

610 - SAN FRANCISCO

UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ADVANCED TECH. PROD. & SERV

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CONTINUE CORPORATE LIAISON PROG. & VISIT WITH MAJOR MANUFACTURERS OF COMPUTER & COMPUTER PERIPHERAL PRODS. CONTINUE COOPERATION WITH DRIE/OTT AND OUTLINE TO REGION FIRMS THE ADVANTAGES OF BECOMING RESIDENT CDN COMPANIES.

POST TO VISIT 25 OF 150 FIRMS INVOLVED IN SECTOR TO WORK CLOSELY/W 10 ONRAT'L ISSUES.COMPUTER GRAPHICS SOFTWARE PRESENT'N PLANNED WITH 3 TOP LOCAL HRDWRE VENDORS.

ADVANCED TECH. PROD. & SERV

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POST INTENDS TO DEVELOPS LARGER LIST OF CONTACTS IN SATELLITE COMMUNICATIONS AREA AND TO FOLLOW UP ON LEADS GENERATED BY DECEMBER 1986 MICROWAVE/MILLIMETER PRESENTATION.

TO EXPAND KNOWLEDGE BASE OF STRATEGIC ALLIANCE OPPORTUNITIES & AREAS TO EXPLORE CDN STRENGTHS IN SYSTEMS DEVELOPMENTS.

DEFENCE PROGRAMS, PRODUCTS, SERV

ELECTRICAL & ELECTRONIC

TO TARGET KEY INDIVIDUALS IN MAJOR DEFENSE CONTRACTING FIRMS & EXPOSE THEM TO JOINT OPPORTUNITIES WITH CDN FIRMS WHICH HAVE REQUIRED CAPABILITIES.ADDITION OF NEW COMMERCIAL OFFICER WITH STRONG DEFENCE BACKGROUND WILL ASSIST IN PROCESS.

A LARGER NUMBER OF INVESTMENTS OR LICENSING AGREEMENTS IN AND WITH CANADIAN DEFENCE ELECTRONICS COMPANIES.

EDUCATION, MEDICAL, HEALTH PROD

PHARMACEUTICALS, BIOTECHNOLOGY

TO FOLLOW UP ON CONTACTS MADE AT 87 SANTA CLARA BIOTECHNOLOGY PRESENTATION.OVER 40 LOCAL FIRMS ATTENDED INVESTMENT PRESENTATION ORGANIZED BY POST AND POST WILL ENSURE THAT EACH FIRM RECEIVES INFORMATION ON OPPORTUNITIES IN CANADIAN SECTOR.

JOINT VENTURE AND LICENSING AGREEMENTS WILL BE MADE WITH LOCAL BIOTECHNOLOGY COMPANIES AND CDN FIRMS IN ATTENDANCE AT BIOTECH 87.

ADVANCED TECH. PROD. & SERV

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MADE CONTACT WITH 20 LOCAL FIRMS INVOLVED IN WORKPLACE AUTOMATION. CIRCULATE PROMOTIONAL INFORMATION GENERATED BY ELECTRONICS AD CAMPAIGN ON OPPORTUNITIES IN CANADA.

INCREASE AWARENESS LOCALLY OF SIZE OF CDN MARKET AND ADVANTAGES TO HAVING A SIZEABLE CDN PRESENCE IN OUR MKT. MORE THAN JUST A SALES AND DISTRIBUTION NETWORK.

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DISCUSS WITH MAJOR LOCAL COMPANIES THE ADVANTAGES OF WORKING WITH CANADIAN UNIVERSITIES IN DEVELOPING NEW PRODUCTS AND R AND D INITIATIVES IN CANADIAN RESOURCE MARKETPLACE.

INCREASED CANADIAN R & D EXPENDITURES BY MAJOR LOCAL INSTRUMENTATION FIRMS AND DEVELOPMENT OF CERTAIN PRODUCTS WITH GLOBAL MANDATES.

NON SECTORALLY ORIENTED ACTIVITIES

TO CARRY OUT PR STRATEGY FOR SELECTED SECTORS & IMPLEMENTED BY INVESTMENT CANADA. PURPOSE IS TO INCREASE LOCAL AWARENESS OF CANADIAN CAPABILITIES IN SUCH SECTORS.

GREATER MEDIA EXPOSURE AND LOCAL AWARENESS OF EXPERTISE, VIBRANCE AND GROWTH-ORIENTED NATURE OF CANADIAN ELECTRONICS MARKETPLACE