

605 - DETROIT

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

-COMMUNICATIONS/ROBOTICS 7 A. I. SEMINAR IN ANN ARBOR.
-REGIONAL INVESTMENT SEMINARS FOR MAY/JUNE.
-MAIL CAMPAIGN-FURN. -MICH. /IND.

-SEMINAR HAS BEEN RESCHEDULED TO LAST QUARTER FY
-THESE HAVE BEEN RESCHEDULED UNTIL LATE FALL DUE TO OTHER PRIORITIES THAT HAVE TAKEN PRECEDENCE DURING THIS QUARTER.
-ONGOING MAILING TO FURN. MFRS. TO DETERMINE LEVEL OF INTEREST IN JV, LICENSING, TECH. TRANSF IS ALMOST COMPLETE. RATHER THAN A FOLLOW-UP SEMINAR, RECOMMEND COORDINATED VISITS BY PERSONEL FROM POST, DRIEOTT, DRIETRNTD & PRIVATE SECTOR ACCOUNTING FIRMS.

QUARTER : 2

-AFTER CONSIDERABLE INTERNAL DISCUSSION HAS BEEN DECIDED TO UNDERTAKE A "MANUFACTURING IND " INVESTMENT SEMINAR IN METRO DETROIT AREA COMBINING PREVIOUS SEPARATE PLANS TO DO SEMINARS FOR AUTO AND ELECTRONICS SECTORS.
-MAIL CAMPAIGN TO FURNITURE SECTOR.
-DEFENCE PROGRAMS SEMINAR.

-SEMINAR SPACE HAS BEEN BOOKED, PRIVATE CONSULTANTS HAS BEEN RECRUITED TO BE PRIMARY SPEAKER.
-MAILING RESULTED IN APPROX 20 POSITIVE RESPONSES PRIMARILY REQUESTING ADD'L INFO. POSSIBILITY OF ORGANIZING INC. MISS. BEING DISCUSSED WITH DRIEOTT/JFCP. -EXPLORATORY TALKS WITH MAJOR DEFENCE CONTRACTORS HAVE IDENTIFIED ONE (GENERAL DYNAMICS) AS BEING POTENTIALLY INTERESTED IN UNDERTAKING MISSION TO CDA WHICH THOUGH PROCUREMENT ORIENTED CLD BE EXPANDED TO TECH. TRANSFER.

QUARTER : 3

PARTICIPATED WITH INFOR BOOTH IN AUTOFACT '87 WHICH IS ONE OF THE MAJOR TRADE SHOWS IN N.A. AIMED AT COMPUTER INTEGRATED MANUFACTURING.
(02)ORGANIZED A MAJOR INVEST. SEM. IN DETROIT HIGHLIGHTING TOPICS SUCH AS INVESTMENT CLIMATE IN CDA, TAX REFORM LEGISLATION & IMPLICATIONS OF US/CDA FTA; (03)TARGETED DIRECT MAIL CAMPAIGN PROMOTING JOINT VENTURES & TECH. TRANSFER (FURNITURE INDUSTRY).

GENERATED OVER 30 QUALIFIED LEADS REQUESTING INVESTMENT INFORMATION; (12)SEMINAR ATTENDED BY 105 BUSINESS PEOPLE. POST IN PROCESS OF FOLLOWING UP ON INVESTMENT LEADS GENERATED; (13)POST IN PROCESS OF SCREENING & REPORTING ON RESULTS OBTAINED.

QUARTER : 4

POST ORGANIZED INVESTMENT SEMINAR AT OMNI HOTEL DETROIT, MARCH 1/88 IN RECOGNITION OF THE SAE SHOW. GUEST SPEAKERS WERE JOHN BANNIGAN, DIRECTOR GENERAL OF DRIE/AUTOMOTIVE SECTOR AS WELL AS STEVE VAN HOUTEN, G.M. OF CANADA.

APPROXIMATELY 200 PERSONS ATTENDED THIS INVESTMENT SEMINAR. THE PRESENTATION ADDRESSED THE OPPORTUNITIES THAT ARE AVAILABLE TO POTENTIAL INVESTORS TO CANADA AND BENEFITS THE FTA WILL AFFORD NEW INVESTORS. CANADIAN INDUSTRIAL DEVELOPMENT COMMISSIONERS HAVE REPORTED MANY NEW LEADS AS A RESULT OF THE SEMINAR.