

REPORT #5 QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
89/10/06 FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

437 - LONDON

UNITED KINGDOM

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

DEFENCE PROGRAMS, PRODUCTS, SERV ALL SUB-SECTORS  
USING LURE OF CDN DEFENCE PROCUREMENT PLANS EXISTING BASE OF INDUSTRIAL TEAMING ARRANGEMENTS & EXTENSIVE BILATERAL MILITARY CONTACTS (EG. RDP) INTENSIFY CORP LIAISON & ASSIST IN RECIPROCAL VISIT PROGRAMS.

5-10 INDUSTRIAL TEAMING/TECH TRANSFER AGREEMENTS: ONE MAJOR INVESTMENT.

?????? ALL SUB-SECTORS  
USING INFORMATION EXCHANGE WITH DRIE & INC. DEVELOP INVESTMENT OPS SYNOPSIS (IOS) SUITABLE FOR UK BOARD DELIBERATIONS FOR 20-30 BEST PROSPECTS AMONG 200 UK ELECTRONICS FIRMS ALREADY SCREENED ACCORDING TO DIST PROSPECTING FOCUS.

IDENTIFY 20-30 PROSPECTS OF WHICH 10 DEVOTING OWN RESOURCES TO FURTHER RESEARCH 5 VISITS TO CDA, 2 INVESTMENT TECH/TRANSFER JOINT VENTURES.

EDUCATION, MEDICAL, HEALTH PROD ALL SUB-SECTORS  
PRESENT IOS TO SELECTED PROSPECTS IN MEDICAL EQPT FIELD. MOUNT COMMUNICATIONS CAMPAIGN BASED ON NEW CDN PHARMACEUTICAL PATENT REGIME. WORK WITH INC. ON STUDY OF LEADING UK PROSPECTS IN BIOTECH SECTORS.

EXPANDED COMMITMENTS FOR R&D ACTIVITY & REINVESTMENT BY UK PHARM. FIRMS; ID OF 5-10 BIOTECH PROSPECTS; 2 TECH TRANSFERS OR JV'S BY UK MED EQPT MANUFACTURER.

AGRI & FOOD PRODUCTS & SERVICE ALL SUB-SECTORS  
INTENSIFY CORP. LIAISON WITH RESPONDENTS TO DIRECT MAIL CAMPAIGN & WITH MANUFACTURERS OF PRODUCT & EQPT IDENTIFIED BY DRIE AS TARGETS FOR IMPORT REPLACEMENT. PRESENT IOS TO INDUCE LEADING PROSPECTS TO UNDERWRITE THEIR OWN MKT RESEARCH.

ID 20-30 NEW PROSPECTS OF WHICH 5-10 WILL DO OWN RESEARCH; 5 WILL VISIT CDA, 1 MAJOR INVESTMENT, 2-3 SMALLER INVESTMENTS.

NON SECTORALLY ORIENTED ACTIVITIES

CONTINUE PRO-ACTIVE LIAISON WITH CBI, INST OF DIRECTORS, CDA/UK CHAMBER OF COMMERCE & OTHER APPROPRIATE ASSOCIATIONS TO SENSITIZE AS TO OBJECTIVES & ACTIVITIES PLANNED BY POST TO STIMULATE UK INVESTMENT IN CDA.

5-6 JOINT SEMS/CONFS WITH SUPPORT PARTICIPATION OF UK ASSOCS TO REINFORCE CDA AS INVESTMENT OPP TO EXPAND N.A. MARKET PENETRATION.

FORMALIZE COMMUNICATIONS OF PLAN, PRIORITIES & PROGRAMS WITH PROVINCES THROUGH QUARTERLY SCHEDULED MTGS WITH LDN HOUSES & SEMI-ANNUAL REPORTING TO OTHERS (6).

STREAMLINE PROSPECTING & FOLLOW-UP ACTIVITIES; A FORUM FOR IMPROVED TRACING OF PROV. SECTOR PRIORITY SHIFTS ON A TIMELY BASIS.

DEVELOP AN AUTOMATED INVESTMENT PROSPECT DATABASE TO ENSURE CAPTURE OF RESEARCH & ANALYSES UNDERTAKEN DURING PAST TWO YRS. WILL PROVIDE (A) READY TRIGGERING OF CONTACT FOLLOW-UP (B) LINKAGE TO SECTOR PRIORITIES; (C) PARENT/SUB STATUS WITH CDA; (D) FACILITY TO UPDATE FIN., OFF., CONT, ETC

EFFICIENT TRACKING FOR ALL POST PERSONNEL INVOLVED IN IDP. FACILITATE CONTINUITY OF PROGRAM DURING PERIODS OF POST PERSONNEL CHANGES. CURRENT STATUS INFO FOR MIN. VISITS