

REPORT #5  
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

409 - BERNE

SWITZERLAND

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

IPAC SEMINARS IN GENEVA AND ZURICH.  
VISIT OF MINISTER WILSON.

DESPITE INTENSIVE COMPETITION BOTH EVENTS HAD RESPECTABLE TURNOUT OF POTENTIAL SWISS INVESTORS (60 & 90). QUALITY OF PRESENTATIONS GENERALLY GOOD (1 NOTABLE EXCEPTION). TIMING WAS POOR AS OIL MARKET CONTINUED ON DOWNWARD TREND. DUE TO CHANGE IN VISIT TIME UNABLE TO PROVIDE MIN. WILSON AS SPEAKER TO INVESTMENT GROUP. WE WERE ABLE TO INCLUDE VISITS TO THREE KEY PRIVATE BANKS.

QUARTER : 2

QUARTER : 3

QUARTER : 4

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ACTIVITIES UNDERTAKEN IN QUARTER 1  
RESULTS REPORTED