



## INVESTMENT DEVELOPMENT PROGRAM (IDP)

The Investment Development Program encourages targetted foreign corporations and other potential investors to bring new capital and technology into Canada. The program also promotes joint ventures and strategic partnerships between Canadian and foreign firms.

IDP activities are carried out by investment officers and counsellors at 43 DFAIT trade offices around the world. The program initially focussed on Canada's traditional foreign investment sources: the U.S., the U.K., France, Germany, Japan and Holland. It has now been expanded to cover additional European and Pacific Rim countries and the Middle East. Promotional campaigns, direct mail, seminars and other activities focus on sectors where Canada has demonstrated expertise and opportunities. A major selling point is the improved access Canada offers to the U.S. market under the North American Free Trade Agreement (NAFTA).

The Department works closely with Industry Canada and provincial and municipal governments to identify investment priorities in Canada.

**Contact the nearest International Trade Centre nearest you (see Table of Contents) or:**

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