



AGE: 40-65  
EDUCATION: UNDERGRADUATE/MASTER’S DEGREE  
PRIMARY LANGUAGE: ENGLISH, FRENCH, GERMAN, MANDARIN, HINDI  
LOCATION: DOMESTIC (CANADA) AND FOREIGN (UNITED STATES, UNITED KINGDOM, GERMANY, NETHERLANDS, CHINA, AND INDIA)

*In 2019, Canada made the top 3 in A.T. Kearney’s annual Foreign Direct Investment (FDI) Confidence Index. With nearly a 60 per cent increase in FDI inflow and a rise in investors’ optimism towards Canada’s economic prospects, Canada remains a strong force in today’s global economy.*

PREFERRED METHODS OF DIRECT INVESTMENT

- 1 › Combination of methods
- 2 › Merger and/or acquisition
- 3 › Greenfield investments
- 4 › Joint venture with a local business

PREFERRED INVESTMENT MARKETS

- 1 › Emerging and frontier markets
- 2 › Developed markets
- 3 › Global markets

BUSINESS OR SECTORS OF INTEREST

- › Aerospace
- › Mining
- › Energy
- › Land/Real Estate
- › Manufacturing
- › Advanced Manufacturing
- › Technology / AI
- › Bioeconomy & Forestry
- › Scientific Research and Experimental Development (SR&ED)
- › Freshwater Sciences
- › Health Sciences
- › Education
- › Transportation

CHALLENGES

- › Global economic crisis
- › Political instability
- › Rise in commodity prices
- › Local population & market size
- › Access to suppliers & complementary eco-system
- › Tax rates
- › Availability & cost of land/real estate
- › Cost of labour
- › Utility costs
- › Transportation infrastructure & costs
- › Technological & digital capabilities
- › Risk tolerance
- › Security & crime
- › Regional interests
- › Local knowledge & connections

NEEDS / MOTIVATIONS

- › Economic performance
- › Commodities – access to & cost of raw materials
- › Size of local market/potential for business/financial growth
- › Transportation links & quality of infrastructure
- › Technological, R&D & innovation capabilities
- › Lower corporate tax rates/incentives
- › Low currency exchange & inflation rates
- › Access to skilled labour &/or educated workforce
- › Cost of labour
- › Political, economic & financial stability
- › Business-friendly governance & regulatory factors
- › Access to free trade & low tariff
- › Business clusters
- › Multi-localism

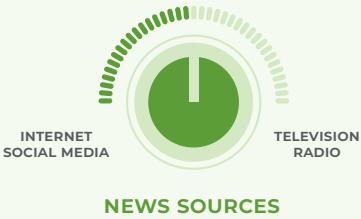
PERSONALITY

- › Visionary
- › Leader
- › Influencer
- › Decisive
- › Risk-taker
- › Value-orientated
- › Opinionated
- › Experienced
- › Confident
- › Practical

ASPIRATIONS

- › Business growth
- › Investment opportunity
- › Cost savings
- › Return on Investment
- › Wealth
- › Influence
- › Prestige
- › Power

DIGITAL MEDIA BEHAVIOURS



USE OF INTERNET

- › Research
- › Industry and market news
- › Stock markets
- › Business

SAMPLE KEYWORDS

EMERGING MARKETS IN CANADA	BUSINESS INVESTMENT INCENTIVES	GREENFIELD INVESTMENT OPPORTUNITIES	LOW COST LAND & REAL ESTATE
MINING INVESTMENT OPPORTUNITY	BEST MANUFACTURING LOCATION	ENERGY INVESTMENT PROJECTS	FRESHWATER SCIENCES GROWTH