

REPORT #5
89/10/06

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

409 - BERNE

SWITZERLAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

DEFENCE PROGRAMS, PRODUCTS, SERV	OTHER DEFENSE PROD & SERV.	DOCUMENT OERLIKON-BUEHRLE INVESTMENT PLANS FOR CANADA. EVALUATE POTENTIAL FOR ADDITIONAL INVESTMENT.
WORK CLOSELY WITH OERLIKON-BUEHRLE ON COMPLETION OF OFFSET PROGRAM AND OPPORTUNITIES TO DEVELOP ACCESS TO USA MARKET.		
CHEM PROD & PETROCHEM, EQP, SERV	CHEM & PETROCHEM PRODUCTS	CREATE WORKING LIST OF COMPANIES WITH INVESTMENT POTENTIAL ON LTR, 2-3 YR, 5 YR SCALE.
USE IPAC SEMINARS TO REFINE LIST OF POTENTIAL INVESTORS. DO TWO MAILINGS AS FOLLOW ON TO PINPOINT HIGH POTENTIAL CASES.		
EDUCATION, MEDICAL, HEALTH PROD	PHARMACEUTICALS, BIOTECHNOLOGY	CLARIFY INVESTMENT PLANS & ANY ROADBLOCKS TO SIGNIFICANT INCREASES.
FOLLOWING PASSAGE OF PATENT ACT IN 1987 WILL ACTIVELY RESUME DISCUSSIONS WITH CIBA-GEIGY, SANDOZ & HOFFMANN-LA ROCHE ON INVESTMENT IN CANADIAN PLANT AND RESEARCH.		
AGRI & FOOD PRODUCTS & SERVICE	FOOD HANDLING, PROCESSING EQUIP	CREATE SHORT LIST FOR FURTHER ACTION.
IDENTIFY SWISS FIRMS WITH ACTIVE PROGRAM FOR INVESTMENT ABROAD.		
OTHER SERVICES	TOURISM	COMPLETE ONE OR TWO INVESTMENT DECISIONS IN THIS SECTOR.
SELECTED MAILINGS TO POTENTIAL TOURISM INVESTORS IDENTIFIED OVER PAST YEAR.		
NON SECTORALLY ORIENTED ACTIVITIES		
UTILIZE CANADIAN-SWISS ASSOC. AS PLATFORM FOR HIGH LEVEL SPEAKERS PROGRAM FEATURING CANADIAN POLITICAL AND BUSINESS LEADERS.		HOLD 8 LUNCHEON MEETINGS WITH AT LEAST 3 POLITICAL LEADERS MAKING PRESENTATIONS.
CORPORATE LIAISON VISIT PROGRAM.		DEVELOP FURTHER OUR BASE OF DATA ON MAJOR SWISS CORPORATIONS' INVESTMENT PLANS.
MAILING PROGRAM OF MAJOR FINANCIAL ISSUES IN CANADA TO KEY BANKING CORPORATE EXECUTIVES (INFO FROM FINOTT/INVCD AOTT).		INCREASE SWISS CONSIDERATION OF CANADIAN PORTFOLIO INVESTMENTS.