

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
BANKERS OUTREACH PROG. TO GENERATE ATTENDEES AT INVSTMT SEMINAR FOR
AUTO PARTS TO BE FOLLOWED BY INCOMING & OUTGOING MISSIONS. MAINTAIN
DIALOGUE WITH JPNSE ASSEMBLERS & ENCOURAGE THEIR PART. (AS APPROPRI-
ATE) IN ENCOURAGING PARTS COS IN THEIR "FAMILY" TO CANADA.

ELECTRONICS EQUIP. & SERV PRODUCTS & COMPONENTS
USE SECTOR PROFILE & SUPPORTING DATA TO ORG. TECH. IND. BRIEFING FOR
MEMBERS OF JPNSE COMPONENTS IND., INCL. THOSE GENERATED BY BANKING OUT-
REACH PROGRAM. FOLLOW UP WITH INCOMING MISSION AND CONTINUING CORPORATE
LIAISON.

ELECTRONICS EQUIP. & SERV CONSUMER ELECTRONICS
TARGET & MAINTAIN CORP. LIAISON PROGS WITH SELECTED CONSUMER ELECT.
COS, INCLUDING THOSE CURRENTLY MFTG. IN CANADA. PROMOTE COMPANY-FUNDED
VISITS TO CANADA.

POWER & ENERGY EQUIP. & SERV. ELECTRICAL MACHINES & SYSTEMS
USE DRIE IND. STUDY TO SELECT JPNSE MFTRS OF ELECT. MOTORS. SUPPLEMENT
WITH COS GENERATED BY BANKING OUTREACH PROGRAM. CONDUCT BRIEFING ON CDN
ELECTRIC MOTORS MARKET/INDUSTRY. CARRY OUT CORPORATE LIAISON PROGRAMS
AND INCOMING/OUTGOING MISSIONS.

TRANSPORT SYS, EQUIP, COMP, SERV. AEROSPACE
USE SECTOR PROFILE, SUPPORTING DATA & EXISTING POST KNOWLEDGE ORGANIZE
TECH'L BRIEFING ON CDN AEROSPACE INDUSTRY FOR JAPANESE INDUSTRY REPRE-
SENTATIVES. EVALUATE RESPONSE AND DEVELOP APPROPRIATE CORPORATE LIAI-
SON ACTIVITIES.

SERVICE INDUSTRIES TOURISM
CORPORATE LIAISON ACTIVITIES WITH ALREADY TARGETTED INVESTORS.

CONTINUED JAPANESE INVESTOR INTEREST IN
GREENFIELD/JOINT VENTURE INVESTMENT.

DEVELOPMENT OF LIST OF POTENTIAL J. V. OR
100% INVESTORS.

DEMONSTRATED INTEREST IN MAKING/INCREASING
MANUFACTURING INVESTMENT IN CANADA.

SHORT LIST OF JAPANESE INVESTORS FOR CON-
CERTED CORPORATE LIAISON ACTIVITY IN SUB-
SEQUENT YEAR.

DEVELOP PERCEPTION WITHIN JAPANESE AERO-
SPACE INDUSTRY OF CANADA'S INDUSTRY AS AT-
TRACTIVE INVESTMENT ENVIRONMENT.

ALL MAJOR TARGETS TO ACQUIRE THOROUGH UN-
DERSTANDING OF INVESTMENT OPPORTUNITIES IN
CANADIAN TOURIST INDUSTRY.

NON SECTORALLY ORIENTED ACTIVITIES

BANKING OUTREACH PROGRAM: FOR EACH OF SELECTED CITY BANKS, PROGRAM (TO
BE CARRIED OUT SEQUENTIALLY) OF (A) BANKER SEMINAR (B) BANKER MISSIONS
(C) BANK CLIENT SEMINAR.

TRADING COS: CONTINUE CORPORATE LIAISON PROGRAMS WITH LARGE JAPANESE
TRADING COMPANIES TO STIMULATE INTEREST IN CANADIAN INVESTMENTS. EN-
COURAGE INVESTMENT SURVEY MISSIONS.

DIRECT MAIL/MEDIA ADVERTISING: CONTINUATION OF DIRECT MAIL AND MEDIA
ADVERTISING PROGRAM FOR GENERAL BUSINESS AND SELECTED SECTORAL PUBLI-
CATIONS.

I. D. BY BANKS OF THEIR CUSTOMERS AS TAR-
GETS FOR OUR INVSTMT PROMOTION EFFORTS. AS
A BONUS, ACTIVE SUPPORT BY BANKS IN COUN-
SELLING CUSTOMERS.

I. D. AND REALIZATION OF OPPORTUNITIES FOR
DIRECT INVESTMENT ON MULTI-SECTORAL BASIS.

INCREASED AWARENESS AMONG BUSINESS PUBLIC
OF IMAGE OF CANADA AND ITS ATTRACTIVENESS
AS INVESTMENT SITE.