

403 - ROME
PLANNING:

ITALY
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP.
NEWSPAPER ANNOUNCEMENTS IN ITLN CITIES ADVISING OF VISIT OF EMBASSY
OFFICIAL TO THAT CITY TO DISCUSS INVESTMENT OPPORTUNITIES IN CANADA
FOR MFR. OF IND. MACH. PLANTS & SERV.

ORGANIZATION OF THREE SPECIALIZED SEMINARS
IN THIS SPECIFIC AREA AND GENERATION OF
60 NEW INVESTMENT ENQUIRIES.

ELECTRONICS EQUIP. & SERV INSTRUMENTATION
FOLLOW UP ON ANIE VISIT TO CANADA, AND WITH ITLN COS. WHO BECAUSE OF
EUREKA MISSION FROM CANADA TO ITALY HAVE INTEREST IN JV'S WITH CDN
ORGANIZATIONS IN CANADA IN MANY SPEC. ELECTS. SECT.

FOUR OR FIVE SIGNIFICANT J.V. INVESTMENTS
IN CANADA IN SUCH AREAS AS DEFENCE ELEC-
TRONICS ROBOTICS, ETC.

TRANSPORT SYS, EQUIP, COMP, SERV. ALL SUB-SECTORS
FOLLOW UP ON FORMICA MISSION TO CANADA THAT INCLUDED SEVERAL ITALIAN
FIRMS IN TRANSPORTATION SECTOR, AND ON RECENT MISSION TO ITALY OF
MINISTER COTE AND DRIE OFFICIALS WITH DIRECT APPROACH TO ITALIAN
FIRMS.

ANSALDO TRANSPORT OF IRI GROUP TO INVEST
IN J.V. IN CANADA AND TRANSFER OF TECH-
NOLOGY AND FUNDS BY OTHER ITALIAN FIRMS IN
THIS SECTOR TO CANADA.

COMM. & INFORM. EQP. & SERV ALL SUB-SECTORS
UTILIZE CONTACTS MADE BY CANADIAN EUREKA MISSION TO ITALY AND PRESENT-
ATION MADE TO ARIE. DIRECT FOLLOW UP WITH ITALIAN FIRMS INTERESTED IN
J.V. 'S IN CANADA.

THREE NEW ITALIAN INVESTMENTS IN 87/88 IN
CANADA IN FIELD OF COMMUNICATION AND
INFORMATICS.

CONSUMER PRODUCTS ALL SUB-SECTORS
DIRECT MAILING CAMPAIGN TARGETTED ON ITALIAN FIRMS CURRENTLY MAJOR
EXPORTERS TO CANADA OF CONSUMER PRODUCTS.

THIRTY REALISTIC INVESTMENT INQUIRIES
FROM ITALIAN FIRMS IN CONSUMER GOODS
SECTOR.

NON SECTOR ALLY ORIENTED ACTIVITIES

ARTICLES ON CDN ECONOMY, INVESTMENT CLIMATE AND INVESTMENT OPPORTUNI-
TIES IN SPECIALIZED ECONOMIC AND TRADE PUBLICATIONS.

INCR 'S/D AWARENESS OF CDA AS CHOICE FOR
INVEST & OF EMB AS FURTHER SOURCE OF INFO.
FINLZTION IN 87/88 OF 3/4 PRJ (MIN) IN
DLRS 400M ITLN LINED UP FOR CANADA.

SPEAKING ENGAGEMENTS IN BUSINESSMEN'S CLUBS AND OTHER FORA ON ECONOMIC
DEVELOPMENT IN CDA AND INTEREST OF CDA IN ATTRACTING ITLN INVESTMENT.

INCR 'S/D AWARENESS OF CDA AS CHOICE FOR
INVEST & OF EMB AS FURTHER SOURCE OF INFO.
FINLZTION IN 87/88 OF 3/4 PRJ (MIN) IN
DLRS 400M ITLN LINED UP FOR CANADA.

PROGRAMMED CORPORATE LIAISON VISITS WITH PRIORITY ASSIGNED TO ITALIAN
FIRMS THAT ARE EXISTING INVESTORS IN CANADA AND IN MAJOR CORPORATIONS
HERE.

NEW ITALIAN INVESTMENT IN FORM OF EQUITY
OR J.V. IN TRANSPORTATION TELECOM ELECTRO-
NIC AND CONSUMER GOODS SECTORS.