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ECONOMIC DEVELOPMENT ELEMENT WAS FORMALIZED IN SOME INSTANCES, AS IN TORONTO PROGRAM WHERE ONE-ON-ONE MTGS WERE DEVELOPED THROUGH ONTARIO INDUSTRIAL DEVELOPMENT COUNCIL. MONTREAL ONE-ON-ONE PROGRAM WAS ORGANIZED IN COLLABORATION WITH CDN ADVANCED TECHNOLOGY ASSOCIATION, AS PART OF GROUPS PARTICIPATION IN CATA CONFERENCE ON STRATEGIC PARTNERING

7. IN TOTAL, TOUR EVENTS INVOLVED PARTICIPATION BY SOME 681 LOCAL ATTENDEES AND THE SEVENTEEN DEA OFFICERS CONDUCTED SOME 482 ONE-ON-ONE INTERVIEWS.

8. IN PURSUIT OF TOUR OBJECTIVE OF RAISING IDP PROFILE ACROSS CDA, EXTENSIVE EFFORTS WERE DEVOTED TO INVOLVING LOCAL AND NATIONAL MEDIA. THESE WERE SUCCESSFUL WITH PRINT MEDIA COVERAGE AT EIGHT STOPS, TELEVISION COVERAGE WITH INTERVIEWS AT THREE STOPS, RADIO INTERVIEWS AT THREE STOPS, AND NATIONAL COVERAGE ON BOTH NATIONAL NEWS RADIO AND CANADA AM.

9. CONCLUSION OF PARTICIPANTS AT TORONTO DE-BRIEFING WAS THAT TOUR WAS EXCELLENT MEANS OF IDENTIFYING LOCAL IDP PRIORITIES/REQUIREMENTS, EVALUATING CAPABILITIES OF LOCAL SERVICING SYSTEMS/PERSONNEL FOR ENQUIRY REFERRALS, IDENTIFYING INDIVIDUAL COMPANY REQUIREMENTS, ETC. TO BE REFLECTED IN SUBSEQUENT POST ACTIVITIES. INDIVIDUAL COMPANY INTERESTS WERE PARTICULARLY IMPORTANT ELEMENT OF PROGRAM WITH ALL OFFICERS RETURNING TO POSTS WITH SPECIFIC REQUIREMENTS TO PURSUE IN SEEKING FINANCING PARTICIPATION,