

REPORT #5 QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
89/10/06 FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

404 - MILAN

ITALY

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

AGRI & FOOD PRODUCTS & SERVICE FOOD HANDLING, PROCESSING EQUIP
ESTABLISH CONTACT WITH POTENTIAL ITAL. INVESTORS THROUGH APPROPRIATE
INTERMEDIARIES & VISITS TO EXHIB. & TRADE FAIRS. DEVELOP INTEREST
THROUGH FOCUSED MAILINGS & CORP. VISITS. FOLLOWUP ON INVEST. LEADS.

IDENTIFY ITALIAN CAPABILITY & GENERATE
AWARENESS OF CDAS INVESTMENT OPPORTUNITIES
DEVELOP 5 LEADS.

INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP.
DEVELOP A PROGRAM OF TAILORED SEMINARS & CORPORATE CONTACTS IN COOP
WITH APPROPRIATE ASSOC. SUCH AS UCIMU A LEADING ITALIAN MACHINE TOOL
ASSOC. TO ENCOURAGE INVESTMENT THROUGH JVS & TECHNOLOGY TRANSFERS TO
CDA.

IDENTIFY & MATCH INTERESTED CDN & ITALIAN
PARTIES. EXCHANGE OF VISITS AT CO. &
ASSOC. LEVEL BETWEEN 2 COUNTRIES. DEVELOP
2/3 INVESTMENT LEADS.

FOREST PRODUCTS, EQUIP, SERVICES ALL SUB-SECTORS
FOLLOWUP ON LEADS DEVELOPED THROUGH TRADE DEVELOPMENT PROGRAM LIAISE
WITH APPROP. ASSOC. ATTEND FORUMS SUCH AS TRADE SHOWS & MEET WITH
INDIVIDUAL COMPANIES TO PROMOTE ACTIVITY IN CDAS MOST IMPORTANT
SECTOR.

IDENTIFY ITALIAN INTEREST IN CANADIAN MAR-
KET & PROMOTE INVESTMENT COOPERATION/TECH
TRANSFER. DEVELOP 2/3 INVESTMENT PROSPECTS

ADVANCED TECH. PROD. & SERV ALL SUB-SECTORS
CONTACT KEY ASSOCIATIONS SUCH AS ANIE TO DEVELOP A PROGRAM OF INVEST-
MENT PROSPECTING. FOLLOWUP ON LEADS TO GENERATE AWARENESS OF CDAS
NEEDS & CAPABILITIES.

IDENTIFY ITALIAN CAPABILITY PARTICULARLY
IN ROBOTIS MACHINING CTRS & AUTOMATION &
GENERATE INVESTMENT & TECH. TRANSFER
PROSPECTS.

CONSUMER PRODUCTS & SERVICES ALL SUB-SECTORS
FOLLOWUP ON LEADS WITH INFO DEVELOPED IN CONJUNCTION WITH DRIE &
PROVINCES. PRESENT INFORMATION TO SELECT GROUP OF COS. ENCOURAGE
EXCHANGE OF VISITS FOLLOWUP WITH CORPORATE CALLS.

IDENTIFY INVESTMENT PROSPECTS AND ENCOUR-
AGE THEM TO SERIOUSLY LOOK TO CDA FOR
INVESTMENT OPPORTUNITIES.

EDUCATION, MEDICAL, HEALTH PROD ALL SUB-SECTORS
DEVELOP A PROGRAM OF SPECIAL PRESENTATIONS & CO. INTERVIEWS/VISITS IN
COOPERATION WITH ASTRU & OTHER ASSOCIATIONS. WORK WITH DRIE PROV. &
RESEARCH ORGANIZATIONS TO IDENTIFY CDN CAPABILITY & NEEDS TO DEVELOP A
PROMOTIONAL PACKAGE GEARED TOWARDS ITALY.

DETERMINE IF INVESTMENT PROSPECTS EXIST.

NON SECTORALLY ORIENTED ACTIVITIES

LIAISE WITH INDUSTRIAL & REGIONAL ASSOC. FINANCIAL & OTHER INTER-
MEDIARIES TO IDENTIFY ITALIAN SECTOR COS. WHICH MATCH CDAS SECTORAL
PRIORITIES. FOLLOWUP WITH SELECTIVE & INFORMATIVE MAIL OUT CAMPAIGN.

COMPILE A LIST OF POTENTIAL ITALIAN INVES-
TORS IN CANADA. FORMULATE SECTOR TARGETTED
PROGRAMS BEST SUITED TO ATTRACT ITALIAN
INVESTMENT.

DEVELOP A FLEXIBLE BUT CONCISE COMMUNICATION PACKAGE TO PROMOTE
ITALIAN INVESTMENT TO CANADA. IDENTIFY & ESTABLISH CONTACT WITH APPROP
MEDIA FORUMS.

INCREASE AWARENESS OF CANADA AS A GOOD
AREA FOR INVESTMENT.

DEVELOP & IMPLEMENT A CAREFULLY TAILORED CORPORATE PROSPECTING PROGRAM

GENERATE & FOLLOWUP ON INTEREST IN INVEST-
ING IN CDA & DEVELOP COMPANY PROFILES &
CASE HISTORIES.