

REPORT #5
88/10/21

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

512 - SINGAPORE

SINGAPORE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

AGRI & FOOD PRODUCTS & SERVICE SEMI & PROCESSED FOOD & DRINK
CONTACT THE MAJOR FOOD & BEVERAGE PROCESSORS IN SINGAPORE & PROMOTE
THE INVESTMENT POTENTIAL IN CDA IN THIS SECTOR.

CREATE AN AWARENESS OF THE SCALE OF THE
ETHNIC FOOD MARKET IN CDA & IDENTIFY NEW
PROSPECTS FOR SINGAPORE INVESTMENT.

COMM. & INFORM. EQP. & SERV ALL SUB-SECTORS
THIS DYNAMIC SECTOR IS GROWING RAPIDLY & INDUSTRY CONTACTS WILL BE
REGULAR & FREQUENT IN ORDER TO IDENTIFY OPPORTUNITIES AS THEY
ARISE.

COMPANIES WILL BE ADVISED OF CDN INNOVA-
TIONS & GROWTH POTENTIAL, & EXECUTIVES
ENCOURAGED TO INCLUDE CDA IN THEIR TRAVEL
ITINERARIES.

SERVICE INDUSTRIES ALL SUB-SECTORS
CONTINUE TO IDENTIFY COMPANIES WHICH HAVE THE POTENTIAL & INTEREST IN
INVESTING IN CDA AND PROVIDE NECESSARY DETAILED INFORMATION ON INVEST-
MENT OPPORTUNITIES TO THEM.

IDENTIFY NEW PROSPECTS FOR THE INVESTMENT
COUNSELLORS MISSION PROPOSED FOR SEPTEMBER
1988.

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

BACKGROUND:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

IMPORTERS OF SINGAPORE HEAVY AND LIGHTER EQUIPMENT
IDENTIFY AND VISIT WITH NEWLY ESTABLISHED POTENTIAL

EXERCISE AND INCREASE CANADIAN MARKET SHARE
ENSURE THAT LOCAL FIRMS ARE AWARE OF CANADIAN

CONTINUE TO DEVELOP A CLOSE RELATIONSHIP WITH IMPORTERS AND END

INCREASE IN CANADIAN EXPORTS TO SINGAPORE
IDENTIFY POTENTIAL BUSINESS AND ENCOURAGE VM

BACKGROUND:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

5081 013-21000000

013-CONSUMER PRODUCTS

5081 013-21000000

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

5081 013-21000000

MISSIONS ABROAD FOR EXPORT PROMOTION PROGRAM