

CANADA

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INVESTMENT NEWS

APRIL 1995

The Canadian Opportunity

Welcome to the first issue of *Canada Investment News* which comes to you from the Department of Foreign Affairs and International Trade, Canada.

We will be bringing you current and useful information about investment successes, prospects and trends in Canada.

Canada offers many unique attractions for international business investors. The advantages include leading-edge technologies, a highly-developed infrastructure, a skilled and reliable work force, favourable investment policies – and, through NAFTA, location in the world's largest and richest market.

Look to this newsletter for up-to-date information about these and other aspects of the Canadian

Please see
OPPORTUNITY page 2

TOYOTA doubles its Canadian production capacity



Toyota's plant in Cambridge, Ontario

A strong track record by its Canadian plants and workers is credited for the recent decision by Toyota Motor Manufacturing Company Inc. of Canada (TMMC) to build a second \$600 million production plant in Ontario which will more than double the company's production volume.

The new plant, to be built at the company's existing 400 acre site in Cambridge, Ontario, will employ 1,200 additional workers and will produce

120,000 Corolla sedans each year — two thirds of them for the United States market. The expansion will increase TMMC's total production capacity to 200,000 vehicles annually.

According to Mr. Tatura Toyoda, President of TMMC, the company's decision to locate this new production capacity in Canada is based on the quality and production performance of its existing Canadian operation.

"The company has been assembling Toyota

vehicles at Cambridge since 1988" says Mr. Toyoda. "Over that time the plant has consistently met and exceeded production and quality

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