

431 - HELSINKI

FINLAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

FOREST PRODUCTS, EQUIP, SERVICES ALL SUB-SECTORS  
MAINTAIN PROGRAM OF HEAD OF POST VISITS TO CHIEF EXECUTIVES OF LARGE  
FINNISH COMPANIES IN FOREST PROD. EQPT., SERVICES SECTOR WITH OPERA-  
TIONS OR INTEREST IN CANADA.

3 OR 4 MAJOR FINNISH INDUSTRIAL  
INVESTMENTS IN CANADA.

MINE, METAL, MINERAL PROD & SRV ALL SUB-SECTORS  
COMPLETE POST'S DATABASE OF FINNISH FOREIGN INVESTORS AND EXPORTERS  
(IN THE MINE, METAL, MINERAL PROD. & SERV. SECTOR) TO NORTH AMERICA.

PRECISE IDENTIFICATION OF POTENTIAL  
FINNISH FOREIGN INVESTORS.

INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP.  
UNDERTAKE A CONTINUING MASS MAILING CAMPAIGN TO EXISTING & POTENTIAL  
INVESTORS IN THE INDUSTRIAL MACHINERY, PLANTS, SERV. SECTOR.

FINNISH INVESTORS WILL HAVE AVAILABLE  
INFORMATION ON THE MOST RECENT DEVELOPMENT  
IN THE CANADIAN INVESTMENT CLIMATE.

PETROCHEM & CHEM PROD, EQP, SERV ALL SUB-SECTORS  
PROGRAM OF VISITS TO SPECIFIC FINNISH INDUSTRIES IN PETROCHEM AND  
CHEMICAL PRODUCT EQUIPMENT SERVICES SECTOR IDENTIFIED AS HAVING GOOD  
POTENTIAL TO INVEST IN CANADA.

SOW THE SEED OF THE BENEFITS OF INVESTING  
IN CANADA AMONG FIRMS THAT HAD NOT  
SERIOUSLY CONSIDERED IT BEFORE.

CONSTRUCTION INDUSTRY BUILDING PRODUCTS  
BUILD UP GOOD INVENTORY OF INFORMATION MATERIAL ON CANADIAN INDUSTRIAL  
SECTORS, GOVERNMENT ASSISTANCE, AND INDUSTRIAL SITES.

ABILITY TO MORE QUICKLY RESPOND TO ENQUI-  
RIES FROM FINNISH CONSTRUCTION FIRMS  
INTERESTED IN CANADA.

FISHERIES, SEA PRODUCTS & SERV. SERVICES INCLUDING CONSULTING  
SUPPORT, CO-ORDINATE AND ARRANGE VISITS BY REPRESENTATIVES OF FEDERAL  
AND PROVINCIAL GOVERNMENT DEPARTMENTS.

TO DATE OUR PROMOTION EFFORTS HAVE BEEN  
GENERAL. THESE VISITS WILL EXPLOIT  
SPECIFIC OPPORTUNITIES IN THE FISHERIES  
SECTOR.

NON SECTORALLY ORIENTED ACTIVITIES

INITIATE PERSONAL CONTACTS WITH FINNISH VENTURE CAPITAL FIRMS.

2 OR 3 SMALL OR MEDIUM SIZED EQUITY  
INVESTMENTS IN CANADIAN MANUFACTURING  
FIRMS.

ON A REGULAR BASIS, SUPPLY INVESTMENT RELATED INFORMATION TO BANKS AND  
ALL CHAMBERS OF COMMERCE IN FINLAND.

MUCH GREATER INSTITUTIONAL AWARENESS OF  
CANADA AS AN INVESTMENT TARGET.

CO-OPERATION WITH THE FINNISH INSTITUTE OF EXPORT IN SERIES OF  
SEMINARS ON ESTABLISHING A SUBSIDIARY IN NORTH AMERICA.

REACHING EXPORT MANAGERS IN FIRMS WITH  
DEMONSTRATED INTEREST IN INVESTING IN  
CANADA.