

**Table 2**

Key Activity/Initiatives	Resulting Products and Services	Targets/Clients (Reach)	Results (short term and long term)
<p><b>GENERIC PROMOTION:</b></p> <ul style="list-style-type: none"> <li>• production of videos, investor information packages and media kits;</li> <li>• speaking tours;</li> <li>• creation of booths at trade fairs;</li> <li>• conducting promotion seminars and shows;</li> </ul>	<ul style="list-style-type: none"> <li>• videos, and media kits;</li> <li>• general brochures and information kits;</li> <li>• newsletters and information services</li> <li>• speaking tours</li> <li>• events (seminars, trade shows);</li> <li>• promotional booths.</li> </ul>	<p>Business, financial investment communities generally.</p> <p><b>Direct Clients</b></p> <ul style="list-style-type: none"> <li>• actual and potential foreign investors</li> </ul> <p><b>Indirect Clients</b></p> <ul style="list-style-type: none"> <li>• provincial, regional and municipal economic development officers (EDOs)</li> <li>• Canadian enterprises seeking foreign partners and subsidiaries</li> </ul> <p><b>Co-Delivery Agents</b></p> <ul style="list-style-type: none"> <li>• DFAIT</li> <li>• Industry Canada</li> <li>• other government departments</li> <li>• other intermediaries (e.g., site locators, consultants)</li> </ul>	<p>Change in Awareness</p> <p>Change in knowledge and awareness of business opportunities, investment climate, industries or firms in Canada</p> <p>Change in attitudes Influence on decision to investigate opportunities in Canada and/or initiate negotiations with Canadian firms.</p> <p>Change in level of FDI or Partnerships:</p> <ul style="list-style-type: none"> <li>• conclusion of investment deals</li> <li>• conclusion of strategic alliances or joint venture</li> <li>• flow of foreign direct investment</li> </ul>

**Table 3**

Key Activity/Initiatives	Output Products and Services	Targets/Clients (Reach)	Results (short term and long term)
<p><b>TARGETED PROMOTION:</b></p> <ul style="list-style-type: none"> <li>• conducting targeted seminars;</li> <li>• production and distribution of targeted information products</li> <li>• organizing targeted missions to Canada;</li> <li>• arranging corporate visits and liaison activity</li> <li>• carrying out sector specific initiatives (seminars, missions, trade shows)</li> <li>• capitalizing on promising leads through events, calls, information products.</li> </ul>	<ul style="list-style-type: none"> <li>• seminars;</li> <li>• targeted information products</li> <li>• targeted missions to Canada;</li> <li>• corporate visits and liaison activity;</li> <li>• sector specific initiatives (seminars, missions, trade shows)</li> <li>• events, calls, information products to capitalize on leads.</li> <li>• investment leads provided</li> <li>• profiles of individual firms and project briefs</li> </ul>	<p>Pre-selected groups of investors in designated countries. Targeted groups may be MNEs, investors with subsidiaries or investments in Canada or with previous experience in Canada</p> <p><b>Direct Clients</b></p> <ul style="list-style-type: none"> <li>• actual and potential foreign investors</li> </ul> <p><b>Indirect Clients</b></p> <ul style="list-style-type: none"> <li>• provincial, regional and municipal economic development officers (EDOs)</li> <li>• Canadian enterprises seeking foreign partners and subsidiaries</li> </ul> <p><b>Co-Delivery Agents</b></p> <ul style="list-style-type: none"> <li>• DFAIT</li> <li>• Industry Canada</li> <li>• other government departments</li> <li>• other intermediaries (e.g., site locators, consultants)</li> </ul>	<p>Change in Awareness</p> <p>Change in knowledge and awareness of business opportunities, investment climate, industries or firms in Canada</p> <p>Change in attitudes Influence on decision to investigate opportunities in Canada and/or initiate negotiations with Canadian or foreign firm</p> <p>Change in level of FDI or Partnerships:</p> <ul style="list-style-type: none"> <li>• conclusion of investment deals</li> <li>• conclusion of strategic alliances or joint venture</li> <li>• flow of foreign direct investment</li> <li>• Canadian companies re: facilitation of foreign business contacts</li> </ul>