

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

CONSUMER PRODUCTS LEISURE PROD. TOOLS HARDWARE  
IN CLOSE COOPERATION WITH PROVINCES, PARTICULARLY B. C. AND ALBERTA,  
ORGANIZE INVESTMENT AND TECHNOLOGY TRANSFER MISSIONS IN THE SKI  
RESOURCES INDUSTRY AREA.

SECTOR ORIENTED INVESTMENT MISSIONS COULD  
BE MOST EFFECTIVE IN DEVELOPING POTENTIAL  
SOURCES IN AUSTRIA.

INDUSTRIAL MACHIN. PLANTS, SERV. ALL SUB-SECTORS  
AUSTRIAN MACHINE INDUSTRY IS WELL-ADVANCED AND OFFERS EXCELLENT  
OPPORTUNITIES FOR THE TECHNOLOGY EXCHANGE AND INVESTMENTS, MAINLY IN  
THE FORM OF KNOW-HOW TRANSFER. WE INTEND TO ACQUIRE INTIMATE KNOWLEDGE  
OF THIS SECTOR.

UNDERTAKE SYSTEMATIC APPROACH TO THE POT-  
ENTIAL INVSTRS IN THIS SECTOR THROUGH PER-  
SONAL CALLS & DIRECT MAILING. THIS SHLD AS-  
SIST US IN DVLPG AN INVSTRS PROJECT LIST.

TRANSPORT SYS, EQUIP, COMP, SERV. ALL SUB-SECTORS  
TRANSPORT AND MATERIAL HANDLING OFFER EXCELLENT OPPORTUNITIES. WE  
INTEND TO ORGANIZE SEVERAL SECTOR-ORIENTED SEMINARS AIMED AT TECH-  
NOLOGY TRANSFER, JOINT-VENTURE AND POTENTIAL EQUITY INVESTMENT.

THESE SEMINARS WILL CREATE AWARENESS IN  
THE LOCAL INDUSTRY ABOUT CANADIAN  
OPPORTUNITIES IN THOSE SECTORS.

COMM. & INFORM. EQP. & SERV COMPUTERS, SOFTWARE & SYSTEMS  
PURSUE TECHNOLOGY EXCHANGE AND JOINT-VENTURE OPPORTUNITIES IN THE  
ELECTRONICS SECTOR IN GENERAL AND SOFTWARE IN PARTICULAR THROUGH THE  
DEVELOPMENT OF DATA-BASE ON POTENTIAL INVESTORS, JOINT-VENTURE  
SEEKERS, ETC...

DEVELOP A SECTORIAL LIST OF APPROX. 2,000  
COMPANIES INDIVIDUALS INTERESTED IN JOINT-  
VENTURE, DIRECT INVESTMENT AND TRANSFER OF  
KNOW-HOW TO CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

INTENSIFIED LIAISON WITH MAJOR AUSTRIAN BANKS AIMED AT ESTABLISHMENT  
OF INVESTMENT INFO EXCHANGE AND OTHER INVESTMENT ORIENTED ACTIVITIES.

DIFFICULT TO ASSESS, BUT BELIEVE BANKING  
LIAISON IS ONE OF THE ESSENTIAL INFORMA-  
TION GATHERING EXERCISES.

COORDINATED ENTREPRENEURIAL IMMIGRATION PROGRAM (IN COOPERATION WITH  
PROVINCES) IN SPECIFIC SECTORS.

THIS EXERCISE COULD BE ONE OF THE MAJOR  
TOOLS OF OUR INVESTMENT PROGRAM IN  
AUSTRIA.