

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

REPORT #5
88/10/21

520 - TOKYO

JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
BANKERS OUTREACH PROGRAM HAS REACHED PHASE OF A SECTORAL SEMINAR FOR
AUTOPARTS CUSTOMERS. OTHER PROSPECTS HAVE BEEN IDENTIFIED. OUTGOING &
INCOMING MISSIONS OF KEY PARTS COMPANIES WILL FOLLOW. DRIE (MORRISON)
VISIT OF TARGETTED JPNS E COMPANIES WILL BE SUPPORTED.

JPNS E GREENFIELD & JV INVESTMENT IN CDA.
ACTIVE LIST OF POTENTIAL INVESTORS.

ELECTRONICS EQUIP. & SERV PRODUCTS & COMPONENTS
MISSION TO FOLLOW COMPLETED TECHNICAL INDUSTRY BRIEFINGS FOR PROSPECTS
SELECTED THROUGH BANKING OUTREACH PROGRAM. CONTINUED CORPORATE LIAISON
WITH JPNS E COMPONENTS COMPANIES. FTA STRENGTHS TO BE EMPHASIZED.

JPNS E GREENFIELD & JV INVESTMENT IN CDA.
ACTIVE LIST OF POTENTIAL INVESTORS & JV
PARTNERS. TECHNOLOGY ACQUISITION.

ELECTRONICS EQUIP. & SERV CONSUMER ELECTRONICS
EXPAND LIST OF CORPORATE LIAISON CONTACTS WITH SELECTED CONSUMER ELEC-
TRONICS COMPANIES, WITH EMPHASIS ON STRONGEST BRANCH PLANT ASSEMBLY
CANDIDATES. FTA CASE TO BE MADE FOR SERVICING N. A. MARKET.

JPNS E GREENFIELD & JV INVESTMENT IN CDA.
ACTIVE LIST OF POTENTIAL INVESTORS & JV
PARTNERS. TECHNOLOGY ACQUISITION.

POWER & ENERGY EQUIP. & SERV ELECTRICAL MACHINES & SYSTEMS
DUE TO CDN EXCESS CAPACITY IN CERTAIN SUB-SECTORS, DRIE WILL ASSIST IN
IDENTIFYING DIRECT, JV & TECH TRANSFER OPPOR. BANKING OUTREACH PROGRAM
WILL SUPPLEMENT DRIE'S IDENTIFIED JPNS E COS. FOR CORPORATE LIAISON,
INDUSTRY BRIEFINGS & OUTGOING/INCOMING MISSIONS.

SELECTED INVESTMENT (DIRECT JV, TECH TRANS-
FER) THAT INCREASE DOMESTIC PRODUCTION &
IMPROVE PRODUCTIVITY.

AGRI & FOOD PRODUCTS & SERVICE SERVICES INCLUDING CONSULTING
PROSPECTS FOR INVESTMENT NOW IDENTIFIED (MISAWA STUDY). CANDIDATES FOR
NEW MANUFACTURING FACILITIES, TECHNOLOGY TRANSFER & CROSS LICENSING
WILL BE SELECTED FOR MISSION FOR CDA.

INVESTMENT THAT WILL DEVELOP CDA'S COM-
PETITIVE POSITION IN THIS SUBSECTOR.

NON SECTORALLY ORIENTED ACTIVITIES

BANKING OUTREACH PROGRAM-BANKERS CUSTOMERS SEMINARS & SECTORAL MIS-
SIONS FOR FIRST 5 BANKS WILL BE CARRIED OUT IN 88/89. THE PROGRAM
WILL BE INITIATED WITH ADDITIONAL BANKS CALLING (AS WITH FIRST GROUP)
FOR INTERNAL BRIEFINGS & "ONE-MAN" BANKER MISSIONS TO CDA.

COMPLETION OF PROGRAM FOR ORIGINAL 5 BANKS
WILL YIELD SECTORAL RESULTS DESCRIBED
ABOVE. EXTENSION OF PROGRAM FOR NEW BANKS
WILL PAVE WAY FOR SIMILAR RESULTS.

CORPORATE LIAISON-IPS, COMMERCIAL SECTION OFFICERS & PROV. REPRESENTA-
TIVES (WHERE SITE LOCATION DETERMINED) WILL CONDUCT CALLS & FOLLOW
ACTIVE CASES. INVESTMENT CDA & DRIE WILL PROVIDE REQUIRED ASSISTANCE
WITH RANKED PROSPECTS.

ALL IDENTIFIED INVESTMENT PROSPECTS WILL
BE MONITORED, REPORTED ON & MOVED TOWARD
POSITIVE INVESTMENT DECISIONS WHERE
POSSIBLE.

PUBLIC RELATIONS-THE KANAO FILM & REPORT HAVE BEEN USED EXTENSIVELY
BUT ARE BECOMING OUTDATED. A NEW FILM & SHOWCASE LITERATURE ARE RE-
QUIRED. DIRECT MAIL ACTIVITIES WILL BE EXPANDED. PERIODIC INVESTMENT
NEWSLETTER WILL BE IMPLEMENTED. IMAGE MEASUREMENT STRATEGIES ARE REQ'D

ADVERTISING & PUBLIC RELATIONS STRATEGY
FOR INVESTMENT PROMOTION WILL BE MORE
EFFECTIVE & ITS SUCCESS MEASURED.