

608 - NEW YORK, CONSULATE GENERAL UNITED STATES OF AMERICA
PLANNING: ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV ALL SUB-SECTORS
EVENTS IN LATTER PART OF 86/87 WILL BE FOLLOWED UP WITH INDIVIDUAL
CALLS. ADD'L MAILINGS & PHONE SURVEYS NEEDED. FURTHER PRESENTATION
ON LONG ISLAND & SW/CT. NEEDED TO MAINTAIN PROFILE FOR CDA TO REMAIN
IN TOUCH WITH NEW PROSPECTS IN ELECTR. EQPT. & SERV. INDUSTRY.

COMM. & INFORM. EQP. & SERV ALL SUB-SECTORS
EVENTS IN LATTER PART OF 86/87 WILL BE FOLLOWED UP WITH INDIVIDUAL
CALLS. ADD'L MAILINGS & PHONE SURVEYS NEEDED. FURTHER PRESENTATION
ON LONG ISLAND & SW/CT. NEEDED TO MAINTAIN PROFILE FOR CDA TO REMAIN
IN TOUCH WITH NEW PROSPECTS IN COMM & INFORM. EQPT. & SERV. INDUSTRY.

TRANSPORT SYS, EQUIP, COMP, SERV. AEROSPACE
EVENTS IN LATTER PART OF 86/87 WILL BE FOLLOWED UP WITH INDIVIDUAL
CALLS. SOME ADD'L MAILINGS & PHONE SURVEYS NEEDED. FURTHER PRESENTATION
ON LONG ISLAND & SW/CT. NEEDED TO MAINTAIN PROFILE FOR CDA TO REMAIN
IN TOUCH WITH NEW PROSPECTS IN TRANSPORT SYST. EQPT. (AEROSPACE) IND.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
PHASE 1 WILL UPDATE & AUGMENT DATA BASE ON FIRMS MAINLY IN N. J. AND
TO CONSULT WITH DRIE RE PRIORITIES. PHASE 2 WILL BE MAILING PHONE
SURVEY REGARDING INVESTMENT INTENTIONS AND PHASE 3 WILL BE PRESENTA-
TION/SEMINAR.

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
RESEARCH CONSULTATION WITH DRIE RE TRANS. SYST., EQPT., COMP., SERV.
(AUTOMOTIVE) IND. AND DEVELOPMENT OF DATA BASE REQUIRED LIKELY FOL-
LOWED BY MAILING SELECTED INDIV. CONTRACTS AND A PRESENTATION/SEMINAR
POSSIBLY EXTENDING IN FY 88/89.

PETROCHEM & CHEM PROD, EQP, SERV ALL SUB-SECTORS
STUDY REQUIRED REGARDING OVERALL STRUCTURE OF INDUSTRY IN N. J. AND
OTHER PARTS OF POST TERRITORY AS BASIS FOR DECISION IN CONSULTATION
WITH DRIE AS TO WHETHER & IN WHAT SPECIFIC AREAS THERE IS POTENTIAL
FOR NEW INVESTMENTS IN CANADA IN PETROCHEM & CHEM. PROD. EPQT., SERV. IND

IDENTIFY 5 IMMEDIATE PROSPECTS FOR NEW
INVEST. & 15 - 30 MEDIUM TERM PROSPECTS.
CONTACT MOST COS. WITH EXISTING INVEST.
REGARDING EXPANSION.

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INVEST. & 15-30 MEDIUM TERM PROSPECTS.
CONTACT MOST FIRMS WITH EXISTING INVEST.,
REGARDING POSSIBLE EXPANSION.

BETTER DEFINITION OF POTENTIAL AND TAR-
GETTING OF EFFORT. IDENTIFICATION OF 5
TO 10 IMMEDIATE PROSPECTS FOR NEW INVEST.
IN EDUC., MEDICAL, HEALTH PRODUCTS.

DEFINITION OF POTENTIAL. IDENTIFICATION
10-20 IMMEDIATE OR MEDIUM TERM PROSPECTS.

DECISION AS TO FUTURE PROGRAM (IF ANY).

NON SECTORALLY ORIENTED ACTIVITIES

INSTITUTIONAL INVESTORS: LUNCHEON FOR MONEY MGRS WITH MINISTER OF FIN-
ANCE. MISSION OF INSTIT'NAL INVESTORS TO OTT/TORONTO. PRESENTATIONS ON
CDN ECONOMIC POLICY CHANGES. SEMINAR IN HARTFORD FOR MONEY MGRS IN
MAJOR INSURANCE COMPANIES.

INCREASED RECEPTIVITY FOR CDN EQUITIES AND
BONDS. INCREASED PROPORTION OF SOME PORT-
FOLIOS INVESTED IN CDA.

CORPORATE LIAISON: PRIVATE LUNCHEON FOR SELECT CEOS WITH PRIME MINISTER
CALLS ON SR. EXECS IN 20 MAJOR COMPANIES. USE OF DIRECT MAIL 3-5 TIMES/
YEAR ON MAJOR POLICY DEVELOPMENTS.

DEVELOPMENT OF INFORMED AND POSITIVE VIEWS
TOWARD CDA BY SR. EXECS.

EXPTRS TO CDA: CONTACT WITH U. S. EXPTRS TO CDA WHO DO NOT HAVE INVEST-
MENT. LIST HAS BEEN PREPARED BUT NEEDS REFINING. DIRECT MAIL PROGRAM
FOLLOWED BY PERSONAL CONTACT PLUS SEMINAR IN N. J.

IDENTIFY 10-20 MEDIUM NEW PROSPECTS FOR
INVESTMENT IN CDA.