

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

612 - WASHINGTON

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV INSTRUMENTATION
COVER A NUMBER OF ELECTRONICS/INSTRUMENTATION TRADE SHOWS TO IDENTIFY
MAJOR SUPPLIERS AND DEVELOP EXPANSION PLAN/MARKET INTEREST PROFILES

IDENTIFY GOOD PROSPECTS & FOLLOW-UP WITH
INVESTMENT INFORMATION. ADVISE HEADQUARTERS
AND ESTABLISH LIAISON LINES AS APPROPRIATE

INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP.
THROUGH CORPORATE LIAISON CALLS ON TERRITORY FIRMS HAVING KNOWN EXPORT
BUSINESS IN CDA. ; POST WILL ENCOURAGE THE ESTABLISHMENT OR EXPANSION OF
SUBSIDIARY OPERATIONS AND/OR THE ADDITION OF CANADIAN CONTENT TO MAR-
KETING EFFORTS IN CANADA.

ESTABLISH A DIALOGUE WITH A NUMBER OF TER-
RITORY CORPORATIONS WITH EXPANSION POTEN-
TIAL

NON SECTORALLY ORIENTED ACTIVITIES

CONTINUE PROGRAM OF EDUCATION & INFORMATION DIRECTED AT INVESTMENT
"INFLUENCERS" SUCH AS INT'L BANKERS, PORTFOLIO MANAGERS, INVESTMENT
BROKERS AND ANALYSTS, INTERNATIONAL LAWYERS, ETC.

INFLUENCE INVESTORS THROUGH THEIR PRINCI-
PAL ADVISERS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED

QUARTER 1 EXTING CONTACT LISTS OF SECTOR-SPECIFIC RETAIL-
LEAS REPS, ETC. TO APPAREL ASSIST TERRITORY
BUYERS IN IDENTIFYING CON FURNITURE SUPPLIERS

PURCHASED APPAREL DIRECTORIES & DEVISED BULK
PROFILE QUESTIONNAIRE FOR PURPOSE OF ESTABLISH-
ING DATABASE ON CDN INDUSTRY PRESENCE IN
MARKETPLACETAILING NEXT QTR. RECRUITED 2 COS
FOR HTL FURN SHOW RELATING IN & BUYING CORRECT

QUARTER 2 PROVIDING MARKET INFO TO CON INDUSTRY PARTICIPANTS
REGULATORY/CUSTOMER ASSISTANCE AS REQUESTED

BRIEFED FURNITURE INDUSTRY PARTICIPANTS ON HTL
REPS MISSION RE. U.S. COUNTRY OF ORIGIN MARKING
REQS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED

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