

REPORT #5  
88/10/21

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

435 - COPENHAGEN

DENMARK

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

AGRI & FOOD PRODUCTS & SERVICE FOOD HANDLING, PROCESSING EQUIP  
BASED ON 87/88 IDP DIRECT MAIL RESULTS WILL INVITE TARGET FIRMS TO  
LUNCHEON SEMINARS AND VISIT EACH CO. OTHER RESPONDING FIRMS WILL BE  
REGULARLY PROVIDED WITH CANADIAN MARKET INFO ON SECTOR BASIS OR GENE-  
RALLY AS APPROPRIATE.

2-3 LUNCHEON SEMINARS AND PROGRAM OF CALLS  
SHOULD IDENTIFY SEVERAL SERIOUS PROSPECTS  
CONTACT WITH OTHER FIRMS WILL INCREASE  
AWARENESS OF CANADIAN OPTIONS.

CONSUMER PRODUCTS FURNITURE & APPLIANCES  
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CONSUMER PRODUCTS LEISURE PROD. TOOLS HARDWARE  
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EDUCATION, MEDICAL, HEALTH PROD HOSP. & MEDICAL EQUIP, INSTRUM.  
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INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP.  
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NON SECTORALLY ORIENTED ACTIVITIES

OUR FY 87/88 PROGRAM OF ENCOURAGING GREATER INSTITUTIONAL INVSTMT IN  
CDA WAS HIGHLY SUCCESSFUL, INCREASING INVESTMENT FROM \$5M IN 85 TO  
\$15M IN FIRST 1/2 87. OUR FY 88/89 PROGRAM IS TO MAINTAIN THIS  
INTEREST BY CONTINUED CONTACT WITH KEY MONEY MANAGERS.

WE WILL MAKE APPROX. 10 CALLS ON LEADING  
INVESTORS.

WILL INCREASE COORDINATION WITH PROVINCIAL REPS OFFERING SUPPORT OF  
OUR IDP DATA BASE FOR MAIL CONTACT THEY MAY WISH TO DO AS WELL AS  
ASSISTING DURING THEIR VISIT TO TERRITORY. WILL ENSURE ALL LEADS ARE  
FOLLOWED UP BY VIS. EITHER BY OUR OFFICE OR BY PROV'L REPS IF APPROP.

CLOSER COORDINATION WILL ALLOW MORE CO.  
CALLS. MORE DIRECT PROVINCIAL CONTACT  
WITH FIRMS WILL EASE OUR RESOURCES SHORT-  
AGE.

WILL CONTINUE PROGRAM OF INTERESTING DANISH BUSINESS NEWS MEDIA IN  
CARRYING STORIES ON CANADA.

FY 87/88 SAW 4 SUCH SPECIAL REPORTS PUBLI-  
SHED. HOPE TO MAINTAIN AND BUILD ON THIS  
LEVEL OF INTEREST.