

educate French companies about Canada's dynamic business community and the quality of its technological and scientific environment. The strategy has two main components: the first takes a sectoral approach, while the second is based on close co-operation with provincial, municipal and private sector stakeholders in Canada.

The aim of the sectoral component is to make French executives aware of Canadian expertise in a given high-tech sector. From December 1997 to August 1999, the emphasis was on the information technology and multimedia sectors. Starting in the fall of 1999, priority will be given to the biopharmaceutical sector.

The aim of the "partnership" component is primarily to interest more Canadian provinces and municipalities in the potential of the French market. As part of the "Forum de discussions en matière d'investissements français au Canada," the Canadian Embassy in France is working with partners in Canada's public and private sectors to improve the pitch to French companies. The Embassy's Investment Section, with the help of French partners such as Banque CIC, KPMG-France and Price Waterhouse Coopers-France, is also organizing information seminars on various aspects of the Canadian business environment.

• **Marketing the "Investing in Canada" Product**

The Corporate Liaison Program (CLP)

This intensive program of meetings with French companies that have strong investment potential is continuing, with active and frequent support from the Canadian Embassy. The meetings with executives from major French firms make it possible to better meet their specific investment needs and to find out how they perceive Canada's business environment.

A second business contacts program has been developed targeting French SMEs likely to establish operations in Canada. Those visits, like the ones to major French firms, are designed to influence investment decisions. The Canadian Embassy's Investment Section has drawn up a list of French companies with strong growth potential that already have business ties with Canada but little or no investment. These are companies operating in what Canada considers priority sectors for investment. The meetings often provide a first opportunity to raise awareness of Canadian realities and make it possible to support the companies throughout the process of establishing operations in Canada.

Information Seminars on Risk Capital

Information seminars are organized regularly to make French risk capital corporations aware of the quality of Canadian expertise in high-tech sectors and to increase the capital available to young, leading-edge Canadian companies.

Participation in Trade Fairs

French trade fairs and theme conferences are sometimes used by our services to identify French companies likely to invest in Canada.

The following French trade fairs are targeted in particular:

InterMédica