REPORT #5 88/03/17 QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87 FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

619 - ATLANTA

UNITED STATES OF AMERICA

Page 8

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY ENGAGE IN DIRECT MAILINGS & CORPORATE LIAISON VISITS WITH PHARM. AND BIOTECH FIRMS HEADQUARTERED IN AREA, AND USE TRADE FAIRS AND MISSIONS TO IDENTIFY INVESTMENT INTEREST.

GENERATE INVESTMENT INQUIRIES.

COMM. & INFORM. EQP. & SERV COMPUTERS, SOFTWARE & SYSTEMS ENGAGE IN DIRECT MAILINGS AND CORPORATE LIAISON VISITS WITH COMPUTER FIRMS HEADQUARTERED IN AREA, AND USE TRADE FAIRS AND MISSIONS TO IDENTIFY INVESTMENT INTEREST.

GENERATE AND FOLLOW-UP ON INVESTMENT INQUIRIES.

DEFENCE PROGRAMS, PRODUCTS, SERV ELECTRICAL & ELECTRONIC ENGAGE IN DIRECT MAILINGS AND CORPORATE LIAISON VISITS WITH ELECTRONIC FIRMS HEADQUARTERED IN AREA, AND USE TRADE FAIRS AND MISSIONS TO IDENTIFY INVESTMENT INTEREST.

GENERATE INVESTMENT, JOINT VENTURE OR TECHNOLOGY TRANSFER INQUIRIES.

ELECTRONICS EQUIP. & SERV

ENGAGE IN DIRECT MAILINGS AND CORPORATE LIAISON VISITS WITH ELECTRONIC FIRMS HEADQUARTERED IN AREA, AND USE TRADE FAIRS AND MISSIONS TO IDENTIFY INVESTMENT INTEREST.

TO INCREASE AWARENESS OF CANADA AS A PLACE TO DO BUSINESS AND MAKE LONG-TERM, JOB-CREATING INVESTMENTS IN ELECTRONICS INDUSTRY.

NON SECTORALLY ORIENTED ACTIVITIES

1 11.

TO INCREASE AWARENESS, IN THE IDENTIFIED SECTORS OF CANADA AS A PLACE TO DO BUSINESS AND MAKE LONG-TERM, JOB-CREATING INVESTMENT.

GENERATE INVESTMENT INQUIRIES.