

427 - MUNICH
PLANNING:

GERMANY WEST
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV

PRODUCTS & COMPONENTS

USING AVAILABLE INFO SOURCES WILL IDENTIFY INDUSTRY LEADERS AND WITH ASSISTANCE FROM DRIE OTT AND FRG INVEST COUNSELLOR WILL SELECT SMALL ELECTR. GROUP ON WHICH TO FOCUS ATTN. START WITH STRUCTURED AND TARGETED MAIL CMPN AND FOLLOW-UP WITH ONE-ON-ONE MEETINGS.

STIMULATE AN INCREASE IN DIRECT AND PORT-FOLIO INVST BY GERMAN COS IN CDA AND AN INCREASE IN CDN-GERMAN INDUSTRIAL J. V. 'S.

TRANSPORT SYS, EQUIP, COMP, SERV.

AUTOMOTIVE

WILL BUILD ON MOMENTUM PROVIDED BY DRIE/BMW MOU AND ON SYSTEMATICALLY EXECUTED ROUND OF TRADE PROMOTION CALLS BY COMMERCIAL OFFICER. MAIN TARGETS WILL BE BMW, DAIMLER-BENZ AND PORSCHE SUPPLIERS.

STIMULATE AN INCREASE IN DIRECT AND PORT-FOLIO INVST BY GERMAN COS IN CDA AND AN INCREASE IN CDN-GERMAN INDUSTRIAL J. V. 'S.

EDUCATION, MEDICAL, HEALTH PROD

HOSP. & MEDICAL EQUIP, INSTRUM.

FIRST TASK TO DEVELOP A BETTER PICTURE OF THE STRENGTHS AND WEAKNESSES OF THE CDN AND FRG MEDICAL EQUIPMENT AND INSTRUMENT SECTOR. SECOND TASK WILL DEPEND ON THESE FINDINGS BUT WILL INCLUDE A MAIL CAMPAIGN AND A STRUCTURED VISIT PROGRAM.

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NON SECTORALLY ORIENTED ACTIVITIES

FORMATION OF GERMAN-CDN BUSINESS CLUB EXPECTED TO MEET REGULARLY AT LUNCHEONS TO HEAR PRESENTATIONS BY PROMINENT CDN AND GERMAN BUS. FIN AND PCL PEOPLE. CLUBS PURPOSE TO STRENGTHEN BILATERAL TRADE AND INVST TIES.

STIMULATE AN INCREASE IN DIRECT AND PORT FOLIO INVST BY GERMAN COS IN CDA AND AN INCREASE IN CDN-GERMAN INDUSTRIAL J. V. 'S.

SECTORAL AND GENERAL INTEREST SEMINARS HELD IN COOP WITH SAVINGS BANKS AND CHAMBERS OF INDUSTRY AND COMMERCE WITH FOLLOW-UP CALLS TO INTERESTED INDIVIDUALS.

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CALLS ON INDIVIDUAL FIRMS AS THEY ARE IDENTIFIED AS LIKELY PROSPECTS THROUGH OUR VARIOUS INFORMATION.

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