

435 - COPENHAGEN

DENMARK

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

DIRECT PORTFOLIO INVEST: IDENTIFY COPEN. BROKERS WITH STRONG CDA INTEREST SECTIONS TO ENABLE FURTHER FOCUSING OF OUR PROMO EFFORTS. -DIRECT CORPORATE INVEST: COMPLETE OUR MAILING LIST OF DANISH EXPORTERS DO CDA IN PREPARATION FOR SEPT. DIRECT MAILING CAMPAIN. -EXTABLISH CLOSER TIES TO DANISH BANKS AS THEY PLAY KEY INTERMEDIARY ROLE. -MAINTAIN CLOSE CONTACT WITH FIRMS ON OUR TARGET LIST.

-15 MAJOR BROKERS IDENTIFIED. THEY ARE HANDLING APPROX. \$4M CDA PER QUARTER OUR OT REPORTED \$7M OF DANISH PURCHASE OF SHARES AND BONDS IN CDA. -MAILING LIST STILL NOT FINALIZED. DELAYED TO 2ND QUARTER. -CLOSE CONTACT ESTABLISHED WITH COPEN HANDELSBANK'S AND DEN DANSKI BANK'S INTERNATIONAL INVEST. & M&A DIV. -INVITED TARGET FIRMS TO HUBBARD PRESENTTION/LUNCHEON JUNE 4; MADE 3 COMPANY CALLS.

QUARTER : 2

-DIRECT MAIL CAMPAIGN TO DANISH FIRMS IDENTIFIED AS EXPORTERS TO CANADA.  
-INCREASED NUMBER OF COMPANY CALLS.

COMPLETED.  
MADE 2 COMPANY CALLS.

QUARTER : 3

ANALYSIS OF RESPONSES TO DIRECT MAIL SURVEY  
CALLS ON SELECTED FIRMS

COMMENCED ONLY. COMP. POSTPONED TO NEXT QUAR.  
3 CALLS COMPLETED

QUARTER : 4

DIRECT MAIL TO 110 INVESTMENT PROSPECTS PROVIDING THEM WITH SELECTED INFO ON FTA. LETTERS TO PRIME PROSPECTS WITH SELECTED INFO ON CDN DEVELOPMENTS IN THEIR INDUSTRY SECTOR. LUNCHEON FOR SENIOR CONTACTS IN TARGET PROSPECTS GROUP.

COMPLETED. - SEVERAL FIRMS HAVE REQUESTED MORE DETAILED INFO. - 2 SENT. - LUNCHEON TOOK PLACE MARCH 4. 4 COMPANIES REPRESENTED.