QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

348 - KUWAIT

KUWAIT

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN	ANTICIPATED RESULTS
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%.
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
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.
NON SECTORALLY ORIENTED ACTIVITIES		
	CALLS ON LEADING WEALTHY FAMILIES IN ORDER TO INCREASE AWARENESS OF CDA.	INCREASE INVESTMENT IN CDA. CONTINUE SNOWBALL EFFECT WHICH TAKES PLACE AFTER AN INDIVIDUAL VISITS & INVESTS IN CDA.
	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.