

RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 INVESTMENT PROMOTION PROFILE

Mission: ATLANTA

Country: UNITED STATES OF AMERICA

The mission reports that the approximate flows to all countries of investment from its country/territory in Canadian \$ is as follows: (including portfolio flows if a primary focus)

	Total (\$ Million)	Canadian Share	Major Competitor Share
Two years ago	5500.00	20.00	40.00
One year ago	6000.00	20.00	40.00
Current year	6000.00	20.00	40.00

The mission is of the opinion that Canada can reasonably expect to attract the following amount of foreign investment from its territory/country next year:

\$1,300 million (excluding portfolio investment)

Canada's major competitors for investment from this territory/country are:

- Other U.S. cities/states
- Western Europe
- Latin America
- Japan

The following types of activities are currently being undertaken by Canada's major competitors to attract investment from this territory/country:

- High quality advertising campaigns in business journals/
High level private sector missions led by senior political figure/Sponsorship of various bus. forums, seminars/Missions of inv. intermediaries & private companies/City, state, natl. exhibits in targeted trade shows/Special incentive programs

IDP Partners and related program activities:

Lawyers

- Client referrals/seminar resource

Banks

- Client referrals