

REPORT #5
89/10/06

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

404 - MILAN

ITALY

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

CONTACT INTERMEDIARIES (ASSOCIATIONS/FINANCIAL)
CORPORATE LIAISON
UNDERTAKE REVIEW OF IDP IN N. ITALY TO DATE

CONTACTED AND ESTABLISHED RAPPORT WITH 25
ORGANIZATIONS.
VISITED SIX COMPANIES.
NEARLY COMPLETED.

QUARTER : 2

Continue to develop and nurture institutional &
industrial contacts (i.e. associations) with
whom promotional activities can be mounted.
Complete study on plastic sector.
Initiate planning portion of investment seminar
campaign.

Network of well-established contacts that can be
counted on as resource-persons and/or to contri-
bute to, or participate in Cdn investment acti-
vities.
Study completed and translated in Italian.
One seminar confirmed in Florence (Nov.88) and
two more in Torino and Milan (tentatively Feb.
and March respectively).

QUARTER : 3

Continue program of corp.liaison visits in post
priority sectors to uncover investment opportu-
nities. Continue to develop contacts with inter-
mediaries in financial sector. Complete study on
Italian investment potential and on plastics sec-
tor. Assist in organization of Quebec Ind.Comm.
Investment prospection mission to Torino,Udine,
Florence

approx.thirty(30)valuable contacts and/or good
leads identified. identified two(2)banks with
apparent interest in the Cdn mkt & willing to co
operate with post activities. completed;in prin-
ting. yielded fairly extensive list(100 or so)
of Ital.coys with commercial interests in Cda &
new potential allies/partners for post among
local and regional trade associations.

QUARTER : 4

MINT Visit.
Corporate Liaison.
Market analysis.
Visits to intermediaries.

Turn out of 150 people at luncheon, good impulse
to investment program and significant media
profile.
Three Italian prospects re-visited with conse-
quent progress on files.
Plastics sector study completed and several
opportunities identified.
Expanding network of supporters of inv. in Cda.