclusion of investment deals • conclusion of strategic alliances or joint venture • flow of foreign direct investment • acquisition of technology and management knowhow