



# **Invest Canada - Community Initiatives (ICCI)**

**Supporting Canadian Communities to Attract, Retain and  
Expand Foreign Direct Investment**

**Presented to Eastern Alberta Trade Corridor**

**By Kellie Templeton**

**November 2011**

- Launched in 1998
- Component of the GCSP, a Contribution Program
- Objective: to help Canadian communities in **attracting**, **retaining** and **expanding** foreign direct investment (FDI)
- ICCI annually provides matching funds of up to 50% of eligible project expenses
- Between 2004 and 2007, ICCI likely contributed to attracting \$840 million of FDI and creating more than 4,600 jobs
- Delivered across Canada by regional offices of Foreign Affairs and International Trade Canada



# Who Can Apply

- **Smaller communities** with limited economic development resources, primarily interested in obtaining assistance to offset costs associated with developing tools aimed at foreign investor servicing.
- **Mid-sized regions and communities** with some professional staff and existing economic development programs requesting assistance for specific marketing-oriented activities.
- **Larger regions and communities** with active foreign investment programs interested in assistance to develop and implement multi-year attraction and retention strategies.



# What Does ICCI Support?

- ICCI supports community initiatives that promote and sustain FDI, and the development of tools needed to attract and retain investment.
- Typically, a community begins by undertaking basic research to determine:
  - **strengths**
  - **identify key sectors**
  - **existing levels of FDI**



# Eligible ICCI Projects

## Capacity Building

### Examples of Project Activities:

- **Research**  
e.g. SWOT analysis
- **Economic Data**  
e.g. Collect data and develop community investment profiles
- **Investment Training**  
e.g. EDAC and/or advanced CEDAP courses

## Strategy Development & Implementation

### Examples of Project Activities:

- **Strategy**  
e.g. Creation of a targeted investment strategy
- **Planning**  
e.g. Development of business cases for targeted industries
- **Implementation**  
e.g. Translation of materials, web site development



# ICCI Eligible Activities

- Research, studies and economic data collection
- Strategic FDI planning
- Website development
- Translation (documents or website content)
- Promotional/Marketing tools and material (print or electronic) - design and layout only
- Investment Training
- Travel costs to investment training
- In-Canada meeting room rental (meetings with potential investors)



# Application Tips

- **Consult our website for a list of eligible expenses at <http://www.international.gc.ca/funding-financement/>**
- **Allow enough time to prepare and submit a draft application before the deadline in order to receive feedback from your Regional ICCI Manager;**
- **Present focused project ideas within a broader strategic plan;**
- **Link projects to regional, territorial, and federal investment promotion priorities;**
- **Project applications are judged on their individual strengths;**
- **ICCI encourages joint submissions from regional partnerships to advance regional investment potential.**



# What is the Trade Commissioner Service?

- A global network of international business professionals:
  - 150 offices abroad and 17 regional offices in Canada.
  - More than 800 Trade Commissioners overseas, 100 across Canada.
- **Our purpose:**
  - We are a worldwide network of professionals in **international business development**, with preferred access to business knowledge and contacts, committed to **advancing Canada's interests abroad**.
  - We deliver services integral to helping Canadian clients make better business decisions in order to achieve their goals abroad.



# Our Four Key Services

- Preparing for International Markets
- Assessing Market Potential
- Searching for Qualified Contacts
- Problem Solving
  
- **Our clients:** New or experienced exporters, large or small **Canadian companies** that have researched and selected their target markets

# Questions?



**Kellie Templeton**  
**Edmonton Regional Office**  
**Foreign Affairs and International Trade Canada**

**780-495-8213**

**[Kellie.templeton@international.gc.ca](mailto:Kellie.templeton@international.gc.ca)**

**ICCI information, updates, and application form:**

**<http://www.international.gc.ca/funding-finance/>**

**Information and assistance on international business and investment:**

**[www.tradecommissioner.gc.ca](http://www.tradecommissioner.gc.ca)**