

415 - HAGUE, THE

NETHERLANDS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

-LIAISON WITH NETHERLANDS TIMBER-FRAME CONSTRUCTION ASS. FOR CDN INVOLVEMENT IN MAJOR DUTCH MODEL HOUSING PROJECT.
-ALBERTA BUSINESS & INVESTMENT MISSION 16-20 MAY VISITS TO HITC AND BIOTECH COMPANIES.

-CURRENTLY UNDERWAY IS 1) DISTRIB. OF R2000 MANUAL; 2) TRANSLATION OF CDN VIDEO ON CONSTRUCTION TECHNIQUES INTO DUTCH; 3) APPOINTMENTS WITH PUBLIC RELATIONS AGENT FOR MODEL HOUSING PROJECT -ON BEHALF OF MISSION-MEMBERS WE IDENTIFIED 2 DUTCH INDUSTRIES IN PAINT & HITEC SECTOR, WITH POTENTIAL TO INVEST IN CDA. JOINT-VENTURE POSSIBILITIES WERE DISCUSSED & WITH PROPER FOLLOW-UP AT BOTH ENDS POSITIVE RESULTS CAN BE EXPECTED IN FUTURE.

QUARTER : 2

TO PROMOTE THE 1987 INTERNATIONAL INVESTORS FORUM TO BE HELD VANCOUVER 17-19 NOVEMBER 87. EFFICIENCY TRADE FAIR, AMSTERDAM INFO BOOTH.

SUCCESSFUL MEETINGS ARRANGED BETWEEN REPS OF FORUM & BKS, INVSTMT ADVISORS, C. OF COMMERCE. MAILING TO FINANC'L & INVSTMT INSTITU'NS, REAL ESTATE INVSTRS & TAX/LAW/MKTG/BUSINESS CONSULTANTS INITIATED. CANCELLED DUE TO HEAVY RESPONSIVE WORKLOAD & REALIGNMENT PRIORITIES. SEVERAL NEW ENQUIRIES WERE DEVELOPED & SRVCD REPRESENTING POTENTIAL INVESTMENTS OF SEVERAL MILLION DOLLARS IN AUTO PARTS, FOOD AND FISH.

QUARTER : 3

REASSESSMENT & REVISION OF INVESTMENT DEVELOPMENT PLAN; (02)DIRECT MAILING TO POTENTIAL INVESTORS TO PROMOTE BUSINESS & INVESTMENT OPPORTUNITIES SHOW HELD IN VANCOUVER FROM 17-19 NOV 87; (03)CDN INVESTMENT-ORIENTED BOOTH PARTICIPATION AT AFVALTECH 87, ENVIRONMENTAL TRADE FAIR, HELD IN UTRECHT FROM 10-13 NOV 87.

REVISED PLAN DECIDED UPON, APPROVED BY OTTAWA & INITIATED; (12)ORGANIZERS REPORTED THAT 87 FORUM WAS BIG SUCCESS WITH OVER 200 EXHIBITORS & 13,000 VISITORS. THERE WERE 200 INT'L DELEGATES FROM 21 COUNTRIES-2 FROM NETHERLANDS; (13)SERIOUS ENQUIRIES WERE RECEIVED FROM 8 DUTCH COMPANIES LOOKING FOR A JV PARTNER IN CDA & FROM 16 DUTCH COMPANIES INTERESTED IN TECH COOPERATION WITH CDN COMPANIES.

QUARTER : 4

TARGETTED DIRECT MAIL AND CORPORATE LIAISON PROGRAM AS PLANNED FOR THIS QUARTER. WE IDENTIFIED 1900 DUTCH COMPANIES WITH EXPORT ACTIVITIES. A DIRECT MAIL (LETTER SIGNED BY AMBASSADOR) WENT OUT ON MARCH 19 TO 600 MANUFACTURERS WITH 50 EMPLOYEES AND UP, IN THE SECTORS FOOD AND AGRICULTURE, MACHINERY, ELECTRONICS AND MEASURING/HEALTH EQUIPMENT.

RESPONSES ARE NOW COMING IN; AMONGST WHICH 6 POSITIVE PROSPECTS INDICATING THEIR INTEREST IN THE OPPORTUNITIES CANADA IS OFFERING.