

601 - BOSTON

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV COMPUTERS, SOFTWARE & SYSTEMS
VISITS AND TARGETTED MAILINGS TO REGION'S HIGH-TECH INDUSTRIES
FOLLOWED BY SPECIFIC ONE-ON-ONE PRESENTATIONS MADE BY CANADIAN
COMPANIES TO U.S.A. COUNTERPARTS.

INFORMATION DISSEMINATION TO OVER 300 COS
PLUS VISITS TO SOME 30 COS FOLLOWED BY 8
ONE-ON-ONE PROMOTIONS.

EDUCATION, MEDICAL, HEALTH PROD HOSP. & MEDICAL EQUIP, INSTRUM.
IDENTIFY AND UNDERTAKE SELECTED MAILINGS TO OVER 150 NEW ENGLAND
MEDICAL TECHNOLOGY COMPANIES.

IDENTIFY TEN MOST LIKELY PROSPECTS FOR
INVESTMENT TO CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

WORK WITH REGION'S FINANCIAL AND INVESTMENT COMMUNITY TO MAKE THEM
AWARE OF CANADIAN ECONOMIC CIRCUMSTANCES AND SPECIFIC INVESTMENT
OPPORTUNITIES.

DISTRIBUTION OF PERTINENT INFORMATION TO
MANY MANAGERS AND SPECIFICALLY IDENTIFY
VENTURE CAPITALISTS WILLING TO GO TO
CANADA.

ASSIST INVESTMENT DEVELOPMENT PROGRAMS INITIATED ON A REGULAR BASIS BY
QUEBEC, ONTARIO AND MARITIMES.

HELP ORGANIZE AND PARTICIPATE IN 4
REGIONALLY SPECIFIC INVESTMENT EVENTS.