

437 - LONDON

UNITED KINGDOM

TRACKING:           ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

BRITISH ELECTRONICS WEEK.  
CHILLED FOOD FAIR  
COMMUNICATIONS 88  
WILSON VISIT AND IOD DINNER  
CONFERENCE BOARD/CBI INVEST IN CDA SEMINAR  
IPAC SEMINARS  
BIOTECH/BIOMED PROSPECTING  
DEFENCE PROSPECTING PAPER

FOLLOW UP ON 8 EXISTING FILES & 5 NEW PROSPECTS.  
GRND WORK FOR OCT CHILLED FOOD MISSION TO UK &  
SAIL. -3 NEW PROSPECTS AND 4 SUSPECTS.  
SELL-OUT CROWD OF UK BUSINESS LEADERS;WELL REC'D  
UPBEAT INVSTMT MESSAGE BY MIN. WILSON.  
125 ATTENDEES:TOO FEW NEW IND'L INVSTMT PROS-  
PECTS.-VERY WELL ATTENDED;REC'D:ACTIVE FOLLOW UP  
UNDERWAY.-10-15 FIRMS IDENTIFIED WHO WILL VISIT  
CDA IN NEXT 6 MTHS AT OWN EXPENSES.-COMPLETED &  
CIRCULATED TO GOVT AND INDUSTRY CONTACTS.

QUARTER : 2

Min of Finance: Financial deregulation and tax  
reform update seminar

Shifted to 1st qtr (CBI seminar). 3 new pros-  
pects identified

Investment prospecting - IPEX

Investment effort deferred: primarily a sales  
show

Investment prospecting - Farnborough

Excellent meetings held with 2 leading British  
aerospace prospects. 1 licensing agreement  
announced

QUARTER : 3

-MINT visit: FTA update  
-Min of State Privatisation  
-industrial teaming: defence  
-health care processing  
-CBI annual conference  
-communications campaign  
-EI counselling sessions

-deferred to 4th quarter due to election  
-deferred  
-60 firms attended London Chamber seminar 23 Nov  
;specific follow-up with 5 firms  
-mtgs arranged at BHEC for DRIEMTL and prov of  
Quebec;7 leads being followed up;1 investment of  
\$1.5 million imminent  
-excellent networking session  
-focus: electronics; deferred to 4th quarter  
-deferred to 4th quarter due to lack of funds

QUARTER : 4

1. Provincial roundtable.
2. MINT visit.
3. OPCOT 89.
4. Ontario EDO Mission.
5. EI promotion.
6. Targetted prospecting: Info Technologies.
7. Defence Seminar.
8. Electronics ad campaign.

- 89/90 promotional plans. 2. Rousing Chamber  
speech to 300; 8 potential Nfld investors at  
breakfast. 3. 30 firms looking at collabora-  
tive R&D; joint ventures. 4. Good briefing to  
ensure 'best practice' investor servicing.
5. About 60 high quality interviews; some prove  
ecstatic. 6. 2-3 good leads for follow up.
7. 70 attended; 5 'hot' leads, 10 medium term.
8. 34 responses so far.

1. Good consultation to ensure coordination of