

608 - NEW YORK, CONSULATE GENERAL

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV PRODUCTS & COMPONENTS  
FOCUS WILL SHIFT FROM LARGE SEMINARS TO SMALL TARGETTED SEMINARS BUILT  
AROUND LUNCH BREAKFAST OR SUPPER. WE WILL USE D&B LIST TO SELECT TAR-  
GET COMPANIES AND SET UP SECTORAL MEETING WITH 20-30 PEOPLE.

WE EXPECT TO IDENTIFY 10 IMMEDIATE PROS-  
PECTS FOR NEW BUSINESS & 10-15 MEDIUM  
TERM PROSPECTS.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY  
FOCUS WILL SHIFT TO IDENTIFYING TRADE ASSOCIATION OR BUSINESS ASSOCIA-  
TION IN THIS SECTOR IN SPECIFIC GEOGRAPHIC AREAS TO DEVELOP TARGET  
LISTS AND THEN PLAN TO HOLD SMALL SEMINARS BUILT AROUND LUNCH OR  
SUPPER.

WE EXPECT TO IDENTIFY 5 IMMEDIATE PROS-  
PECTS FOR NEW BUSINESS & 10-12 MEDIUM  
TERM PROSPECTS.

TRANSPORT SYS, EQUIP, COMP, SERV. AEROSPACE  
LONG ISLAND & CONNECTICUT HAVE LARGE AEROSPACE BASE - WE WILL BUILD  
ON EXISTING EFFORTS & HOLD A SERIES OF LUNCHEON BREAKFAST/SUPPER  
SEMINARS IN 88-89 FOR THIS SECTION.

WE EXPECT TO IDENTIFY 10 IMMEDIATE PROS-  
PECTS FOR NEW BUSINESS & 10-12 MEDIUM  
TERM PROSPECTS.

COMM. & INFORM. EQP. & SERV REMOTE SENSING  
IMPLEMENTATION OF D&B LISTS TO SELECT TARGET COMPANIES BY MAIL PHONE  
AND PERSONAL VISITS AND MEETINGS - LUNCHEON.

WE EXPECT TO IDENTIFY 3 IMMEDIATE PROS-  
PECTS FOR NEW BUSINESS & 5-8 MEDIUM  
TERM PROSPECTS.

PETROCHEM & CHEM PROD, EQP, SERV ALL SUB-SECTORS  
PROGRAM TO IDENTIFY SUPPLIERS TO MAJOR PETROCHEMICAL & CHEMICAL  
CORPORATIONS WHO ARE CURRENTLY IN CANADA TO BE DEVELOPED.

TO IDENTIFY 2 IMMEDIATE PROSPECTS AND 3  
MEDIUM TERM PROSPECTS.

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE  
SMALL TARGET SEMINARS BUILT AROUND LUNCH OR SUPPER WILL BE SET UP TO  
DISCUSS AUTOMOTIVE ORIENTED OPPORTUNITIES IN CANADA - WILL TARGET  
SUPPLIERS TO CANADIAN AUTOMAKERS.

TO IDENTIFY 5 IMMEDIATE PROSPECTS AND 10  
MEDIUM TERM PROSPECTS.

NON SECTORALLY ORIENTED ACTIVITIES

CORPORATE LIAISON - PRIVATE LUNCHEONS FOR SELECTION CEOS CFOs COOs  
WITH PM CALLS ON SENIOR EXECUTIVES IN 15 MAJOR CORPORATIONS; USE OF  
DIRECT MAIL AS PER MARKETING PLAN SUBMITTED FY 87-88. SERIES OF  
LUNCHEONS/SUPPERS WITH CEOS USING SEMINAR FORMAT.

DEVELOP & ENHANCE POSITIVE VIEWS TOWARD  
CDA BY SENIOR EXECUTIVES & DEVELOP & CLOSE  
10 PROSPECTS.

INSTITUTIONAL INVESTORS: PLAN ONE MAJOR EVENT FOR INSTITUTIONAL IN-  
VESTORS IN NY. ONE IN HARTFORD & 1 MISSION TO OTT. IN FALL 88. SPEICAL  
EMPHASIS ON LARGE NUMBER OF JAPANESE FINANCIAL INSTITUTIONS.

THESE EVENTS WILL EXPAND CONTACTS WITH IN-  
STITUTIONAL INVESTORS & INCREASE THEIR IN-  
TEREST IN CDA. ALSO IMPROVED FOLLOWUP WILL  
HELP IDENTIFY SPECIFIC INTEREST.

VENTURE CAPITAL DATA BASE TO BE BUILT AND MATCHED WITH INVESTMENT  
OPPORTUNITIES IN CANADA.

IDENTIFY AT LEAST 10 VENTURE CAPITAL COR-  
PORATIONS WHO WOULD BE WILLING TO INVEST  
IN CANADIAN OPPORTUNITY.