

348 - KUWAIT

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PLANNING:	ACTIVITIES PROPOSED IN POST PLAN	ANTICIPATED RESULTS
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SERVICE INDUSTRIES	SERVICES NOT ELSEWHERE SPECIF. ENROURAGE GULF COUNTRIES INVESTMENT AUTHORITIES TO SEND TEAMS OF REAL ESTATE & BOND EQUITY INVESTMENT OFFICIALS ON TAILORED TOURS OF CDA.	INCREASE COMMUNICATION BETWEEN CDA FIN. & REAL ESTATE INSTITUTIONS & LOCALS. INCREASE INVESTMENT BY 50%.
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SERVICE INDUSTRIES	SERVICES NOT ELSEWHERE SPECIF. BUILD ON SIGNIFICANT PARTICIPATION FROM ARAB PENINSULA TO PAST BUSINESS OPPORTUNITIES CDA CONFERENCE IN CDA.	INCREASE NUMBER OF VISITORS FROM 75 TO 150
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SERVICE INDUSTRIES	SERVICES NOT ELSEWHERE SPECIF. INVESTMENT INTERESTS ARE EXTREMELY DIVERSE RANGING FROM DIRECT INVESTMENTS, REAL ESTATE, JVS, VENTURE CAPITAL, ACQUISITIONS, LAND DEVELOPMENT. LOCAL INVESTORS, BOTH PRIVATE & INSTITUTIONAL OFTEN REQUEST NAMES OF INDIVIDUALS WITHIN WELL KNOWN CDN COMPANIES WITH WHOM THEY CAN MAKE	ULTIMATE RESULT WILL BE ONGOING CONTACT WITH CDN COS. LOOKING TO ATTRACT INVEST. IN A VARIETY OF AREAS ALLOWING US TO ADDRESS SPECIFIC INQUIRIES.
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NON SECTORALLY ORIENTED ACTIVITIES	CALLS ON LEADING WEALTHY FAMILIES IN ORDER TO INCREASE AWARENESS OF CDA.	INCREASE INVESTMENT IN CDA. CONTINUE SNOW-BALL EFFECT WHICH TAKES PLACE AFTER AN INDIVIDUAL VISITS & INVESTS IN CDA.
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ONE OF BEST WAYS TO ATTRACT INVESTMENT IS TO INCREASE GENERAL AWARENESS OF CDA AS A COUNTRY & TOURISM DESTINATION. WE EXPECT TO COMPLETE INCREASED MAILING CAMPAIGNS ON CDA & PROMOTE TOURISM AT MAJOR FAIRS & WITH CHAMBERS OF COMMERCE & MAJOR TRAVEL AGENTS.	INCREASED AWARENESS & VISITS TO CDA WILL LEAD TO INCREASED INVESTMENTS.
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