

REPORT #5
88/10/21

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

610 - SAN FRANCISCO

UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN ANTICIPATED RESULTS

<p>COMM. & INFORM. EQP. & SERV COMPUTERS, SOFTWARE & SYSTEMS CONTINUE CORPORATE LIAISON PROG. & VISIT WITH MAJOR MANUFACTURERS OF COMPUTER & COMPUTER PERIPHERAL PRODS. CONTINUE COOPERATION WITH DRIE/ OTT AND OUTLINE TO REGION FIRMS THE ADVANTAGES OF BECOMING RESIDENT CDN COMPANIES.</p>	<p>POST TO VISIT 25 OF 150 FIRMS INVOLVED IN SECTOR TO WORK CLOSELY/W 10 ONRAT'L IS- SUES. COMPUTER GRAPHICS SOFTWARE PRESENT'N PLANNED WITH 3 TOP LOCAL HRDWRE VENDORS.</p>
<p>COMM. & INFORM. EQP. & SERV TELECOMMUNICATIONS (INC SPACE) POST INTENDS TO DEVELOPS LARGER LIST OF CONTACTS IN SATELLITE COMMUNI- CATIONS AREA AND TO FOLLOW UP ON LEADS GENERATED BY DECEMBER 1986 MICROWAVE/MILLIMETER PRESENTATION.</p>	<p>TO EXPAND KNOWLEDGE BASE OF STRATEGIC AL- LIANCE OPPORTUNITIES & AREAS TO EXPLORE CDN STRENGTHS IN SYSTEMS DEVELOPMENTS.</p>
<p>DEFENCE PROGRAMS, PRODUCTS, SERV ELECTRICAL & ELECTRONIC TO TARGET KEY INDIVIDUALS IN MAJOR DEFENSE CONTRACTING FIRMS & EXPOSE THEM TO JOINT OPPORTUNITIES WITH CDN FIRMS WHICH HAVE REQUIRED CAPA- BILITIES. ADDITION OF NEW COMMERCIAL OFFICER WITH STRONG DEFENCE BACK- GROUND WILL ASSIST IN PROCESS.</p>	<p>A LARGER NUMBER OF INVESTMENTS OR LICENS- ING AGREEMENTS IN AND WITH CANADIAN DEFENCE ELECTRONICS COMPANIES.</p>
<p>EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY TO FOLLOW UP ON CONTACTS MADE AT 87 SANTA CLARA BIOTECHNOLOGY PRESEN- TATION. OVER 40 LOCAL FIRMS ATTENDED INVESTMENT PRESENTATION ORGANIZED BY POST AND POST WILL ENSURE THAT EACH FIRM RECEIVES INFORMATION ON OPPORTUNITIES IN CANADIAN SECTOR.</p>	<p>JOINT VENTURE AND LICENCING AGREEMENTS WILL BE MADE WITH LOCAL BIOTECHNOLOGY COMPANIES AND CDN FIRMS IN ATTENDANCE AT BIOTECH 87.</p>
<p>COMM. & INFORM. EQP. & SERV WORKPLACE AUTOMATION MADE CONTACT WITH 20 LOCAL FIRMS INVOLVED IN WORKPLACE AUTOMATION. CIRCULATE PROMOTIONAL INFORMATION GENERATED BY ELECTRONICS AD CAMPAIGN ON OPPORTUNITIES IN CANADA.</p>	<p>INCREASE AWARENESS LOCALLY OF SIZE OF CDN MARKET AND ADVANTAGES TO HAVING A SIZEABLE CDN PRESENCE IN OUR MKT. MORE THAN JUST A SALES AND DISTRIBUTION NETWORK.</p>
<p>ELECTRONICS EQUIP. & SERV INSTRUMENTATION DISCUSS WITH MAJOR LOCAL COMPANIES THE ADVANTAGES OF WORKING WITH CANADIAN UNIVERSITIES IN DEVELOPING NEW PRODUCTS AND R AND D INITIA- TIVES IN CANADIAN RESOURCE MARKETPLACE.</p>	<p>INCREASED CANADIAN R & D EXPENDITURES BY MAJOR LOCAL INSTRUMENTATION FIRMS AND DEVELOPMENT OF CERTAIN PRODUCTS WITH GLOBAL MANDATES.</p>
<p>NON SECTORALLY ORIENTED ACTIVITIES TO CARRY OUT PR STRATEGY FOR SELECTED SECTORS & IMPLEMENTED BY INVEST- MENT CANADA. PURPOSE IS TO INCREASE LOCAL AWARENESS OF CANADIAN CAPA- BILITIES IN SUCH SECTORS.</p>	<p>GREATER MEDIA EXPOSURE AND LOCAL AWARENESS OF EXPERTISE, VIBRANCE AND GROWTH-ORIENTED NATURE OF CANADIAN ELECTRONICS MARKETPLACE</p>