

Corporate liaison program

This program focuses on firms that have established a presence in Canada and those that are potential investors. It requires a well-targeted sequence of business calls at senior and strategic corporate levels by the Canadian Ambassador or the designated deputy minister. The calls are a very important element in influencing companies strategic decisions regarding the location of their future greenfield investment or expansion plans in Canada. The Canadian Embassy will establish a list of 30 companies that have trade links with Canada but no investment presence. The group of targeted companies will be from priority sectors, and a specific information program will be developed for each of them.

National and international trade fairs and events

Experience has shown that events of this kind, especially the ones that take place in France but also occasionally those held elsewhere in Europe, can be useful vehicles for promoting partnerships and investment. Tangible results can only be expected, however, if certain conditions are met.

For one thing, Canadian Embassy officers do not possess the degree of sectoral expertise that specialized consultants have. Yet in most of our priority sectors an increasingly high level of specific knowledge is called for in order to identify potential partners. This makes it essential to expand our use of consultants under the

European Strategic Alliances Program (ESAP). Consideration will be given to holding a highly specialized seminar, led by the Canadian sector specialist, in coordination with the organizers of the particular event, with a view to arousing French interest in Canada in that sector.

Attention would be focused on the following French trade fairs:

- InterMédica
- Comdex-IT Forum
- SECA
- Solution EDI
- Pollutec
- Equip'Auto
- NetWorld Interop
- Food Ingredients Europe
- Vocatel
- Emballage (Packaging)
- OnLine

Co-operation with the Canadian Tourism Commission

We shall be co-operating with the Embassy's tourism section to promote a clearly targeted advertising campaign, with a view to minimizing direct mailing costs. This campaign would be aimed at raising Canada's profile among groups with significant disposable income. We also plan to issue government invitations to encourage visits by business and economic journalists.

