

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.