

605 - DETROIT  
PLANNING:

UNITED STATES OF AMERICA  
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE  
PARTICIPATE IN 4 DETROIT BASED TRADE SHOWS BY SETTING UP INFO BOOTH IN  
CONJUNCTION WITH INVESTMENT CANADA PERSONNEL.

IDENTIFY POTENTIAL PROSPECTS. AWARENESS OF  
OVERALL SCOPE OF WHAT IS HAPPENING RE: AUTO  
INDUSTRY IN CANADA.

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE  
ORGANIZE A MAJOR INVESTMENT SEMINAR IN CO-OPERATION WITH INDUSTRY  
ASSOCIATIONS, LOCAL CHAMBER OF COMMERCE & PROVINCIAL GOVERNMENTS.

IDENTIFY SECOND TIER CO'S FOR POTENTIAL  
INVESTMENT IN AUTO INDUSTRY IN CANADA.

DEFENCE PROGRAMS, PRODUCTS, SERV. ARMAMENTS & VEHICLES  
CONTINUE TO CULTIVATE HIGH LEVEL CONTACTS AT GENERAL DYNAMICS LAND  
SYSTEMS AND OTHER MILITARY VEHICLE MANUFACTURERS TO ENCOURAGE POSSIBLE  
J. V. 'S IN COMPONENTS AND/OR SYSTEMS MANUFACTURING.

PROBABLE TRANSFERS OF U. S. DEFENCE TECHNO-  
LOGY TO CANADIAN J. V. PARTNERS.

COMM. & INFORM. EQP. & SERV. COMPUTERS, SOFTWARE & SYSTEMS  
TARGETTED MAILINGS/CORPORATE LIAISON VISITS TO SR. OFFICIALS OF LOCAL  
HIGH TECH CO'S. INFO BOOTH AT 4 MAJOR SHOWS TO INCLUDE REGIONAL AND  
SECTOR SPECIFIC INVESTMENT INFO.

TAP INTO CURRENTLY UNDER-DEVELOPED MARKET.

ELECTRONICS EQUIP. & SERV. ALL SUB-SECTORS  
REGULAR REVIEW OF TRADE JOURNALS & BUSINESS SECTION OF LOCAL NEWSPAPER  
FOR LIKELY PROSPECTS-DEVELOP DIRECT CONTACT WITH PRINCIPALS AND PRO-  
VIDE PROMOTIONAL MATERIAL FROM INVESTMENT CANADA IN ELECTRONICS  
SECTOR. ENCOURAGE CDN. VISIT OF CORP. EXECUTIVES.

IDENTIFY DIRECT INVESTMENTS AND POTENTIAL  
JOINT VENTURE PARTNERS.

AGRI & FOOD PRODUCTS & SERVICE SEMI & PROCESSED FOOD & DRINK  
HOLD MINI-SEMINARS ON AGRI & FOOD PRODS & SRVCS AT CONSULATE GENERAL  
TO FOLLOW REG'L GEN'L & SECTOR SPECIFIC SEMINARS IN CONJUNCTION WITH  
IND'L DVLPMT COMMISSIONERS, INCENTIVE OFFICERS FM DRIE & PROVINCIAL  
GOVERNMENT AS WELL AS INVESTMENT CANADA PERSONNEL.

IDENTIFY SERIOUSLY INTERESTED INVESTMENT  
PROSPECTS.

NON SECTORALLY ORIENTED ACTIVITIES

MAINTAIN REGULAR CONTACT WITH LAWYERS, ACCOUNTANTS, BROKERS, PORTFOLIO  
MANAGERS IN ORDER TO KEEP THEM APPRISED OF CHANGES IN INVESTMENT  
POLICY.

ENHANCED AWARENESS OF CANADA'S INVESTMENT  
CLIMATE AND OPPORTUNITIES AVAILABLE TO  
THEIR OWN CLIENTS.

CONDUCT SERIES OF INTERVIEWS BETWEEN CORPORATE SR. EXECUTIVES IN TER-  
RITORY AND HOM/STC TO EXCHANGE VIEWS RELATING TO TRADE PROMOTION, IND-  
USTRIAL DEVELOPMENT, BUSINESS STRATEGY, EXPORT ACTIVITIES AND OTHER  
PERTINENT ISSUES.

GATHER MKT INTELLIGENCE WHICH WILL BE FOR-  
WARDED TO OTTAWA & OTHERS AS USEFUL BACK-  
GROUND INFO. IN FORMULATING APPROPRIATE  
POLICY TO PROTECT CANADIAN INTERESTS.