

REPORT #5
88/02/02

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

520 - TOKYO

JAPAN

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TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

N/A

N/A

QUARTER : 2

COMPLETION OF ASI INTECH STUDY. TRADING COS
INVESTMENT SURVEY MISSIONS. BANK OUTREACH
PROGRAM DEVELOPMENT. SEMINARS/INDUSTRY BRIEF-
INGS & MISSIONS ON SECTORAL BASIS IN CONNECTION
WITH BANK OUTREACH PROGRAM. DIRECT MAIL/MEDIA
ADVERTISING. CORPORATE LIAISON IN HIGH PRIORITY
AND OTHER SECTORS.

COMPLETED AND EVALUATED. MISSION CARRIED OUT FOR
C. ITOH; MISSION PLANNING INITIATED FOR NISSHO-
IWAI; INVESTMENT BRIEFING FOR MARUBENI. MAIN-
TAINED/EXTENDED RELATIONSHIPS WITH KEY OFFICIALS
IN SELECTED BANKS. DEFERRED DUE TO SLOWER THAN
EXPECTED PACE OF BANK OUTREACH PROGRAM. FINALI-
ZATION OF CURRENT YR'S BUDGET & STRATEGY; INITI-
ATION OF PRINT MEDIA ADVERTISING CAMPAIGN. FILES
MAINTAINED ON 60-80 PROSPECTS ON ONGOING BASIS,
WITH PERIODIC CONTACT MAINTAINED & REPORTED ON.

QUARTER : 3

QUARTER : 4
