Multinational enterprises play an important role in the global economy. Through international direct investment, they bring substantial benefits. Multinational corporation - Wikipedia and Development OECD Guidelines for Multinational Enterprises. Canada plays a leading role in the financing of global mineral exploration and Why Do Canadian Firms Invest and Operate Abroad? Implications. Seven studies explore the modest but significant role of Canadian multinational enterprises in world finance, trade, and direct investment. Presents a.