

409 - BERNE

SWITZERLAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

AGRI & FOOD PRODUCTS & SERVICE FOOD HANDLING, PROCESSING EQUIP
THROUGH CORPORATE EXECUTIVE OUTREACH PROGRAM VISIT MAJOR INDUSTRY, DE-
TERMINE KEY EXECUTIVE RECOMMENDING INVESTMENT ABROAD, PROVIDE INFO
PACKAGE ON CANADA, ENCOURAGE VISITS TO CANADA.

PROVIDE ANNOTATED LIST OF KEY EXECUTIVES
IN SECTOR TO DRIE/INV CDA FOR DEVELOPMENT
OF SPECIFIC PROMO. PROGRAM FOR MOST INTER-
ESTING POSSIBILITIES.

INDUSTRIAL MACHIN, PLANTS, SERV. TOOLS & HARDWARE
IDENTIFY SWISS FIRMS IN SECTOR WITH ADVANCED TECHNOLOGY. WORK WITH DRIE
TO IDENTIFY CANADIAN FIRMS INTERESTED IN JV/TECHNOLOGY TRANSFERS.

DETERMINE IF SUFFICIENT INDUSTRY INTEREST
TO HOLD SEMINARS ON CDN. INVESTMENT/JV/
TECHNOLOGY TRANSFER POSSIBILITIES. HOLD
SEMINAR IF INTEREST EXISTS.

PETROCHEM & CHEM PROD, EQP, SERV PLASTICS PRODUCTS, EQUIP, SERVIC
CONTINUE PROGRAM TO IDENTIFY SWISS FIRMS WITH INNOVATIVE PRODUCTS
(EXPOSITION VISITS/COMPANY VISITS). IDENTIFY PROSPECTS TO DRIE/INV CDA
FOR FOLLOW UP.

CREATE WORKING LIST OF COMPANIES WITH
EXPANSION/INVESTMENT POTENTIAL.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
CONTINUE PROGRAM TO EXPLAIN CANADA'S NEW PATENT ACT AND PROMOTE FUR-
THER INVESTMENT IN CANADA.

INFLUENCE MNE'S TO TAKE ADVANTAGE OF CDN
LEGISLATION. DETERMINE IF MNE'S RECEPTIVE
TO VISIT BY CDN. EXPERTS ON PATENT ACT.

SERVICE INDUSTRIES TOURISM
CARRY OUT MAJOR MAILING TO TOURISM PLANT OWNERS. WORK WITH TOURISM CDA
TO IDENTIFY CDN INVESTMENT OPPORTUNITIES. ENCOURAGE TOURISM WHOLESALERS
TO ASSESS CDN OPPORTUNITIES. PROVIDE FOLLOW-UP TO BC MISSION OF OCT. /86

INITIATE VISITS TO CANADA FROM TOURISM
SECTOR TO EVALUATE POTENTIAL.

DEFENCE PROGRAMS, PRODUCTS, SERV OTHER DEFENSE PROD & SERV.
LIAISE WITH DERLIKON-BUEHRLE ON OFFSET PROGRAM. ENCOURAGE FURTHER IN-
VESTMENT BY CORP. TO ACCESS NORTH AMERICAN DEFENCE MARKET.

EXPANSION OF INVESTMENT PLANS FOR CANADA
BY O-B.

NON SECTORALLY ORIENTED ACTIVITIES

UTILIZE CANADA-SWISS BUSINESS ASSOC. AS PLATFORM FOR HIGH LEVEL
SPEAKERS PROGRAM FEATURING CANADIAN POLITICAL AND BUSINESS LEADERS.
HOLD BROAD "CANADIAN ECONOMY-INVESTMENT INTEREST" SEMINARS IN 3/4
MAJOR CENTERS.

TURNAROUND NEGATIVE IMAGE OF CANADA FROM
1970'S (FIRA/NEP) AND PROVIDE REALISTIC
PERSPECTIVE ON CDN PROSPECTS. "OPEN FOR
BUSINESS" THEME.

PROVIDE CURRENT INFO ON MAJOR FINANCIAL ISSUES IN CDA TO KEY BANK
EXECUTIVES THROUGH MAILING (INFO SUPPLIED BY DEPT. OF FINANCE/INVEST-
MENT CDA) + VISITS PROGRAM. INCLUDE INVESTMENT DEALERS IN CONTACT
NETWORK.

MAINTAIN EXCELLENT CDN ACCESS TO SWISS
CAPITAL MKT. INCREASE SWISS CONSIDERATION
OF PORTFOLIO INVESTMENT TO CANADA.

DEVELOP INVESTOR TRACKING SYSTEM AND MAILING LISTS BY SECTORS OF
CORPORATE EXEC. INFLUENCING INVESTMENT DECISIONS. MECHANIZE SYSTEM ON
AES.

ESTABLISH BASE OF DATA USEFUL TO ANALYZE
INVESTMENT CONSIDERATIONS FROM SWISS FIRMS
AND COMPREHENSIVE FOLLOW UP SYSTEM.