

619 - ATLANTA

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

EDUCATION, MEDICAL, HEALTH PROD                      PHARMACEUTICALS, BIOTECHNOLOGY  
ENGAGE IN DIRECT MAILINGS & CORPORATE LIAISON VISITS WITH PHARM. AND  
BIOTECH FIRMS HEADQUARTERED IN AREA, AND USE TRADE FAIRS AND MISSIONS  
TO IDENTIFY INVESTMENT INTEREST.

GENERATE INVESTMENT INQUIRIES.

COMM. & INFORM. EQP. & SERV                      COMPUTERS, SOFTWARE & SYSTEMS  
ENGAGE IN DIRECT MAILINGS AND CORPORATE LIAISON VISITS WITH COMPUTER  
FIRMS HEADQUARTERED IN AREA, AND USE TRADE FAIRS AND MISSIONS TO  
IDENTIFY INVESTMENT INTEREST.

GENERATE AND FOLLOW-UP ON INVESTMENT  
INQUIRIES.

DEFENCE PROGRAMS, PRODUCTS, SERV                      ELECTRICAL & ELECTRONIC  
ENGAGE IN DIRECT MAILINGS AND CORPORATE LIAISON VISITS WITH ELECTRONIC  
FIRMS HEADQUARTERED IN AREA, AND USE TRADE FAIRS AND MISSIONS TO  
IDENTIFY INVESTMENT INTEREST.

GENERATE INVESTMENT, JOINT VENTURE OR  
TECHNOLOGY TRANSFER INQUIRIES.

ELECTRONICS EQUIP. & SERV                      ALL SUB-SECTORS  
ENGAGE IN DIRECT MAILINGS AND CORPORATE LIAISON VISITS WITH ELECTRONIC  
FIRMS HEADQUARTERED IN AREA, AND USE TRADE FAIRS AND MISSIONS TO  
IDENTIFY INVESTMENT INTEREST.

TO INCREASE AWARENESS OF CANADA AS A PLACE  
TO DO BUSINESS AND MAKE LONG-TERM, JOB-  
CREATING INVESTMENTS IN ELECTRONICS  
INDUSTRY.

NON SECTORALLY ORIENTED ACTIVITIES

TO INCREASE AWARENESS, IN THE IDENTIFIED SECTORS OF CANADA AS A PLACE  
TO DO BUSINESS AND MAKE LONG-TERM, JOB-CREATING INVESTMENT.

GENERATE INVESTMENT INQUIRIES.