

619 - ATLANTA

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
ENGAGE IN DIRECT MAILINGS & CORPORATE LIAISON VISITS WITH PHARM. AND
BIOTECH FIRMS HEADQUARTERED IN AREA, AND USE TRADE FAIRS AND MISSIONS
TO IDENTIFY INVESTMENT INTEREST.

GENERATE INVESTMENT INQUIRIES.

COMM. & INFORM. EQP. & SERV COMPUTERS, SOFTWARE & SYSTEMS
ENGAGE IN DIRECT MAILINGS AND CORPORATE LIAISON VISITS WITH COMPUTER
FIRMS HEADQUARTERED IN AREA, AND USE TRADE FAIRS AND MISSIONS TO
IDENTIFY INVESTMENT INTEREST.

GENERATE AND FOLLOW-UP ON INVESTMENT
INQUIRIES.

DEFENCE PROGRAMS, PRODUCTS, SERV ELECTRICAL & ELECTRONIC
ENGAGE IN DIRECT MAILINGS AND CORPORATE LIAISON VISITS WITH ELECTRONIC
FIRMS HEADQUARTERED IN AREA, AND USE TRADE FAIRS AND MISSIONS TO
IDENTIFY INVESTMENT INTEREST.

GENERATE INVESTMENT, JOINT VENTURE OR
TECHNOLOGY TRANSFER INQUIRIES.

ELECTRONICS EQUIP. & SERV ALL SUB-SECTORS
ENGAGE IN DIRECT MAILINGS AND CORPORATE LIAISON VISITS WITH ELECTRONIC
FIRMS HEADQUARTERED IN AREA, AND USE TRADE FAIRS AND MISSIONS TO
IDENTIFY INVESTMENT INTEREST.

TO INCREASE AWARENESS OF CANADA AS A PLACE
TO DO BUSINESS AND MAKE LONG-TERM, JOB-
CREATING INVESTMENTS IN ELECTRONICS
INDUSTRY.

NON SECTORALLY ORIENTED ACTIVITIES

TO INCREASE AWARENESS, IN THE IDENTIFIED SECTORS OF CANADA AS A PLACE
TO DO BUSINESS AND MAKE LONG-TERM, JOB-CREATING INVESTMENT.

GENERATE INVESTMENT INQUIRIES.