

610 - SAN FRANCISCO
PLANNING:

UNITED STATES OF AMERICA
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV TELECOMMUNICATIONS (INC SPACE)
ANALYSIS OF CDN STRENGTHS. 10% OF SANTA CLARA OFFICE TIME & TARGETTING
OF COS IN TERRITORY WHICH WILL BE INTERESTED CDN ASSETS. EQ., R & D,
ACADEMIC INSTITUTIONS, CURRENT CDN CAPABILITIES.

INCREASED AWARENESS IN LOCAL MICROWAVE
SECTOR OF FAVOURABLE CANADIAN INVESTMENT
ENVIRONMENT IN COMM. & INFORM. EQPT. AND
SERVICE SECTOR.

DEFENCE PROGRAMS, PRODUCTS, SERV ELECTRICAL & ELECTRONIC
DEVELOP CONTACT BASE THROUGH CORPORATE LIAISON VISITS. AUGMENT WITH
PUBLIC AWARENESS PROGRAM ON CANADIAN DEFENCE UPGRADE - 10% OF SAN
FRANCISCO OFFICE AND 5% SANTA CLARA OFFICE.

INCREASED INTEREST IN DND ACTIVITIES AND
JOINT ARRANGEMENTS WITH CANADIAN DEFENCE
COMPANIES.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
DEDICATE 10% OF SANTA CLARA OFFICE TIME TO PURSUING OPPORTUNITIES IN
BIOTECH AREA.

INCREASE AWARENESS OF CANADIAN ACTIVITIES
IN BIOTECH FIELD. BETTER UNDERSTANDING OF
US COMPANIES LOOKING FOR JOINT VENTURE
OPPORTUNITY IN CANADA.

COMM. & INFORM. EQP. & SERV ELECTRONIC COMPONENTS
DEVELOP A TARGETTED AD CAMPAIGN FOR ELECTRONICS SECTOR WHICH WILL RE-
QUIRE 100 MAN HOURS SANTA CLARA OFFICE AND 25 MAN HOURS SAN FRANCISCO
OFFICE.

INVESTMENT INTEREST IN CANADIAN ELECT-
RONICS SECTOR ELEVATED.

ELECTRONICS EQUIP. & SERV INSTRUMENTATION
DEVELOP A TARGETTED AD CAMPAIGN FOR ELECTRONICS SECTOR WHICH WILL RE-
QUIRE 100 MAN HOURS SANTA CLARA OFFICE AND 25 MAN HOURS SAN FRANCISCO
OFFICE.

INVESTMENT INTEREST IN CANADIAN ELECT-
RONICS SECTOR ELEVATED.

MINE, METAL, MINERAL PROD & SRV METALS, PRIMARY & FABRICATED
PURSUE INVESTMENT OPPORTUNITIES IN NATURAL RESOURCES SECTOR. REQUIRES
10% OF MAN YEARS FROM SAN FRANCISCO OFFICE.

INCREASED AWARENESS WITHIN FINANCIAL AND
BROKERAGE COMMUNITY OF RESOURCE INVESTMENT
OPPORTUNITY IN CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated