

REPORT #5  
88/02/02

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87  
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

520 - TOKYO

JAPAN

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TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

N/A

N/A

QUARTER : 2

COMPLETION OF ASI INTECH STUDY. TRADING COS  
INVESTMENT SURVEY MISSIONS. BANK OUTREACH  
PROGRAM DEVELOPMENT. SEMINARS/INDUSTRY BRIEF-  
INGS & MISSIONS ON SECTORAL BASIS IN CONNECTION  
WITH BANK OUTREACH PROGRAM. DIRECT MAIL/MEDIA  
ADVERTISING. CORPORATE LIAISON IN HIGH PRIORITY  
AND OTHER SECTORS.

COMPLETED AND EVALUATED. MISSION CARRIED OUT FOR  
C. ITOH; MISSION PLANNING INITIATED FOR NISSHO-  
IWAI; INVESTMENT BRIEFING FOR MARUBENI. MAIN-  
TAINED/EXTENDED RELATIONSHIPS WITH KEY OFFICIALS  
IN SELECTED BANKS. DEFERRED DUE TO SLOWER THAN  
EXPECTED PACE OF BANK OUTREACH PROGRAM. FINALI-  
ZATION OF CURRENT YR'S BUDGET & STRATEGY; INITI-  
ATION OF PRINT MEDIA ADVERTISING CAMPAIGN. FILES  
MAINTAINED ON 60-80 PROSPECTS ON ONGOING BASIS,  
WITH PERIODIC CONTACT MAINTAINED & REPORTED ON.

QUARTER : 3

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QUARTER : 4

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