

520 - TOKYO

JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

TRANSPORT SYS,EQUIP,COMP,SERV.

AUTOMOTIVE

BANKERS OUTREACH PROGRAM HAS REACHED PHASE OF A SECTORAL SEMINAR FOR AUTOPARTS CUSTOMERS. OTHER PROSPECTS HAVE BEEN IDENTIFIED. OUTGOING & INCOMING MISSIONS OF KEY PARTS COMPANIES WILL FOLLOW. DRIE (MORRISON) VISIT OF TARGETTED JPNSE COMPANIES WILL BE SUPPORTED.

JPNSE GREENFIELD & JV INVESTMENT IN CDA.
ACTIVE LIST OF POTENTIAL INVESTORS.

ELECTRONICS EQUIP. & SERV

PRODUCTS & COMPONENTS

MISSION TO FOLLOW COMPLETED TECHNICAL INDUSTRY BRIEFINGS FOR PROSPECTS SELECTED THROUGH BANKING OUTREACH PROGRAM. CONTINUED CORPORATE LIAISON WITH JPNSE COMPONENTS COMPANIES. FTA STRENGTHS TO BE EMPHASIZED.

JPNSE GREENFIELD & JV INVESTMENT IN CDA.
ACTIVE LIST OF POTENTIAL INVESTORS & JV PARTNERS. TECHNOLOGY ACQUISITION.

ELECTRONICS EQUIP. & SERV

CONSUMER ELECTRONICS

EXPAND LIST OF CORPORATE LIAISON CONTACTS WITH SELECTED CONSUMER ELECTRONICS COMPANIES,WITH EMPHASIS ON STRONGEST BRANCH PLANT ASSEMBLY CANDIDATES. FTA CASE TO BE MADE FOR SERVICING N.A. MARKET.

JPNSE GREENFIELD & JV INVESTMENT IN CDA.
ACTIVE LIST OF POTENTIAL INVESTORS & JV PARTNERS. TECHNOLOGY ACQUISITION.

POWER & ENERGY EQUIP. & SERV.

ELECTRICAL MACHINES & SYSTEMS

DUE TO CDN EXCESS CAPACITY IN CERTAIN SUB-SECTORS,DRIE WILL ASSIST IN IDENTIFYING DIRECT,JV & TECH TRANSFER OPPOR. BANKING OUTREACH PROGRAM WILL SUPPLEMENT DRIE'S IDENTIFIED JPNSE COS. FOR CORPORATE LIAISON, INDUSTRY BRIEFINGS & OUTGOING/INCOMING MISSIONS.

SELECTED INVESTMENT (DIRECT JV,TECH TRANSFER) THAT INCREASE DOMESTIC PRODUCTION & IMPROVE PRODUCTIVITY.

AGRI & FOOD PRODUCTS & SERVICE

SERVICES INCLUDING CONSULTING

PROSPECTS FOR INVESTMENT NOW IDENTIFIED (MISAWA STUDY). CANDIDATES FOR NEW MANUFACTURING FACILITIES,TECHNOLOGY TRANSFER & CROSS LICENSING WILL BE SELECTED FOR MISSION FOR CDA.

INVESTMENT THAT WILL DEVELOP CDA'S COMPETITIVE POSITION IN THIS SUBSECTOR.

NON SECTORALLY ORIENTED ACTIVITIES

BANKING OUTREACH PROGRAM-BANKERS CUSTOMERS SEMINARS & SECTORAL MIS- SIONS FOR FIRST 5 BANKS WILL BE CARRIED OUT IN 88/89. THE PROGRAM WILL BE INITIATED WITH ADDITIONAL BANKS CALLING (AS WITH FIRST GROUP) FOR INTERNAL BRIEFINGS & "ONE-MAN" BANKER MISSIONS TO CDA.

COMPLETION OF PROGRAM FOR ORIGINAL 5 BANKS WILL YIELD SECTORAL RESULTS DESCRIBED ABOVE. EXTENSION OF PROGRAM FOR NEW BANKS WILL PAVE WAY FOR SIMILAR RESULTS.

CORPORATE LIAISON-IPS,COMMERCIAL SECTION OFFICERS & PROV. REPRESENTA- TIVES (WHERE SITE LOCATION DETERMINED) WILL CONDUCT CALLS & FOLLOW ACTIVE CASES. INVESTMENT CDA & DRIE WILL PROVIDE REQUIRED ASSISTANCE WITH RANKED PROSPECTS.

ALL IDENTIFIED INVESTMENT PROSPECTS WILL BE MONITORED,REPORTED ON & MOVED TOWARD POSITIVE INVESTMENT DECISIONS WHERE POSSIBLE.

PUBLIC RELATIONS-THE KANAO FILM & REPORT HAVE BEEN USED EXTENSIVELY BUT ARE BECOMING OUTDATED. A NEW FILM & SHOWCASE LITERATURE ARE RE- QUIRED. DIRECT MAIL ACTIVITIES WILL BE EXPANDED. PERIODIC INVESTMENT NEWSLETTER WILL BE IMPLEMENTED. IMAGE MEASUREMENT STRATEGIES ARE REQ'D

ADVERTISING & PUBLIC RELATIONS STRATEGY FOR INVESTMENT PROMOTION WILL BE MORE EFFECTIVE & ITS SUCCESS MEASURED.