

# DON'T FORGET THE POLITICS

Hitch Hiker's Guide to the Investment Canada Act



GLOBAL PUBLIC AFFAIRS  
FROM INSIGHT TO IMPACT

## Top Learnings

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- Pre-deal consultations may lead to “Informal Pre-indications”
- Don’t assume governments won’t change their mind.
- Increased importance of province – get in early and often.
- Watch multi-jurisdiction review requirements
- Governments will “use the clock” to their advantage

## Top Learnings

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- Promising to protect jobs or increase investment is not enough
- Make employees a priority stakeholder
- Social media is a powerful tool...have your own strategy
- Goal = difficult to say no (yes with conditions you can live with)

## Strategic Considerations

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- Start collecting information early
- GR strategy ready before deal announced
- Assume controversy – have communications plans ready
- Governments will want to negotiate
- Live up to your commitments

## Questions?

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