



## Investment Officers

*Canada's Investment Officers abroad are key figures in the Investment Development Program. Diplomatic staff in 43 of Canada's missions abroad actively promote investment in Canada and respond to the inquiries of both foreign investors and Canadian companies. Of these, there are full-time investment specialists located in London, Paris, Bonn, The Hague, New York, Los Angeles, Tokyo, and Hong Kong.*

*Essential contacts for both Canadian companies and foreign investors, the officers work closely with representatives of various federal government departments, and provincial and municipal governments.*

*Several different techniques are used to show foreign companies how they might profit by investing in Canada or enter into a partnership with a Canadian company. Investment Officers organize seminars, corporate visits, investment missions, trade fairs and business conferences. In addition, they conduct direct mail and advertising campaigns in order to develop an awareness of and interest in Canada as an investment destination.*