

REPORT #5
87/10/13

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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612 - WASHINGTON
PLANNING:

UNITED STATES OF AMERICA
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV INSTRUMENTATION
PLAN TO ACQUIRE A DATABASE ON TERRITORY MANUFACTURERS INCLUDING
TECHNOLOGY AVAILABILITY & THROUGH A PROGRAM OF CALLS & VISITS FOCUS IN
ON THOSE COMPANIES WITH SPECIFIC INTEREST IN CANADA.

HOPE TO IDENTIFY 10 - 20 COMPANIES WITH
POTENTIAL AS INVESTORS/TECHNOLOGY SUPPLIES

DEFENCE PROGRAMS, PRODUCTS, SERV ELECTRICAL & ELECTRONIC
COVER 12 TRADE SHOWS IN ELECTRONICS/INSTRUMENTATION TO IDENTIFY AND
MEET MAJOR SUPPLIERS AND DEVELOP INFORMATION PLANS AND MARKET
INTERESTS.

IDENTIFY GOOD PROSPECTS & FOLLOW-UP WITH
INVESTMENT INFORMATION. INFORM HEAD-
QUARTERS & ESTABLISH LIAISON LINES AS
APPROPRIATE.

TRANSPORT SYS, EQUIP, COMP, SERV. MARINE INDUSTRIES
THROUGH CORPORATE LIAISON CALLS IDENTIFY MARINE INDUSTRY FIRMS IN
TERRITORY WITH EXPORT BUSINESS TO CANADA. FOLLOW-UP WITH LITERATURE
AND CONTACTS TO ENCOURAGE ADDING CANADIAN CONTENT TO MARKETING EFFORTS
IN CANADA.

ESTABLISH DIALOGUES WITH 10-12 MAJOR
TERRITORY CORPORATIONS WITH EXPANSION
POTENTIAL.

NON SECTORALLY ORIENTED ACTIVITIES

CONTINUE PROGRAM OF EDUCATION & INFORMATION DIRECTED AT INVESTMENT
"INFLUENCES" SUCH AS INTERNATIONAL BANKERS, PORTFOLIO MANAGERS,
INVESTMENT BROKERS AND ANALYSTS, INTERNATIONAL LAWYERS, ETC...

INFLUENCE INVESTORS THROUGH THEIR
PRINCIPLE ADVISERS.