

RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 INVESTMENT PROMOTION PROFILE

Mission: WASHINGTON

Country: UNITED STATES OF AMERICA

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:

MANY LARGE CORPS HEADQUARTERED IN MID-ATLANTIC STATE REGION HAVE DEVELOPED INVESTMENT STRATEGIES TAKING THE FTA INTO ACCOUNT; A NUMBER OF THESE ARE ACTIVELY UPGRADING THEIR CURRENT PRESENCE IN CANADA, A PROCESS WHICH LIKELY WILL CONTINUE IN 90/91 (ACTUAL OR EST. DOLLAR FIGURES UNKNOWN)

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

- FRANCE
- JAPAN
- NETHERLANDS
- MIDDLE EAST
- PUERTO RICO

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

- 1. PASSIVE PROMOTION (INVESTMENT DECISIONS RESULTING FROM INTERCORPORATE LINKAGES) 2. ID PROMOTION AS A COMPONENT OF GENERAL BUYING MISSIONS, ESP THOSE FROM FAR EAST COUNTRIES 3. SELECTIVELY PLACED ADVERTISING IN INDUSTRY JOURNALS

IDP Partners and related program activities:

PROVINCIAL INVESTMENT DEVELOPMENT AUTHORITIES (IE. NEW YORK BASED OFFICES OF ONT, QUE, SASK, ALTA)

- CO-SPONSORSHIP OF MAJOR ID EVENTS IN TERRITORY

SELECTED CANADIAN MUNICIPALITIES

- CO-SPONSORSHIP OF SECTOR-SPECIFIC ID INITIATIVES

INVESTMENT CANADA

- SPEECH MODULES, OTHER INFO AIDS; SPECIALIZED ADVICE; OCCASIONAL HIGH-LEVEL PROGRAM SUPPORT

CONSULATE GENERAL NYC/SENIOR INVESTMENT ADVISOR

- OCCASIONAL ASSISTANCE/SPECIALIZED ADVICE