

4.35 - COPENHAGEN

DENMARK

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

MINE, METAL, MINERAL PROD & SRV MINERALS AND MINERAL PRODUCTS
WORKING WITH INVESTMENT CDA & DRIE WE WILL PROVIDE SPECIFIC INFO ON
CDN MARKET CONDITIONS, I.E. ACCESS TO US MKT, TRANSPORTATION/LABOUR
COSTS, REGULATORY ENVIRONMENT, FINANCING IN THE MINE, METAL, MINERAL
PRODUCT AND SRV. SECTORS.

COMPANY LIKELY TO DECIDE ON LOCATION OF
INVESTMENT MID 1987.

AGRI & FOOD PRODUCTS & SERVICE FOOD HANDLING, PROCESSING EQUIP
AS DANISH CORPORATE INVESTMENT HAS BEEN EXPORT LED WE WILL CALL ON
LEADING EXPORTERS TO NORTH AMERICA TO ASCERTAIN (WHERE POSSIBLE) THEIR
EXPANSION PLANS IN AGRI AND FOOD PRODUCTS AND SERVICE INDUSTRIES.

CALLS ON TOP 20 FIRMS. THEY WILL BE PRO-
VIDED WITH INFO ON PROGRAM SUPPORT TO
ASSIST THEIR INVESTMENT/DECISIONS.

CONSUMER PRODUCTS FURNITURE & APPLIANCES
A DIRECT MAIL CAMPAIGN TO DANISH EXPORTERS PROVIDING INFO ON CANADIAN
MARKET AND SUPPORT PROGRAMS FOR POTENTIAL INVESTORS IN CONSUMER
PRODUCTS SECTOR (FURNITURE AND APPLIANCES).

TO INCREASE INTEREST IN CANADA AS POSSIBLE
SITE OF INVESTMENT - TO STIMULATE INCREAS-
ED RESPONSIVE WORKLOAD.

NON SECTORALLY ORIENTED ACTIVITIES

THERE ARE RELATIVELY FEW INSTITUTIONAL INVESTORS. HOWEVER THEY HANDLE
SUBSTANTIAL SHARE OF DANISH FOREIGN INVESTMENT. POST WILL EMBARK ON
PROGRAM OF CALLS AS MEANS OF GENERAL IMAGE ENHANCEMENT PROGRAM.

CALLS ON TO 20 FIRMS. IF INTEREST WILL OR-
GANIZE SEMINAR WITH PARTICIPATION BY
CANADIAN BANKING AND INVESTMENT INDUSTRY.