

520 - TOKYO

JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
BANKERS OUTREACH PROG. TO GENERATE ATTENDEES AT INVSTMT SEMINAR FOR
AUTO PARTS TO BE FOLLOWED BY INCOMING & OUTGOING MISSIONS. MAINTAIN
DIALOGUE WITH JPNSE ASSEMBLERS & ENCOURAGE THEIR PART. (AS APPROPRI-
ATE) IN ENCOURAGING PARTS COS IN THEIR "FAMILY" TO CANADA.

CONTINUED JAPANESE INVESTOR INTEREST IN
GREENFIELD/JOINT VENTURE INVESTMENT.

ELECTRONICS EQUIP. & SERV PRODUCTS & COMPONENTS
USE SECTOR PROFILE & SUPPORTING DATA TO ORG. TECH. IND. BRIEFING FOR
MEMBERS OF JPNSE COMPONENTS IND., INCL. THOSE GENERATED BY BANKING OUT-
REACH PROGRAM. FOLLOW UP WITH INCOMING MISSION AND CONTINUING CORPORATE
LIAISON.

DEVELOPMENT OF LIST OF POTENTIAL J. V. OR
100% INVESTORS.

ELECTRONICS EQUIP. & SERV CONSUMER ELECTRONICS
TARGET & MAINTAIN CORP. LIAISON PROGS WITH SELECTED CONSUMER ELECT.
COS, INCLUDING THOSE CURRENTLY MFTG. IN CANADA. PROMOTE COMPANY-FUNDED
VISITS TO CANADA.

DEMONSTRATED INTEREST IN MAKING/INCREASING
MANUFACTURING INVESTMENT IN CANADA.

POWER & ENERGY EQUIP. & SERV. ELECTRICAL MACHINES & SYSTEMS
USE DRIE IND. STUDY TO SELECT JPNSE MFTRS OF ELECT. MOTORS. SUPPLEMENT
WITH COS GENERATED BY BANKING OUTREACH PROGRAM. CONDUCT BRIEFING ON CDN
ELECTRIC MOTORS MARKET/INDUSTRY. CARRY OUT CORPORATE LIAISON PROGRAMS
AND INCOMING/OUTGOING MISSIONS.

SHORT LIST OF JAPANESE INVESTORS FOR CON-
CERTED CORPORATE LIAISON ACTIVITY IN SUB-
SEQUENT YEAR.

TRANSPORT SYS, EQUIP, COMP, SERV. AEROSPACE
USE SECTOR PROFILE, SUPPORTING DATA & EXISTING POST KNOWLEDGE ORGANIZE
TECH/L BRIEFING ON CDN AEROSPACE INDUSTRY FOR JAPANESE INDUSTRY REPRE-
SENTATIVES. EVALUATE RESPONSE AND DEVELOP APPROPRIATE CORPORATE LIAI-
SON ACTIVITIES.

DEVELOP PERCEPTION WITHIN JAPANESE AERO-
SPACE INDUSTRY OF CANADA'S INDUSTRY AS AT-
TRACTIVE INVESTMENT ENVIRONMENT.

SERVICE INDUSTRIES TOURISM
CORPORATE LIAISON ACTIVITIES WITH ALREADY TARGETTED INVESTORS.

ALL MAJOR TARGETS TO ACQUIRE THOROUGH UN-
DERSTANDING OF INVESTMENT OPPORTUNITIES IN
CANADIAN TOURIST INDUSTRY.

NON SECTORALLY ORIENTED ACTIVITIES

BANKING OUTREACH PROGRAM: FOR EACH OF SELECTED CITY BANKS, PROGRAM (TO
BE CARRIED OUT SEQUENTIALLY) OF (A) BANKER SEMINAR (B) BANKER MISSIONS
(C) BANK CLIENT SEMINAR.

I. D. BY BANKS OF THEIR CUSTOMERS AS TAR-
GETS FOR OUR INVSTMT PROMOTION EFFORTS. AS
A BONUS, ACTIVE SUPPORT BY BANKS IN COUN-
SELLING CUSTOMERS.

TRADING COS: CONTINUE CORPORATE LIAISON PROGRAMS WITH LARGE JAPANESE
TRADING COMPANIES TO STIMULATE INTEREST IN CANADIAN INVESTMENTS. EN-
COURAGE INVESTMENT SURVEY MISSIONS.

I. D. AND REALIZATION OF OPPORTUNITIES FOR
DIRECT INVESTMENT ON MULTI-SECTORAL BASIS.

DIRECT MAIL/MEDIA ADVERTISING: CONTINUATION OF DIRECT MAIL AND MEDIA
ADVERTISING PROGRAM FOR GENERAL BUSINESS AND SELECTED SECTORAL PUBLI-
CATIONS.

INCREASED AWARENESS AMONG BUSINESS PUBLIC
OF IMAGE OF CANADA AND ITS ATTRACTIVENESS
AS INVESTMENT SITE.