

423 - BONN

GERMANY WEST

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV PRODUCTS & COMPONENTS
ELECTRONICS PRESENTATION AND SEMINAR WITH GELA USING MULTI-PROJECTOR
SLIDE SHOW FOR LATE 87 OR EARLY 88 IN COOP WITH FRG IND. ASSN.

IDENTIFY AND STIMULATE INTEREST OF
SPECIFIC GERMAN FIRMS IN THIS SECTOR TO
CONSIDER INVESTMENT IN CANADA.

INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP.
PURSUE SPECIFIC MACHINERY FIRMS IDENTIFIED AT PREVIOUS PROMOTION
EVENTS.

EXPECT DECISION ON SPECIFIC INVESTMENTS IN
CANADA.

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
BUILDING ON HISTORY OF SEVERAL NEW FRG INVESTMENTS IN CANADA IN
AUTOMOTIVE SECTOR. EMPHASIZE CONT. OPPORT. IN SPEECHES, PRESENTATIONS,
PUBLICATIONS.

MAINTAIN MOMENTUM OF RECENT FLOW OF AUTO-
MOTIVE INVESTMENT IN CANADA.

EDUCATION, MEDICAL, HEALTH PROD HOSP. & MEDICAL EQUIP, INSTRUM.
FOLLOW-UP WITH SOME 20 FIRMS IN BOVARIA IDENTIFIED THROUGH RESP. TO
SPECIAL BANK ELECTR. INFO PROJ. ENCOURAGE MED EQPT. MISSIONS TO CDA
TENTATIVELY PLANNED FOR SPRING 88.

PERSUADE GERMAN FIRMS TO VISIT CANADA IN
SPRING 88.

PETROCHEM & CHEM PROD, EQP, SERV CHEM & PETROCHEM PRODUCTS
FOLLOW-UP SPECIFIC FIRMS IDENTIFIED THROUGH PROGRAM EVENTS, SEEK DRIE
SUPPORT FOR FEASIBILITY STUDIES IN CHEM & PETROCHEM PROD, VISIT IN
CANADA.

ONE OR MORE OF THESE FIRMS WILL DECIDE TO
INVEST IN CANADA, LIKELY IN MARITIMES.

NON SECTORALLY ORIENTED ACTIVITIES

HIGH-LEVEL (AMBASSADOR) PRESENTATIONS TO SMALL PRE-SELECTED AUDIENCES
OF POTENTIAL INVESTORS (DRAWN FROM PRIORITY SECTORS, USING CDA-BASED
EXPERTISE AS APPROPRIATE).

IDENTIFICATION OF SPECIFIC FIRMS WITH
INTEREST IN INVESTING IN CANADA.

SECTORAL VISITS TO 25 GERMAN COS IDENTIFIED BY MAJOR GERMAN BANK
PROJECT IN COOP WITH CANADAN CHIEF EXECUTIVES.

DIRECT INVESTMENTS.

PUBLISH SPECIALIZED INVEST NEWS LETTER SCAN WITH RELEVANT CDN INVST
NEWS QUOTE AS IT BREAKS UNQUOTE FOR SELECTED MAILING LIST OF
INDUSTRIES AND INTERMEDIARIES.

STIMULATION OF INVESTOR INTEREST THROUGH
SPECIFIC AND TIMELY INFO ON CDN DEVELOP-
MENTS.