

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: USA

Mission: 619 ATLANTA

Country: 577 UNITED STATES OF AMERICA

Sector Preferences By Type Of Key Investors

Corporations : Services
Institutional : Portfolio Investment
Entrepreneurs : Services
Immigrant Entr.: Services

**Investment Promotion Priority Sectors Sub-Sectors
Program Plans And Anticipated Results.**

Sector : 014 EDUCATION, MEDICAL, HEALTH PROD
Subsector: 142 HOSP. & MEDICAL EQUIP, INSTRUM.

Reason(s):

A DEMONSTRATED INTEREST BY THIS SECTOR IN THE US TO LOOK TO CDA AS A LOCATION FOR A MANUFACTURING OPERATIONS EQUIPMENT INQUIRY RECEIVED AT NATIONAL HOME HEALTH CARE TRADE SHOW.

Program Plans:

DIRECT MAIL TO FIRMS HQ'D IN POST TERRITORY WITH VISITS TO THOSE WITH THE GREATEST POTENTIAL. PART. IN IMPORTANT MEDICAL TRADE SHOWS WITH THE GREATEST POTENTIAL FOR INVEST., JV & TECHNOLOGY TRANSFER OPPORTUNITIES. ORGANIZE TECH TRANS/JV ORIENTED MISSION OF CDN FIRMS IN CONJUNC-

Anticipated Results: 40 INQUIRIES; 6 MISSION PARTICIPANTS

Sector : 005 COMM. & INFORM. EQP. & SERV
Subsector:

Reason(s):

A SERIES OF IMPORTANT TRADE SHOWS INCLUDING COMDEX ENABLES AN ACTIVE RECRUITING PROCESS TO BE UNDERTAKEN. STRATEGIC PARTNERING HAS PROVEN TO BE EFFECTIVE IN THIS SECTOR.

Program Plans:

DIRECT MAIL TO FIRMS HEADQUARTERED IN POST TERRITORY WITH VISITS TO THOSE WITH THE GREATEST POTENTIAL. PARTICIPATE IN IMPORTANT COMMUNICATION & COMPUTER TRADE SHOWS.