

f) The Action Plan

To present a general action plan for defence products per se in any formalized fashion is not practical, since market requirements for the non-offensive types of products made by the Canadian defence industry are only now being defined. Ministerial missions should expand the awareness factor in both directions and create positive political goodwill. Use could be made from the Incoming Buyers Program, since specific areas of interest are identified.

Plans for specific promotional programs for 1983-84 are only in their embryonic stages and it would be premature to mention them at this time. There will be definite activities which will be brought to the industry's attention in sufficient time for planning and budgeting.