

REPORT #5
89/02/08

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

619 - ATLANTA

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

EDUCATION, MEDICAL, HEALTH PROD	HOSP. & MEDICAL EQUIP, INSTRUM.	
DIRECT MAIL TO FIRMS HQ'D IN POST TERRITORY WITH VISITS TO THOSE WITH THE GREATEST POTENTIAL. PART. IN IMPORTANT MEDICAL TRADE SHOWS WITH THE GREATEST POTENTIAL FOR INVEST., JV & TECHNOLOGY TRANSFER OPPORTUNITIES. ORGANIZE TECH TRANS/JV ORIENTED MISSION OF CDN FIRMS IN CONJUNC-		40 INQUIRIES; 6 MISSION PARTICIPANTS

COMM. & INFORM. EQP. & SERV	??????	
DIRECT MAIL TO FIRMS HEADQUARTERED IN POST TERRITORY WITH VISITS TO THOSE WITH THE GREATEST POTENTIAL. PARTICIPATE IN IMPORTANT COMMUNICATION & COMPUTER TRADE SHOWS.		40 INQUIRIES

DEFENCE PROGRAMS, PRODUCTS, SERV	OTHER DEFENSE PROD & SERV.	
UNDERTAKE CORP. LIAISON WITH KEY COMPANIES IN THIS SECTOR. TARGET FLORIDA COS. WITH INTEREST IN POTENTIALLY JV WITH CDN FIRMS AND/OR INVESTING IN CDA. ORGANIZE R&D PROJECTS DEFENCE MISSION OF CDN COMPANIES TO GEORGIA & FLORIDA IN CONJUNCTION WITH MAJOR EVENTS.		8 CORPORATE LIAISON VISITS; 25 SEMINAR PARTICIPANTS; 10 MISSION PARTICIPANTS

INDUSTRIAL MACHIN, PLANTS, SERV.	MANUFACT & MATERIAL PLANT, EQP.	
PARTICIPATE IN IMPORTANT NATIONAL OR INTERNATIONAL TRADE SHOWS BEING HELD IN POST TERRITORY.		25 INQUIRIES

ELECTRONICS EQUIP. & SERV	PRODUCTS & COMPONENTS	
DIRECT MAIL TO FIRMS HEADQUARTERED IN POST TERRITORY WITH VISITS TO THOSE WITH THE GREATEST POTENTIAL.		25 INQUIRIES

NON SECTORALLY ORIENTED ACTIVITIES

ADVERTISE CDA AS AN ATTRACTIVE PLACE TO INVEST IN TARGETTED INVESTMENT ORIENTED PUBLICATIONS.	50 INQUIRIES
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RECRUIT A PROFESSIONAL INDUSTRIAL COMMISSIONER (ONE MONTH) TO EXAMINE ALL INQUIRIES & FOLLOW-UP ON RELEVANT INQUIRIES WITH PERSONAL CALLS.	10 DIRECT INVESTMENTS
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IDENTIFY & PROFILE SECTORS IN POST TERRITORY WHICH HAVE SIGNIFICANT & POTENTIAL FOR TECHNOLOGY TRANSFER OPPORTUNITIES WITH CDN FIRMS.	5 SECTOR PROFILES
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