

Action Plan

Both countries are now discussing seriously the potential and mutual benefits to be derived from industrial co-operation. For the purpose of adding concrete action to these discussions, the following action plan has been planned for the next two to three years:

- a) The Commercial Division of the Embassy will continue monitoring French policies and plans in order to counsel individual companies and provincial and federal officials;
- b) Investment seminars in key cities in France will be organized by the Commercial Division of the Canadian Embassy in Paris. Participation by Industry Sector Branch specialists of ITC/DREE*, representatives of Canadian banks in Paris, FIRA* officials, provincial representatives as well as French businessmen with extensive experience in Canada will be invited;
- c) Investment visits to Canada will be arranged; (Embassy, Paris/DEW*)
- d) Organize Canadian industrial co-operation missions to promote technological transfers through licensing agreements and joint ventures; (DEW/ Industry Sector Branches, ITC/DREE)*
- e) The Commercial Division of the Embassy will keep a constant dialogue with French officials and businessmen and inform them on mega-projects, their requirements and modifications. By keeping the French updated on these large co-operation projects, it will attract their maximum participation; (Embassy, Paris)
- f) French auto parts manufacturers will be informed of the advantages of investing in Canada and to take advantage of the Auto Pact and the Duty Remission Program. (Embassy, Paris/FAMR*)

* Refer to the Glossary of Abbreviations, page 42.