

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

415 - HAGUE, THE

NETHERLANDS

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

AGRI & FOOD PRODUCTS & SERVICE      FOOD HANDLING, PROCESSING EQUIP  
DIRECT MAIL TO PROMOTE CDA & TO IDENTIFY REAL PROSPECTS FOLLOWED BY  
DIRECT CORPORATE LIAISON PGM. INTERNALLY. DEVELOPMENT COMPUTERIZED  
CONTACTS & TRACKING SYSTEM.

INCREASED GREEN FIELDS INVESTMENTS, JOINT  
VENTURES & TRANSFER OF TECHNOLOGY.

EDUCATION, MEDICAL, HEALTH PROD      HOSP. & MEDICAL EQUIP, INSTRUM.  
DIRECT MAIL TO PROMOTE CDA & TO IDENTIFY REAL PROSPECTS FOLLOWED BY  
DIRECT CORPORATE LIAISON PGM. INTERNALLY. DEVELOPMENT COMPUTERIZED  
CONTACTS & TRACKING SYSTEM.

INCREASE GREEN FIELDS INVESTMENTS, JOINT  
VENTURES & TRANSFER OF TECHNOLOGY.

AGRI & FOOD PRODUCTS & SERVICE      SEMI & PROCESSED FOOD & DRINK  
DIRECT MAIL TO PROMOTE CDA & TO IDENTIFY REAL PROSPECTS FOLLOWED BY  
DIRECT CORPORATE LIAISON PGM. INTERNALLY. DEVELOPMENT COMPUTERIZED  
CONTACTS & TRACKING SYSTEM.

INCREASED GREEN FIELDS INVESTMENTS, JOINT  
VENTURES & TRANSFER OF TECHNOLOGY.

PETROCHEM & CHEM PROD, EQP, SERV      ALL SUB-SECTORS  
DIRECT MAIL TO PROMOTE CDA & TO IDENTIFY REAL PROSPECTS FOLLOWED BY  
DIRECT CORPORATE LIAISON PGM. INTERNALLY. DEVELOPMENT COMPUTERIZED  
CONTACTS & TRACKING SYSTEM.

INCREASED GREEN FIELDS INVESTMENTS, JOINT  
VENTURES & TRANSFER OF TECHNOLOGY.

INDUSTRIAL MACHIN, PLANTS, SERV.      ALL SUB-SECTORS  
DIRECT MAIL TO PROMOTE CDA & TO IDENTIFY REAL PROSPECTS FOLLOWED BY  
DIRECT CORPORATE LIAISON PGM. INTERNALLY. DEVELOPMENT COMPUTERIZED  
CONTACTS & TRACKING SYSTEM.

INCREASED GREEN FIELDS INVESTMENTS, JOINT  
VENTURES & TRANSFER OF TECHNOLOGY.

ELECTRONICS EQUIP. & SERV      ALL SUB-SECTORS  
DIRECT MAIL TO PROMOTE CDA & TO IDENTIFY REAL PROSPECTS FOLLOWED BY  
DIRECT CORPORATE LIAISON PGM. INTERNALLY. DEVELOPMENT COMPUTERIZED  
CONTACTS & TRACKING SYSTEM.

INCREASED GREEN FIELDS INVESTMENTS, JOINT  
VENTURES & TRANSFER OF TECHNOLOGY.

NON SECTORALLY ORIENTED ACTIVITIES

MAINTAIN CONTACT THROUGH REGULAR MAILING & PERSONAL VISITS WITH BANKS,  
MANAGEMENT CONSULTING, ACCOUNTING, LEGAL & TECHNOLOGY BROKER FIRMS  
TO PROVIDE INFO ON INVESTMENT CLIMATE IN CDA.

INFLUENCE CORPORATE & ENTREPRENEURIAL IN-  
VESTORS THROUGH THEIR FINANCIAL & OTHER  
ADVISORS TO CHOOSE CDA.

RE-ACTIVATE NETHERLANDS-CANADA CHAMBER OF COMMERCE.

INCREASE MEMBERSHIP  
PUBLISH MEMBERSHIP DIRECTORY

PRODUCTION OF BROCHURE ON INVESTMENT IN DUTCH LANGUAGE

MATERIAL FOR DISTRIBUTION.