

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

427 - MUNICH

GERMANY WEST

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

A)PRESENTATION OF FTA SEMINARS IN FRANKFURT, MUNICH AND STUTTGART. B)MEDICAL INSTRUMENTS INVESTMENT PROJECT. C)CANADA DAYS AT SCHWAE-BISCH-GMUEND.

A)THE SEMINARS WERE PRESENTED AS PLANNED WITH THE SUPPORT OF THE INVESTMENT COUNSELLOR,BONN. AT EACH EVENT A PRESENTATION WAS MADE BY P. L'ABBE(INVCAN),B.DODGE(DEPT FIN)& T.D'AQUINO (BCNI).EACH SESSION WAS ATTENDED BY 50-60 SENIOR GERMAN BUSINESS PEOPLE. B)MAIL CAMPAIGN COMPLETED,20 CO REPRESENTATIVES INTERVIEWED,& 2 FAIRS INTERFAB & ANALYTICA VISITED.REPORT CURRENTLY BEING PREPARED. C)WHILE PROG AS A WHOLE SUCCESSFUL,THE INVEST PORTION WAS CANCELLED BECAUSE

QUARTER : 2

Preparation of an interim report on our activities in the medical instruments sector

The report was completed and given wide distribution. The protected annex to the report lists 30 companies with which we have been in contact to date.

Follow-up to spring auto sector investment mission

The Mission took place immediately following Automechanika. There is now a strong possibility that at least one more German auto sector supplier will set up a plant in Canada

QUARTER : 3

- a) Medical Instruments Investment Project.
- b) Mann heim Investment Seminar.
- c) Investment Seminar, Augsburg.

Participated at Medica trade fair where interviews were held with 10 potential visitors/joint venture partners. Interim report on project submitted.

Rate of response to Chamber of Commerce invitations too low. Seminar cancelled.

Planning completed for seminar sponsored by McMillan Binch to take place on January 31,1989.

QUARTER : 4

1. Investment seminar, Augsburg.
2. Completion of third phase of Medical Instruments Project.
3. First round of calls associated with micro-electronics project.

Event well attended and resulted in a number of leads, one of which has a good chance of resulting in an investment in Canada.

Sixty-two producers/developers of medical instruments in FRG have now been visited at least once. Report being prepared.

Twelve companies were visited. Four companies interested in some form of cooperation with Canada. Report being prepared.