

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.

CHEM PROD & PETROCHEM, 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.

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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.