

04/03/87

DEPARTMENT OF EXTERNAL AFFAIRS

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Export and Investment Promotion Planning System

MISSION: 603 CLEVELAND

COUNTRY: 577 UNITED STATES OF AMERICA

For the next fiscal year, the Trade Office is planning to undertake the following new export support initiative(s) in this sector (sub-sector):

Activity: IMPLEMENT AGENT LOCATOR SERVICE FOR COMMUNICATIONS/INFORMATICS.

Results Expected: INCREASE NUMBER OF REPRESENTATIVES PROMOTING CANADIAN PRODUCTS.

Activity: WORK WITH DEPT. OF COMMERCE & WORLD TRADE GROUPS TO DEVELOP EFFECTIVE PROGRAMS INVOLVING CANADIAN HIGH TECHNOLOGY, TECHNOLOGY TRANSFERS, AND JOINT VENTURES.

Results Expected: ENHANCE CANADIAN PRESENCE IN THIS IMPORTANT AREA.