

605 - DETROIT

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
PARTICIPATE IN 4 DETROIT BASED TRADE SHOWS BY SETTING UP INFO BOOTH IN
CONJUNCTION WITH INVESTMENT CANADA PERSONNEL.

IDENTIFY POTENTIAL PROSPECTS. AWARENESS OF
OVERALL SCOPE OF WHAT IS HAPPENING RE: AUTO
INDUSTRY IN CANADA.

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
ORGANIZE A MAJOR INVESTMENT SEMINAR IN CO-OPERATION WITH INDUSTRY
ASSOCIATIONS, LOCAL CHAMBER OF COMMERCE & PROVINCIAL GOVERNMENTS.

IDENTIFY SECOND TIER CO'S FOR POTENTIAL
INVESTMENT IN AUTO INDUSTRY IN CANADA.

DEFENCE PROGRAMS, PRODUCTS, SERV. ARMAMENTS & VEHICLES
CONTINUE TO CULTIVATE HIGH LEVEL CONTACTS AT GENERAL DYNAMICS LAND
SYSTEMS AND OTHER MILITARY VEHICLE MANUFACTURERS TO ENCOURAGE POSSIBLE
J. V. 'S IN COMPONENTS AND/OR SYSTEMS MANUFACTURING.

PROBABLE TRANSFERS OF U. S. DEFENCE TECHNO-
LOGY TO CANADIAN J. V. PARTNERS.

COMM. & INFORM. EQP. & SERV. COMPUTERS, SOFTWARE & SYSTEMS
TARGETTED MAILINGS/CORPORATE LIAISON VISITS TO SR. OFFICIALS OF LOCAL
HIGH TECH CO'S. INFO BOOTH AT 4 MAJOR SHOWS TO INCLUDE REGIONAL AND
SECTOR SPECIFIC INVESTMENT INFO.

TAP INTO CURRENTLY UNDER-DEVELOPED MARKET.

ELECTRONICS EQUIP & SERV. ALL SUB-SECTORS
REGULAR REVIEW OF TRADE JOURNALS & BUSINESS SECTION OF LOCAL NEWSPAPER
FOR LIKELY PROSPECTS-DEVELOP DIRECT CONTACT WITH PRINCIPALS AND PRO-
VIDE PROMOTIONAL MATERIAL FROM INVESTMENT CANADA IN ELECTRONICS
SECTOR. ENCOURAGE CDN. VISIT OF CORP. EXECUTIVES.

IDENTIFY DIRECT INVESTMENTS AND POTENTIAL
JOINT VENTURE PARTNERS.

AGRI & FOOD PRODUCTS & SERVICE SEMI & PROCESSED FOOD & DRINK
HOLD MINI-SEMINARS ON AGRI & FOOD PRODS & SRVCS AT CONSULATE GENERAL
TO FOLLOW REG'L GEN'L & SECTOR SPECIFIC SEMINARS IN CONJUNCTION WITH
IND'L DVLPMT COMMISSIONERS, INCENTIVE OFFICERS FM DRIE & PROVINCIAL
GOVERNMENT AS WELL AS INVESTMENT CANADA PERSONNEL.

IDENTIFY SERIOUSLY INTERESTED INVESTMENT
PROSPECTS.

NON SECTORALLY ORIENTED ACTIVITIES

MAINTAIN REGULAR CONTACT WITH LAWYERS, ACCOUNTANTS, BROKERS, PORTFOLIO
MANAGERS IN ORDER TO KEEP THEM APPRISED OF CHANGES IN INVESTMENT
POLICY.

ENHANCED AWARENESS OF CANADA'S INVESTMENT
CLIMATE AND OPPORTUNITIES AVAILABLE TO
THEIR OWN CLIENTS.

CONDUCT SERIES OF INTERVIEWS BETWEEN CORPORATE SR. EXECUTIVES IN TER-
RITORY AND HOM/SIC TO EXCHANGE VIEWS RELATING TO TRADE PROMOTION, IND-
USTRIAL DEVELOPMENT, BUSINESS STRATEGY, EXPORT ACTIVITIES AND OTHER
PERTINENT ISSUES.

GATHER MKT INTELLIGENCE WHICH WILL BE FOR-
WARDED TO OTTAWA & OTHERS AS USEFUL BACK-
GROUND INFO. IN FORMULATING APPROPRIATE
POLICY TO PROTECT CANADIAN INTERESTS.