

Investment Enhancement

The 21st century economy is characterized as one of competitiveness on a world scale, involving more intensive use of international networks of production and global value chains. Investment can clearly be key in both accessing and participating in these networks. Both governments assign importance to investment, in general terms and with respect to each other specifically. However, as noted in Chapter 3, while the role of investment is becoming increasingly important in the context of the economic relationship between Canada and Japan, the scale of investment between the two countries has yet to realize its full potential.

As such, bilateral investment promotion was identified early on in the development of the Economic Framework as a significant component of this initiative. Recognizing the benefits of enhanced bilateral investment, in May 2005, DFAIT and JETRO signed an MOU on bilateral investment promotion cooperation designed to identify and advance key areas of cooperation in this regard. The MOU aims to lay the foundation for greater information exchange and cooperation in investment promotion activities in key industry sectors. Canada and Japan have since identified information and communications technology, biotechnology and services as areas for initial focus.

The two organizations have undertaken a series of bilateral investment promotion seminars in Toronto, Montreal and Vancouver. These seminars, which attracted more than 400 participants, were designed to help Canadian companies think about growing their markets in Japan and Asia, as well as to raise Japanese companies' awareness of the comparative advantages to be gained by expanding existing operations in Canada. Similarly, a series of sector-specific investment seminars have been organized by the Canadian Embassy and Consulates in Tokyo, Osaka and Nagoya on a variety of sectors including natural resources, agri-food, transportation, and information and communications technology.