

608 - NEW YORK, CONSULATE GENERAL UNITED STATES OF AMERICA
PLANNING: ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV ALL SUB-SECTORS
EVENTS IN LATTER PART OF 86/87 WILL BE FOLLOWED UP WITH INDIVIDUAL
CALLS. ADD'L MAILINGS & PHONE SURVEYS NEEDED. FURTHER PRESENTATION
ON LONG ISLAND & SW/CT. NEEDED TO MAINTAIN PROFILE FOR CDA TO REMAIN
IN TOUCH WITH NEW PROSPECTS IN ELECTR. EQPT. & SERV. INDUSTRY.

IDENTIFY 5 IMMEDIATE PROSPECTS FOR NEW
INVEST. & 15 - 30 MEDIUM TERM PROSPECTS.
CONTACT MOST COS. WITH EXISTING INVEST.
REGARDING EXPANSION.

COMM. & INFORM. EQP. & SERV ALL SUB-SECTORS
EVENTS IN LATTER PART OF 86/87 WILL BE FOLLOWED UP WITH INDIVIDUAL
CALLS. ADD'L MAILINGS & PHONE SURVEYS NEEDED. FURTHER PRESENTATION
ON LONG ISLAND & SW/CT. NEEDED TO MAINTAIN PROFILE FOR CDA TO REMAIN
IN TOUCH WITH NEW PROSPECTS IN COMM & INFORM. EQPT. & SERV. INDUSTRY.

IDENTIFY 5 IMMEDIATE PROSPECTS FOR NEW
INVEST. & 15-30 MEDIUM TERM PROSPECTS.
CONTACT, MOST COS. WITH EXISTING INVEST.
REGARDING EXPANSION.

TRANSPORT SYS, EQUIP, COMP, SERV. AEROSPACE
EVENTS IN LATTER PART OF 86/87 WILL BE FOLLOWED UP WITH INDIVIDUAL
CALLS. SOME ADD'L MAILINGS & PHONE SURVEYS NEEDED. FURTHER PRESENTATION
ON LONG ISLAND & SW/CT. NEEDED TO MAINTAIN PROFILE FOR CDA TO REMAIN
IN TOUCH WITH NEW PROSPECTS IN TRANSPORT SYST. EQPT. (AEROSPACE) IND.

IDENTIFY 5 IMMEDIATE PROSPECTS FOR NEW
INVEST. & 15-30 MEDIUM TERM PROSPECTS.
CONTACT MOST FIRMS WITH EXISTING INVEST.,
REGARDING POSSIBLE EXPANSION.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
PHASE 1 WILL UPDATE & AUGMENT DATA BASE ON FIRMS MAINLY IN N. J. AND
TO CONSULT WITH DRIE RE PRIORITIES. PHASE 2 WILL BE MAILING PHONE
SURVEY REGARDING INVESTMENT INTENTIONS AND PHASE 3 WILL BE PRESENTA-
TION/SEMINAR.

BETTER DEFINITION OF POTENTIAL AND TAR-
GETTING OF EFFORT. IDENTIFICATION OF 5
TO 10 IMMEDIATE PROSPECTS FOR NEW INVEST.
IN EDUC., MEDICAL, HEALTH PRODUCTS.

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
RESEARCH CONSULTATION WITH DRIE RE TRANS. SYST., EQPT., COMP., SERV.
(AUTOMOTIVE) IND. AND DEVELOPMENT OF DATA BASE REQUIRED LIKELY FOL-
LOWED BY MAILING SELECTED INDIV. CONTRACTS AND A PRESENTATION/SEMINAR
POSSIBLY EXTENDING IN FY 88/89.

DEFINITION OF POTENTIAL. IDENTIFICATION
10-20 IMMEDIATE OR MEDIUM TERM PROSPECTS.

PETROCHEM & CHEM PROD, EQP, SERV ALL SUB-SECTORS
STUDY REQUIRED REGARDING OVERALL STRUCTURE OF INDUSTRY IN N. J. AND
OTHER PARTS OF POST TERRITORY AS BASIS FOR DECISION IN CONSULTATION
WITH DRIE AS TO WHETHER & IN WHAT SPECIFIC AREAS THERE IS POTENTIAL
FOR NEW INVESTMENTS IN CANADA IN PETROCHEM & CHEM. PROD. EPQT., SERV. IND

DECISION AS TO FUTURE PROGRAM (IF ANY).

NON SECTORALLY ORIENTED ACTIVITIES

INSTITUTIONAL INVESTORS: LUNCHEON FOR MONEY MGRS WITH MINISTER OF FIN-
ANCE. MISSION OF INSTIT'NAL INVESTORS TO OTT/TORONTO. PRESENTATIONS ON
CDN ECONOMIC POLICY CHANGES. SEMINAR IN HARTFORD FOR MONEY MGRS IN
MAJOR INSURANCE COMPANIES.

INCREASED RECEPTIVITY FOR CDN EQUITIES AND
BONDS. INCREASED PROPORTION OF SOME PORT-
FOLIOS INVESTED IN CDA.

CORPORATE LIAISON: PRIVATE LUNCHEON FOR SELECT CEOS WITH PRIME MINISTER
CALLS ON SR. EXECS IN 20 MAJOR COMPANIES. USE OF DIRECT MAIL 3-5 TIMES/
YEAR ON MAJOR POLICY DEVELOPMENTS.

DEVELOPMENT OF INFORMED AND POSITIVE VIEWS
TOWARD CDA BY SR. EXECS.

EXPTRS TO CDA: CONTACT WITH U. S. EXPTRS TO CDA WHO DO NOT HAVE INVEST-
MENT. LIST HAS BEEN PREPARED BUT NEEDS REFINING. DIRECT MAIL PROGRAM
FOLLOWED BY PERSONAL CONTACT PLUS SEMINAR IN N. J.

IDENTIFY 10-20 MEDIUM NEW PROSPECTS FOR
INVESTMENT IN CDA.