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# News Release

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## **Government of Canada provides funding to Saskatchewan to promote international investment**

June 3, 2009 – The Honourable Gerry Ritz, on behalf of the Honourable Stockwell Day, Minister of International Trade and Minister for the Asia-Pacific Gateway, today announced funding in the amount of \$137,950 for community initiatives to promote international investment in Saskatchewan.

“This is an important initiative that will help communities in Saskatchewan attract, retain and expand foreign direct investment,” Minister Ritz said. “It is another example of the federal government stepping up to the plate to help local communities during the worldwide economic downturn.”

“Foreign investment is a key component of a healthy economy,” said Minister Day. “It helps create jobs here and also helps Canadians gain important exposure outside the country.”

The projects funded include:

- \$25,000 to develop an investment attraction website and industry development strategy in order to promote and position the City of North Battleford as the regional centre of northwest Saskatchewan for business services, oil and gas supply and service, manufacturing and agri-food (food processing) and generate inquiries, develop leads and target companies to identify, cultivate and convert prospective business investors;

Money for these projects comes from the Invest Canada – Community Initiatives (ICCI) program, which funds up to 50 per cent of community-based programs to assist in the development and execution of local investment attraction strategies. Applications are evaluated according to their strategy, project components, performance measures, capacity, work plan and the level of public-private sector partnership.

Eligible communities can apply for funding once per year under the guidelines on the ICCI website <http://www.international.gc.ca/icci-icic>.

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