



# communiqué

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## APPOINTMENT OF A SPECIAL ADVISOR ON INVESTMENT TO THE CANADIAN HIGH COMMISSION IN LONDON

The Minister for International Trade, James Kelleher today announced the appointment of Mr. Victor Clarke as special advisor on investment to the Canadian High Commission in London.

Mr. Clarke's primary responsibility will be to stimulate increased U.K. investment in Canada by providing expert advice to the staff of the High Commission. He will also plan and undertake major investment development programme activities in coordination with post personnel and in support of Provincial Government and private sector investment initiatives. Mr. Clarke will work closely with potential U.K. investors to assist them in evaluating specific investment opportunities in Canada.

Mr. Clarke joins the High Commission from Canadian General Electric where he was Vice-President (Corporate Planning). He has also held senior management positions in a variety of manufacturing and service businesses in Canada. His two year assignment is being conducted through Interchange Canada, a program to facilitate executive exchanges between the federal government and the private sector.

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"I am especially pleased to have attracted a person of Mr. Clarke's calibre to launch this important new programme at our mission in London", said Mr. Kelleher. "Drawing on private sector expertise reflects our commitment to the 'Spirit of Enterprise' in Canada. Furthermore, the resurgence of the London international capital market and of British entrepreneurship coupled with Canada's vastly improved investment climate make this a propitious moment to attract U.K. investment to Canada".

Mr. Clarke's appointment follows Cabinet's decision to authorize the Department of External Affairs to recruit investment advisors for priority markets. It is part of Investment Canada's new foreign investment program launched last September 25 by the Minister of Regional Industrial Expansion, Sinclair Stevens.

Mr. Kelleher said that he expects to make announcements in the future regarding the assignment of investment advisors to Canadian missions in Tokyo, Germany, Chicago, New York and Paris.