

410 - PARIS

FRANCE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

DEFENCE PROGRAMS, PRODUCTS, SERV ALL SUB-SECTORS  
CONTINUE EFFORTS BEGUN IN THE DEFENCE SECTOR WITH A VIEW TO INCREASED  
INDUSTRIAL COOPERATION BETWEEN FRANCE AND CANADA.

INFLUENCE INDUSTRIAL INVESTORS CONCERNING  
INVESTMENT POSSIBILITIES IN CANADA.

ELECTRONICS EQUIP. & SERV INSTRUMENTATION  
IDENTIFY POTENTIAL INVESTORS IN CANADA IN ELECTRONICS EQUIP. AND SERV.  
INDUSTRIES. VISIT LEADERS OF THESE BUSINESSES AND INFORM THEM OF  
INVESTMENT POSSIBILITIES. FOLLOW UP THE MOST PROMISING LEADS AND  
ENCOURAGE CEOs TO VISIT CANADA.

CONSIDERABLE INCREASE IN NUMBER AND VALUE  
OF INVESTMENTS AND/OR TECHNOLOGY  
TRANSFERS.

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE  
CONTINUE EFFORTS TO IMPLANT IN CANADA AND/OR TRANSFER TECHNOLOGY  
FROM FRENCH COMPANIES - MACHINERY AND AUTO PARTS.

MAINTAIN AND INCREASE THE RATE OF FRENCH  
TECHNOLOGY TRANSFER INVESTMENTS IN  
CANADA.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY  
VISIT THE LEADERS OF FRENCH COMPANIES IN EDUC., MEDICAL, HEALTH  
PRODUCT INDUSTRIES TO GAIN FAMILIARITY WITH THEIR EXPANSION PLANS.  
SEEK POTENTIAL INVESTORS. FOLLOW UP ON CONTACTS.

DEVELOP A GREATER FAMILIARITY WITH THE  
POTENTIAL AND BENEFITS OF THE CANADIAN  
MARKET.

COMM. & INFORM. EQP. & SERV ROBOTICS & ARTIFICIAL INTELL.  
VISIT THE LEADERS OF FRENCH COMPANIES THAT PRODUCE ROBOTICS AND  
ELECTRONIC PRODUCTION EQUIPMENT TO POINT OUT CANADA'S INDUSTRIAL  
POTENTIAL. DO FOLLOW-UP IN MOST PROMISING CASES.

MAKE LEADERS AWARE OF THE BENEFITS OF  
SETTING UP SHOP IN CANADA OR OF TRANS-  
FERRING TECHNOLOGY TO CANADA.

AGRI & FOOD PRODUCTS & SERVICE SEMI & PROCESSED FOOD & DRINK  
CONTACT THE MAJOR FRENCH AGRI-FOOD AND FISHING COOPERATIVES ALREADY  
IDENTIFIED AS PRIORITY POTENTIAL INVESTORS AND ENSURE CLOSE FOLLOW-  
UP.

PARTNERSHIP WITH CANADIAN COMPANIES,  
INVESTMENT.

NON SECTORALLY ORIENTED ACTIVITIES

IN RECENT MONTHS WE HAVE KEPT ABOUT 100 PROMISING FILES THAT REQUIRE  
REGULAR CONTACTS WITH THE COMPANIES IN QUESTION (30 ARE PRIORITY  
FILES).

POSITIVE RETURN ON INVESTMENTS IN THE  
FORM OF JOINT VENTURES OR DIRECT  
IMPLANTATION (GREENFIELD).

DEVELOPMENT OF CONTACTS WITH REGIONAL AND LOCAL CHAMBERS OF COMMERCE  
AND FRENCH BANKS IN ORDER THAT THEY MIGHT BECOME PARTNERS IN THE  
PROMOTION AND DEVELOPMENT OF INVESTMENTS IN CANADA.

INCREASE AWARENESS IN BUSINESS CIRCLES  
AND AMONG MAIN ECONOMIC DECISION-  
MAKERS IN THE INDUSTRIAL POTENTIAL OF  
CANADA.

MAINTAIN A PROGRAM OF TRADE CONTACTS IN THE ALSACE-LORRAINE REGION  
FOLLOWING CLOSING OF THE STRASBOURG CONSULATE; IN THE RHONE-ALPES  
REGION FOLLOWING THE OPENING OF OUR CONSULATE, AND IN THE TOULOUSE  
REGION, WHICH IS KNOWN FOR ITS HIGH TECHNOLOGY INDUSTRIES.

PROMOTION OF CANADA AS A COUNTRY OPEN TO  
FOREIGN INVESTORS. ADDITIONAL POTENTIAL  
INVESTORS WOULD BE IDENTIFIED.