

- that DEA and other agencies provide a variety of programs and resources designed to attract foreign investment, and that these are pursued as part of a larger technology/trade development effort which is crucial to Canada's future economic competitiveness;
- foreign investment develops Canada's economy in terms of job creation, growth, and technology flows;
- concerns about foreign ownership are misplaced. In today's economy, capital moves more freely. Just as major foreign investments do not represent a worrisome trend, neither does the inflow of foreign capital;
- the high level of foreign investment represents a vote of confidence for the Canadian economy and its future development by investors from around the world; and,
- for small or medium sized Canadian companies seeking to penetrate markets in post-1992 Europe, or in the U.S. and Asia-Pacific economies, joint ventures (especially those involving technology transfers) are going to be ever more important aspects of business plans that must involve achieving competitiveness through economies of scale.

The components of the tour communications program included the production of a number of information pieces (e.g. press releases, investment fact sheet, officer and post biographies, background on the IDP, role of the investment officer, investment success stories, and others) as well as a full communications strategy and supporting questions and answers to prepare the officers and other DEA participants for media inquiries.

Astroff Corkum Ross Associates Inc. was retained to write investment success stories to be used as a means of demonstrating to the press that the IDP has been effective and that foreign investment is indeed beneficial to the Canadian economy. In total, 17 stories were prepared, and in all cases the companies were prepared to entertain media inquiries. The success stories are now being re-written to reflect a foreign investment perspective so that they can be used as promotional tools by DEA Missions. These testimonials will concentrate on why companies invested in Canada and the benefits of a Canadian location, rather than what the investment means to the Canadian economy.

Continental Golin/Harris was retained to provide media relations assistance for the tour. Their responsibilities included: the dissemination of news releases by Canada News Wire; contact with national business and financial media, and local and regional media and arrangements for interviews with the Investment Officers and TPE personnel; coordination of media efforts with ISTC regional offices; staffing of media tables; and, monitoring media coverage. Favourable media coverage was received in all of the tour locations, and there appeared to be a definite interest on the part of the media in the IDP and the programs undertaken in Canadian missions abroad. Now that the media has an interest in the IDP we plan to follow-up with them with new success stories and program updates as they become available.