

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: AFRICA-MIDDLE-EAST

Mission: 348 KUWAIT

Country: 311 KUWAIT

Other Investment Program Plans

Activity(ies):

ONE OF BEST WAYS TO ATTRACT INVESTMENT IS TO INCREASE GENERAL AWARE-
NESS OF CDA AS A COUNTRY & TOURISM DESTINATION. WE EXPECT TO COMPLETE
INCREASED MAILING CAMPAIGNS ON CDA & PROMOTE TOURISM AT MAJOR FAIRS &
WITH CHAMBERS OF COMMERCE & MAJOR TRAVEL AGENTS.

Anticipated Results: INCREASED AWARENESS & VISITS TO CDA WILL
LEAD TO INCREASED INVESTMENTS.