

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

608 - NEW YORK, CONSULATE GENERAL

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV

PRODUCTS & COMPONENTS

FOCUS WILL SHIFT FROM LARGE SEMINARS TO SMALL TARGETTED SEMINARS BUILT AROUND LUNCH BREAKFAST OR SUPPER. WE WILL USE D&B LIST TO SELECT TARGET COMPANIES AND SET UP SECTORAL MEETING WITH 20-30 PEOPLE.

WE EXPECT TO IDENTIFY 10 IMMEDIATE PROSPECTS FOR NEW BUSINESS & 10-15 MEDIUM TERM PROSPECTS.

EDUCATION, MEDICAL, HEALTH PROD

PHARMACEUTICALS, BIOTECHNOLOGY

FOCUS WILL SHIFT TO IDENTIFYING TRADE ASSOCIATION OR BUSINESS ASSOCIATION IN THIS SECTOR IN SPECIFIC GEOGRAPHIC AREAS TO DEVELOP TARGET LISTS AND THEN PLAN TO HOLD SMALL SEMINARS BUILT AROUND LUNCH OR SUPPER.

WE EXPECT TO IDENTIFY 5 IMMEDIATE PROSPECTS FOR NEW BUSINESS & 10-12 MEDIUM TERM PROSPECTS.

TRANSPORT SYS, EQUIP, COMP, SERV.

AEROSPACE

LONG ISLAND & CONNECTICUT HAVE LARGE AEROSPACE BASE - WE WILL BUILD ON EXISTING EFFORTS & HOLD A SERIES OF LUNCHEON BREAKFAST/SUPPER SEMINARS IN 88-89 FOR THIS SECTION.

WE EXPECT TO IDENTIFY 10 IMMEDIATE PROSPECTS FOR NEW BUSINESS & 10-12 MEDIUM TERM PROSPECTS.

COMM. & INFORM. EQP. & SERV

REMOTE SENSING

IMPLEMENTATION OF D&B LISTS TO SELECT TARGET COMPANIES BY MAIL PHONE AND PERSONAL VISITS AND MEETINGS - LUNCHEON.

WE EXPECT TO IDENTIFY 3 IMMEDIATE PROSPECTS FOR NEW BUSINESS & 5-8 MEDIUM TERM PROSPECTS.

PETROCHEM & CHEM PROD, EQP, SERV

ALL SUB-SECTORS

PROGRAM TO IDENTIFY SUPPLIERS TO MAJOR PETROCHEMICAL & CHEMICAL CORPORATIONS WHO ARE CURRENTLY IN CANADA TO BE DEVELOPED.

TO IDENTIFY 2 IMMEDIATE PROSPECTS AND 3 MEDIUM TERM PROSPECTS.

TRANSPORT SYS, EQUIP, COMP, SERV.

AUTOMOTIVE

SMALL TARGET SEMINARS BUILT AROUND LUNCH OR SUPPER WILL BE SET UP TO DISCUSS AUTOMOTIVE ORIENTED OPPORTUNITIES IN CANADA - WILL TARGET SUPPLIERS TO CANADIAN AUTOMAKERS.

TO IDENTIFY 5 IMMEDIATE PROSPECTS AND 10 MEDIUM TERM PROSPECTS.

NON SECTORALLY ORIENTED ACTIVITIES

CORPORATE LIAISON - PRIVATE LUNCHEONS FOR SELECTION CEOS CFOs COOS WITH PM CALLS ON SENIOR EXECUTIVES IN 15 MAJOR CORPORATIONS; USE OF DIRECT MAIL AS PER MARKETING PLAN SUBMITTED FY 87-88. SERIES OF LUNCHEONS/SUPPERS WITH CEOS USING SEMINAR FORMAT.

DEVELOP & ENHANCE POSITIVE VIEWS TOWARD CDA BY SENIOR EXECUTIVES & DEVELOP & CLOSE 10 PROSPECTS.

INSTITUTIONAL INVESTORS: PLAN ONE MAJOR EVENT FOR INSTITUTIONAL INVESTORS IN NY. ONE IN HARTFORD & 1 MISSION TO OTT. IN FALL 88. SPECIAL EMPHASIS ON LARGE NUMBER OF JAPANESE FINANCIAL INSTITUTIONS.

THESE EVENTS WILL EXPAND CONTACTS WITH INSTITUTIONAL INVESTORS & INCREASE THEIR INTEREST IN CDA. ALSO IMPROVED FOLLOWUP WILL HELP IDENTIFY SPECIFIC INTEREST.

VENTURE CAPITAL DATA BASE TO BE BUILT AND MATCHED WITH INVESTMENT OPPORTUNITIES IN CANADA.

IDENTIFY AT LEAST 10 VENTURE CAPITAL CORPORATIONS WHO WOULD BE WILLING TO INVEST IN CANADIAN OPPORTUNITY.