

# A STRATEGY TO ATTRACT INVESTMENT FROM THE UNITED STATES

## EXECUTIVE SUMMARY

*Building on Canada's position as a key NAFTA partner, a new investment development strategy has been produced. The aim is to attract and expand investment from the United States, the largest and most advanced industrial economy in the world, and to encourage strategic alliances with U.S.-based companies, in line with the Government's 1996 investment strategy.*

The strategy outlines the Government's plans to address challenges and opportunities in Canada's most important trade, investment and technology market, and to engage DFAIT's U.S. Posts more thoroughly in the attraction, expansion and retention of U.S. investment. An integrated marketing and sectorally-focused approach will be implemented over the next three years which will further enhance cooperation between Government and its Team Canada partners.

Field activities will be reorganized around a smaller number of key knowledge-based sectors in the United States, where corporate, high-technology, and research and development concentrations exist, and where U.S. Posts can make a difference. There will be wider and more timely reporting of intelligence gathered so that opportunities can be seized and early warning provided.

Driven by the November 1997 KPMG study\* that emphasized Canada's low business costs and high investment appeal, the strategy constitutes an aggressive advocacy of Canada's prime advantages of location, skilled human resource and high-technology assets to Corporate America, including the North American HQs of foreign multinational enterprises (MNEs), and major U.S. facilities presenting scope for research and development (R&D) in Canada. New initiatives will be developed to help put Canadian cities on the "radar screens" of prospective U.S.-based investors and investment intermediaries, particularly U.S. site selection and relocation experts.

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