

437 - LONDON
PLANNING:

UNITED KINGDOM
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV. ALL SUB-SECTORS
DEVELOP CONTACT WITH FED'N OF BRITISH ELECTRONIC & ALLIED MFRS ASSOCS & THROUGH SPONSORSHIP BY THEM & EEMAC. IDENTIFY & DEVELOP AREAS FOR J/VS, TECH TRANSFER, LICENCING & DIRECT INVSTMT. CONTINUE TO WORK WITH DRIE SECTOR BRANCHES IN IDENTIFICATION OF TARGET COMPANIES.

WITH BETTER CONTACT BETWEEN BEAMA & CDN COUNTERPART ASSOCS (EEMAC, CATA) TO DEVELOP INFRASTRUCTURE FOR TECH TRANSFER & OTHER FORMS OF INDUSTRIAL COOPERATION.

DEFENCE PROGRAMS, PRODUCTS, SERV. ALL SUB-SECTORS
BY MEANS OF CDA/UK RESEARCH, DVLPMNT & PROD'N CTTE MEETINGS & RELATED DEFENCE TRADE IND'L/INVSTMT MISSIONS, IDENTIFY UK COS INTERESTED IN INVESTING IN CDA AND DEVELOP BETTER CONTACT BETWEEN POSSIBLE IND'L TEAMING PARTNERS.

INDUSTRY TO INDUSTRY COOPERATING & TEAMING ON PENDING UK & CANADIAN DEFENCE PROCUREMENT PROJECTS.

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
BUILD ON CONTACTS WITH SMMT & FOLLOW UP TO AUTOMOTIVE INVSTMT MISSION TO CDA TO IDENTIFY WITH DRIE BRITISH SUPPLIERS IN KEY PARTS SECTORS, WHERE THERE IS NO CURRENT CDN PRODUCTION, PARTICULARLY IN AUTOMOTIVE ELECTRONICS.

CONTACT WITH 2 MAJORS, BSG & AE, AS WELL AS IDENTIFICATION & CONTACT WITH SMALLER SUPPLIERS TO PROMOTE THEIR ESTABLISHMENT IN CANADA.

EDUCATION, MEDICAL, HEALTH PROD. ALL SUB-SECTORS
ESTABLISH CONNECTIONS WITH 2 MAJOR HEALTH PROD. MFTS ASSOCS TO THE END OF IDENTIFYING RANGE PRODRS WITH POTENTIAL FOR PROD'N IN CDA. LIAISON WITH DRIE TO DETERMINE CURRENT EXPRTS FM UK WHO MIGHT BE IN POSITION TO ESTABLISH OPERATIONS IN CANADA.

ESTABLISHMENT IN CDA FM AMONG THE 2 MAJOR COS AND SMALLER SUPPLIERS. REINVESTMENT IN CURRENT SUBSIDIARIES.

AGRI & FOOD PRODUCTS & SERVICE. FOOD HANDLING, PROCESSING EQUIP
LIAISON WITH DRIE TO DETERMINE CURRENT IMPORTS OF FOOD PROCESSING MACH & GEN'L IND'L MACH. INTO CDA. IDENT'N WITH RELEVANT IDN. ASSOCS. OF BRITISH PROD'N OF SUCH MACH. DIRECT CONTACT WITH COS INVOLVED.

ESTABLISHMENT IN CDA FM SELECTED COS, WELL AS OTHER COS YET TO BE DETERMINED FM THE ASSOC. AND POST/DRIE CONTACTS.

INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP.
LIAISON WITH DRIE TO DETERMINE CURRENT IMPORTS OF GENERAL INDUSTRIAL MACHINERY INTO CANADA. IDENTIFICATION WITH THE RELEVANT INDUSTRY ASSOCIATIONS OF BRITISH PRODUCTION OF SUCH MACHINERY. DIRECT CONTACT WITH COMPANIES INVOLVED.

ESTABLISHMENT IN CANADA FROM SELECTED COMPANIES AS WELL AS OTHER COMPANIES YET TO BE DETERMINED FROM THE ASSOCIATION AND POST/DRIE CONTACTS.

NON SECTORALLY ORIENTED ACTIVITIES

CONTACT ON A DIRECT MAIL, TELEPHONE AND PERSONAL BASIS WITH THE 720 BRITISH CONTROLLED COMPANIES IN THE FINANCIAL TIMES 1000 AS WELL AS DIRECT MAIL & TELEPHONE CONTACT WITH 4000 CORPS ON THE HICOMS KEY BRITISH ENTERPRISES DATABASE.

DETERMINATION & PRIORIZATION OF INVESTMENT INTERESTS IN CDA OF THE TOP 5000 BRITISH CORPS I. E. THOSE WITH TURNOVER IN EXCESS OF POUND 12M PER YEAR.

DIRECT MAIL, TELEPHONE AND PERSONAL CONTACT AS APPROPRIATE WITH ALL CURRENT BRITISH EXPRTS TO CDA (SOME 2000 TO 3500 SEPARATE COS) WITH A PROPOSAL FOR ASSEMBLY, COMPONENTS MANUFACTURE, AND EVENTUALLY FULL MANUFACTURE IN CANADA OF THE PRODUCTS CURRENTLY EXPORTED.

IDENTIFICATION AND FURTHER SERVICING OF COMPANIES CURRENTLY IN A POSITION TO CONSIDER CANADIAN MANUFACTURE.

MAILINGS TO APPROX 1500 POTENTIAL BUS IMMIGRANTS, 75% OF WHICH CONTACT IS ESTABLISHED THROUGH GEN'L ENGS TO IMMIG DIV & 25% OF WHICH CONTACT THROUGH RESPONSE TO ADVERTISING CAMPAIGNS. PERSONAL CONTACT WITH POTENTIAL BUS IMMIGS OVER A PERIOD OF 3 DAYS OF INTERVIEWS.

APPROX 100 BUSINESS IMMIGRANTS AT A CONSERVATIVE TOTAL INVESTMENT OF \$50-75M.