**Invest in Canada Assignment**

**BBB4M**

* We have discussed Canada’s strengths in class, and updated information for Canada’s advantages through the government website, Invest in Canada.
* You have also researched one of Canada’s trading partners.
* *Your goal is to encourage increased foreign investment in Canada*
* You have two options for this assignment:

**On your own…**

In your own words **write a business-style letter, length 2 pages, to another country’s minister of foreign affairs** or **CEO of a non-Canadian owned multi-national corporation (MNC)**, indicating why Canada is a great place to invest. (Search the Internet for an actual name and address of a person to write to.

**OR**

**With a partner…**

Create a **video commercial** that promotes Canada as a great place to invest **to another country’s minister of foreign affairs** or **CEO of a non-Canadian owned multi-national corporation (MNC)**. You must write out the dialogue for the commercial. (30 seconds minimum)

Use information from the The Canadian Trade Commissioner Service at <http://www.international.gc.ca/investors-investisseurs/index.aspx?lang=eng>. If you wish to use information from sources OTHER than this government website, you must cite them properly. Format for a business letter is on the course website.

**Evaluation:**

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| /10 | Application – explain ***at least 5 factors*** which attract foreign direct investment (FDI) to Canada |
| /10 | Inquiry –persuasiveness of content, good selection of research to support arguments, citations as necessary. |
| /10 | Communication – use of business terminology, grammar and spelling |