

REPORT #5
88/10/21

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

423 - BONN

GERMANY WEST

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

MULTIPLE SECTORS ??????
No proposed activities indicated

NON SECTORALLY ORIENTED ACTIVITIES

CULTIVATE AWARENESS IN FRG BANKING & FINANCIAL COMMUNITY THROUGH CONTINUOUS PROGRAM OF CORPORATE LIAISON & INFORMATION DISSEMINATION & HIGH PROFILE SPEAKING EVENTS, AND DEVELOP JOINT EVENTS AIMED AT GERMAN CLIENTS.

PUBLISH 10 ISSUES OF INVESTMENT NEWSLETTER SCAN, WITH AS-IT-BREAKS INVESTMENT NEWS ON CDA. SELECTED MAILING LIST OF APPROX. 1000 FIRMS AND INDIVIDUALS.

ADVERTISING & INTERVIEWING FOR ENTREPRENEURIAL IMMIGRANTS.

BANKS ARE CO-DETERMINANTE OF MAJOR INVESTMENT DECISIONS IN FRG: EXPECT TO INCREASE THEIR UNDERSTANDING OF CDA & BENEFIT FROM THEIR SUPPORT WITH CLIENT FIRMS.

BRIDGE INVESTMENT-SPECIFIC INFO GAP RE CDA & STIMULATE FRG FIRMS TO FIND OUT MORE; CREATE UP-TO-DATE AUDIENCE FOR POST EVENTS.

ATTRACT UP TO 150 BUSINESS IMMIGRANTS TO BRING TO CDA UP TO \$150M CAPITAL.