

410 - PARIS

FRANCE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

DEFENCE PROGRAMS, PRODUCTS, SERV. ALL SUB-SECTORS
CONTINUE EFFORTS BEGUN IN THE DEFENCE SECTOR WITH A VIEW TO INCREASED
INDUSTRIAL COOPERATION BETWEEN FRANCE AND CANADA.

INFLUENCE INDUSTRIAL INVESTORS CONCERNING
INVESTMENT POSSIBILITIES IN CANADA.

ELECTRONICS EQUIP. & SERV. INSTRUMENTATION
IDENTIFY POTENTIAL INVESTORS IN CANADA IN ELECTRONICS EQUIP. AND SERV.
INDUSTRIES. VISIT LEADERS OF THESE BUSINESSES AND INFORM THEM OF
INVESTMENT POSSIBILITIES. FOLLOW UP THE MOST PROMISING LEADS AND
ENCOURAGE CEOS TO VISIT CANADA.

CONSIDERABLE INCREASE IN NUMBER AND VALUE
OF INVESTMENTS AND/OR TECHNOLOGY
TRANSFERS.

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
CONTINUE EFFORTS TO IMPLANT IN CANADA AND/OR TRANSFER TECHNOLOGY
FROM FRENCH COMPANIES - MACHINERY AND AUTO PARTS.

MAINTAIN AND INCREASE THE RATE OF FRENCH
TECHNOLOGY TRANSFER INVESTMENTS IN
CANADA.

EDUCATION, MEDICAL, HEALTH PROD. PHARMACEUTICALS, BIOTECHNOLOGY
VISIT THE LEADERS OF FRENCH COMPANIES IN EDUC., MEDICAL, HEALTH
PRODUCT INDUSTRIES TO GAIN FAMILIARITY WITH THEIR EXPANSION PLANS.
SEEK POTENTIAL INVESTORS. FOLLOW UP ON CONTACTS.

DEVELOP A GREATER FAMILIARITY WITH THE
POTENTIAL AND BENEFITS OF THE CANADIAN
MARKET.

COMM. & INFORM. EQP. & SERV. ROBOTICS & ARTIFICIAL INTELL.
VISIT THE LEADERS OF FRENCH COMPANIES THAT PRODUCE ROBOTICS AND
ELECTRONIC PRODUCTION EQUIPMENT TO POINT OUT CANADA'S INDUSTRIAL
POTENTIAL. DO FOLLOW-UP IN MOST PROMISING CASES.

MAKE LEADERS AWARE OF THE BENEFITS OF
SETTING UP SHOP IN CANADA OR OF TRANS-
FERRING TECHNOLOGY TO CANADA.

AGRI & FOOD PRODUCTS & SERVICE SEMI & PROCESSED FOOD & DRINK
CONTACT THE MAJOR FRENCH AGRI-FOOD AND FISHING COOPERATIVES ALREADY
IDENTIFIED AS PRIORITY POTENTIAL INVESTORS AND ENSURE CLOSE FOLLOW-
UP.

PARTNERSHIP WITH CANADIAN COMPANIES,
INVESTMENT.

NON SECTORALLY ORIENTED ACTIVITIES

IN RECENT MONTHS WE HAVE KEPT ABOUT 100 PROMISING FILES THAT REQUIRE
REGULAR CONTACTS WITH THE COMPANIES IN QUESTION (30 ARE PRIORITY
FILES).

POSITIVE RETURN ON INVESTMENTS IN THE
FORM OF JOINT VENTURES OR DIRECT
IMPLANTATION (GREENFIELD).

DEVELOPMENT OF CONTACTS WITH REGIONAL AND LOCAL CHAMBERS OF COMMERCE
AND FRENCH BANKS IN ORDER THAT THEY MIGHT BECOME PARTNERS IN THE
PROMOTION AND DEVELOPMENT OF INVESTMENTS IN CANADA.

INCREASE AWARENESS IN BUSINESS CIRCLES
AND AMONG MAIN ECONOMIC DECISION-
MAKERS IN THE INDUSTRIAL POTENTIAL OF
CANADA.

MAINTAIN A PROGRAM OF TRADE CONTACTS IN THE ALSACE-LORRAINE REGION
FOLLOWING CLOSING OF THE STRASBOURG CONSULATE; IN THE RHONE-ALPES
REGION FOLLOWING THE OPENING OF OUR CONSULATE, AND IN THE TOULOUSE
REGION, WHICH IS KNOWN FOR ITS HIGH TECHNOLOGY INDUSTRIES.

PROMOTION OF CANADA AS A COUNTRY OPEN TO
FOREIGN INVESTORS. ADDITIONAL POTENTIAL
INVESTORS WOULD BE IDENTIFIED.