

CANADA

Let us handle the introductions
Laissez-nous faire les présentations



The Canadian Trade Commissioner Service
Le Service des délégués commerciaux du Canada



Let's Talk Investment! FDI Attraction from Germany

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- **The Trade Commissioner Service**
- Why Foreign Direct Investment Attraction?
- Invest Canada-Community Initiatives (ICCI)
- German Investment Attraction to Canada –
Our setup
- How we cooperate with you: Examples

The Trade Commissioner Service - In Canada and in 109 countries:

Preparation for
international markets

Market-potential
assessment

Identification of
qualified contacts

Commercial problem
solving

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Foreign Investors...

- Are more innovative and productive;
- Are more export oriented;
- Allow transfer of latest technologies;
- Stimulate domestic competition;
- Offer higher wages;
- Connect Canadian industries to global value chains (GVCs);
- Provide indirect spillovers (i.e. technology know-how, management practices);
- Add capital to the economy!

Therefore, Foreign Investors...

- Bring jobs and dollars to Canada;
- Enable higher productivity;
- Increase Canada's international competitiveness;
- Contribute to higher living standards!

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Let us assist you!

What is Invest Canada-Community Initiatives (ICCI)?

- Contribution program to help Canadian communities and non-profit locally-based organizations to attract, retain and expand **Foreign Direct Investment (FDI)**.
- Provides **matching funds** of up to 50 % of **eligible expenses** for FDI projects.
- Non-repayable contributions range from \$ 3,000 to \$ 300,000.

ICCI only supports FDI initiatives

- ICCI supports initiatives that promote and sustain foreign direct investment in Canadian communities.
- Initiatives must be directed towards foreign investors or foreign investments.
- NOT Eligible: Attracting investors from within Canada or promoting Canadian businesses

Eligibility: Priority Sectors and...

Agrifood

- Food processing



Life Sciences

- Biopharmaceutical
- Medical devices
- Health Care

Plastics & Chemicals



Advanced Manufacturing

- Aerospace & Defence
- Automotive
- Machinery/Equipment



Clean Technologies

- Renewable energy technologies
- Environmental technologies

ICT

- Wireless communication
- Software
- Digital Media



Services

- Business Services
- Financial Services



... Priority Markets!

- **Americas:** United States, Brazil
- **Asia:** Japan, China, South Korea, India, Taiwan, Australia
- **Europe:** Netherlands, United Kingdom, Belgium, Luxembourg, Switzerland, France, Germany, Norway, Sweden, Finland, Italy, Denmark, Spain, Austria, Israel

More Infos?

- **2018:** More than \$ 3.5 million in ICCI went to 88 organizations across Canada!

- **Contacts:**

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- **Info:**

<http://tradecommissioner.gc.ca/funding-financement/icci-icic>

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Germany



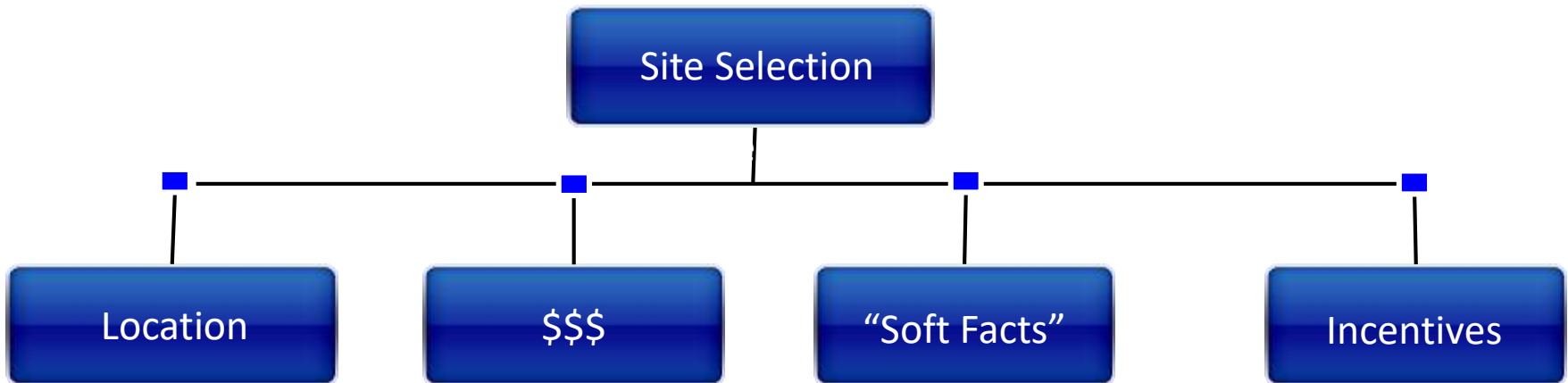
Proactive Investment Development with a strong focus on innovative investment:

- Detlef Engler – Automotive, Advanced Manufacturing
- Hendrik Taulin – Aerospace, Advanced Manufacturing
- Eduard Huot – Life Sciences
- D. Engler/H. Taulin/
Arndt Ulland – Energy Industry, Including Renewable
Energies



Intensive interaction with our partners
(Invest in Canada Hub, municipal, provincial, federal)
is essential!

Our Services: Counselling Executives



Site Specifications	Site/Infrastructure	Efficiency	Direct
Infrastructure	Labour Related	Quality/ Availability of Labour	Indirect
Business Geography	Taxes	Quality of Life	
Challenges	Financing		

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Sometimes, Germany is fun...



but sometimes not...

Verkehrswegeplanungsbeschleunigungsgesetz

Rindfleischetikettierungsüberwachungsaufgabenübertragungsgesetz

Elektrizitätswirtschaftsorganisationsgesetz

Grundstücksverkehrsgenehmigungszuständigkeitsübertragungsverordnung

It ain't always easy!



So, how can we help?

- Investment strategy input re: Germany
- Cultural and market briefing on Germany
- Thorough and prompt follow-up
- Client and network referrals, where appropriate
- **A relationship of confidence**
- **A long-term, two-way partnership**

You should be prepared to:

- Consider Germany part of a long-term investment strategy. German companies are large, highly innovative and plan to engage themselves in international markets long-term,
- Develop a relationship with existing German investors in your municipality/region to build upon,
- Have a clear message based on a business case reflecting your **regional** strengths, and
- Be patient, consistent and reliable: It pays off!

Cooperation pays off!



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tradecommissioner.gc.ca
deleguescommerciaux.gc.ca

Thank You!
Merci!
Dankeschön!

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