

REPORT #5
89/10/06

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

415 - HAGUE, THE

NETHERLANDS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

DIRECT MAIL & CORPORATE LIAISON PROGRAM.
SEMINAR ON INVESTMENT & TECHNOLOGY.

DURING REPORTING PERIOD 13 NEW PROSPECTS ENTERED OUR FILES, OF WHICH 1 INVESTOR ESTABLISHED AN EXPORT/SALES OFFICE IN LONDON/ONT. ANOTHER DEAL WAS DONE ON BEHALF OF A LARGE DUTCH CONSTR. IND. WHICH ESTABLISHED SALES OFFICE IN TOR., ONT. J.V. DEAL WAS CLOSED IN ELECTRONIC SECTOR. SUCCESSFUL 1ST ANNUAL LUNCHEON MEET. OF NEW & REVITALIZED NETHERLANDS/CDA CHAMB OF COMM TOOK PLACE JUNE 21 .EVENT ATTRACTED OVER 100 ATTENDEES. KEYNOTE ADDRESS BY AMB GIGNAC & PRESENTATION OF 1987 NETHS

QUARTER : 2

Follow up leads identified through direct mail campaign.
Continue corporate liaison.

Direct mailing activities during previous quarter provided 8 new prospects during reporting period. Two deals were done; one company opened sales office for poultry equipment in Edmonton with a view to starting an assembly-line; another company established an engineering-contracting operation in Markham, Ontario.

QUARTER : 3

- a) Continuation of direct mail, corporate liaison program.
- b) Seminar on investment & technology.
- c) revitalization program for Netherlands-Canada Chamber of Commerce.

- a) 9 new investment prospects were identified and one deal was done in petrochemical sector, worth \$300,000.
- b) Assisted introduction of new equity fund for large Dutch investment institutions. Dutch have purchased \$15 million worth of equity.
- c) Editing of trade/investment directory completed.

QUARTER : 4

- a) Continuation of direct mail and corporate liaison prog; Mailing to health sector and financial institutions.
- b) Revitalization program Neths/Canadian Chamber of Commerce. Assist in organizing luncheon meeting for members. Assist in membership drive to 200 potential members.
- c) Computerization.

- a) 14 new investment prospects were booked, incl. two large cos., one 15 mn \$ deal was done in food-processing sector.
- b) Highly successful event with 95 attendees, keynote speaker B.C. premier Vander Zalm.
- c) Word Perfect & DOS training was provided for Minister-Counsellor, Investment Counsellor and secretary involved in Investment Promotion.