

431 - HELSINKI

FINLAND

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

CONTINUE HEAD OF POST PROGRAM OF VISITS TO TOP EXECUTIVES.
CONTINUE MASS MAILING CAMPAIGN

SEVERAL HUNDRED MILLION DOLLARS OF INVESTMENT PROJECTS CONTINUE IN PLANNING STAGE WITH RESULT EXPECTED IN FALL 1988.

QUARTER : 2

Plan visit of Hon. Mr. Kwinter, Minister of Industry, Trade & Technology of Ontario to head of major Finnish companies.

Minister's visit helped to consolidate Canada's image as a growing economy and an ideal location for Finnish investments.

QUARTER : 3

Head of Mission visit to major investors and potential investors.
Coordinate visit of DRIE and provincial experts in territory.

Follow-up visits, play an important role in their expansion plans into Canada.
ITC MTL, Economic Development Corp. Bois Francs, Quebec & B.C. delegates maintained their investment development activities in territory.

QUARTER : 4

1. Dinner hosted by HOM with Minister of Intl Trade of B.C. and 8 heads of major companies/potential investors.
2. Tampere Investment Workshop, March 10, mail out to 534 companies.
3. Head of Mission corporate liaison.

1. Good opportunity for Min. Jansen to promote B.C. to Finnish investors.
2. Four Provinces (Qbc, Ont, B.C., N.S.), Finnish Foreign Trade Assoc., local banks participated as resource persons at the Workshop; 45 attendees. Promotional brochure on this event in Finnish language has been prepared for future mailing.
3. Follow up visit and personal contacts continues to play important role.