



It will be important to extend our visit's coverage to other French centres, such as Lyon, Bordeaux and Marseilles. Visits of this kind also allow for individual meetings with senior officers of a given company, when its investment plans have matured to the point where ministerial input is appropriate.

2. Contacts with business associations and institutions

There is currently no regular, high-level contact between French and Canadian business groups as such. Contacts are limited to twinning arrangements, especially of a cultural kind, between cities or between a region and a province.

A CNPF mission planned for the spring of 1998 will offer excellent opportunities to aim for co-operation agreements with similar Canadian organizations—the chambers of commerce of major cities — Toronto and Montreal, for example.

We also hope to encourage greater contact among sectoral associations, in particular those covering our target sectors such as information technologies, pharmaceutical, biotechnology, agri-food and automobiles. Ministerial visits could be used to encourage these associations to consider partnerships and visits in both directions.

In addition, a more sustained program of corporate liaison will be undertaken, with active ambassadorial involvement, to meet with the CEOs of large French concerns and enhance our own awareness of French perceptions of Canada and the factors that make it attractive for investment.

Finally, efforts will be made to encourage joint activities between the France-Canada Chamber of Commerce in Paris and the French Chamber of Commerce in Canada. The latter is based in Montreal but extends its scope to Toronto and Vancouver. Stronger links with regional representatives from Aquitaine and Alsace in Toronto, and the Île-de-France and Rhône-Alpes in Montreal, will also be encouraged.

3. Sales and marketing efforts

Canadian Executive Speaker Program

Senior and respected figures from the French business world in Canada will be selected to assist in promoting French investment and partnering interest in Canada. These business leaders will have to enjoy a high degree of credibility in France, and to be readily available. It is particularly important that they be associated with French firms. An awareness campaign of this kind could be complemented by presentations from other speakers, possibly Canadians with an established credibility deriving from their professional or organizational affiliation. To reach a high-level French audience, we will need to recruit speakers from Canadian banks, law firms, and consulting and accounting companies such as KPMG, Peat Marwick, etc.

It may also be worthwhile to arrange presentations in French by well-known economists from the Conference Board of Canada or the C.D. Howe Institute, for example.

