

- identification and prioritization of core services and clients
- enhanced involvement of and consultation with clients, potential clients and employees

Charting the Results

- Last year, exclusive of Team Canada missions, federal International Business Development activities resulted in:
 - 1347 Canadian companies participating in foreign trade missions
 - 80 183 requests for overseas market information and intelligence services
 - 1622 participants in trade fairs organized by DFAIT
 - 12 291 visitors to overseas posts
 - 151 361 business enquiries (phone calls/faxes/letters/e-mails) received by overseas posts

3.4 Investment Development

- A positive investment climate and economic resurgence in Canada have resulted from sound fiscal and monetary policies and careful economic management. Economic growth exceeded 3.5% in 1997, and continued strong growth is projected for 1998. Long-term interest rates are at their lowest levels in about 30 years, and business investment is surging. Selective tax relief, further deregulation of the economy and targeted investments to support education, increased youth employment and R&D will further enhance Canada's attractiveness as an investment destination.
- Focussed and co-ordinated campaigns to market "**Brand Canada**" abroad have been initiated to eliminate the gap between the reality of Canada's economic renewal and outdated foreign perceptions about our business climate. A series of new marketing tools have been developed to achieve this objective. The foremost of these is the Canada-United States-Europe Cost Comparison Study, prepared by the accounting firm KPMG, which highlights the considerably lower costs of doing business in Canada across key sectors in comparison to the United States and Europe. Other new marketing tools include toll-free telephone service and in-flight videos.
- The Minister for International Trade and the Minister of Industry participated in the 1998 **World Economic Forum** in Davos, Switzerland, a top meeting place for international business, academic, government and media leaders. Premiers, provincial ministers and about 50 Canadian companies also participated.