

414 - BRUSSELS
PLANNING:

BELGIUM
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV INSTRUMENTATION
USING PC, DEVELOP CONTACT FILE FOR PRIORITY SECTORS BY LITERATURE
SEARCH, INDUSTRY ASSOCIATIONS. DIRECT CONTACT WITH EXPORTERS TO CANADA
AND CANADIAN SUBSIDIARIES, MAJOR CORPORATION INDEX.

SHORT LIST OF GOOD PROSPECTS IN
BIOTECHNOLOGY.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
USING PC, DEVELOP CONTACT FILE FOR PRIORITY SECTORS BY LITERATURE
SEARCH, INDUSTRY ASSOCIATIONS. DIRECT CONTACT WITH EXPORTERS TO CANADA
AND CANADIAN SUBSIDIARIES, MAJOR CORPORATION INDEX.

SHORT LIST OF GOOD PROSPECTS IN
BIOTECHNOLOGY.

AGRI & FOOD PRODUCTS & SERVICE FOOD HANDLING, PROCESSING EQUIP
USING PC, DEVELOP CONTACT FILE FOR PRIORITY SECTORS BY LITERATURE
SEARCH, INDUSTRY ASSOCIATIONS. DIRECT CONTACT WITH EXPORTERS TO CANADA
AND CANADIAN SUBSIDIARIES, MAJOR CORPORATION INDEX.

SHORT LIST OF GOOD PROSPECTS IN FOOD
PROCESSING.

INDUSTRIAL MACHIN, PLANTS, SERV. SERVICES INCLUDING CONSULTING
USING PC, ENGINEERING CONSULTANTS TO BE PROFILED FOR COMPLEMENTARY
CAPABILITIES WITH CANADA.

SHORT LIST OF GOOD PROSPECTS IN
BIOTECHNOLOGY.

NON SECTORALLY ORIENTED ACTIVITIES

IMPACT VISITS TO MAJOR CENTRES OUTSIDE BRUSSELS (ANTWERP, LIEGE,
GHENT). AMBASSADOR AND TID PROGRAM OFFICERS, CANADIAN BANKERS, LAW-
YERS, ETC.

BUILD AWARENESS OF CANADA, CANVAS INVEST-
MENT INTEREST, SUPPORT RESIDENT CANADIAN
BUSINESS INTERESTS.

"COMMERCIAL DIVISION AT YOUR SERVICE" BOOKLET.

PUBLICITY ON PERSONNEL AND SERVICES
AVAILABLE AT EMBASSY TO FACILITATE
CONTACTS FOR BELGIAN BUSINESS PEOPLE.