

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

348 - KUWAIT

KUWAIT

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

SERVICE INDUSTRIES SERVICES NOT ELSEWHERE SPECIF.
ENROURAGE GULF COUNTRIES INVESTMENT AUTHORITIES TO SEND TEAMS OF REAL
ESTATE & BOND EQUITY INVESTMENT OFFICIALS ON TAILORED TOURS OF CDA.

INCREASE COMMUNICATION BETWEEN CDA FIN.
& REAL ESTATE INSTITUTIONS & LOCALS. IN-
CREASE INVESTMENT BY 50%.

SERVICE INDUSTRIES SERVICES NOT ELSEWHERE SPECIF.
BUILD ON SIGNIFICANT PARTICIPATION FROM ARAB PENINSULA TO PAST BUSI-
NESS OPPORTUNITIES CDA CONFERENCE IN CDA.

INCREASE NUMBER OF VISITORS FROM 75 TO 150

SERVICE INDUSTRIES SERVICES NOT ELSEWHERE SPECIF.
INVESTMENT INTERESTS ARE EXTREMELY DIVERSE RANGING FROM DIRECT INVEST-
MENTS, REAL ESTATE, JVS, VENTURE CAPITAL, ACQUISITIONS, LAND DEVELOPMENT.
LOCAL INVESTORS, BOTH PRIVATE & INSTITUTIONAL OFTEN REQUEST NAMES OF
INDIVIDUALS WITHIN WELL KNOWN CDN COMPANIES WITH WHOM THEY CAN MAKE

ULTIMATE RESULT WILL BE ONGOING CONTACT
WITH CDN CDS. LOOKING TO ATTRACT INVEST.
IN A VARIETY OF AREAS ALLOWING US TO AD-
DRESS SPECIFIC INQUIRIES.

NON SECTORALLY ORIENTED ACTIVITIES

CALLS ON LEADING WEALTHY FAMILIES IN ORDER TO INCREASE AWARENESS OF
CDA.

INCREASE INVESTMENT IN CDA. CONTINUE SNOW-
BALL EFFECT WHICH TAKES PLACE AFTER AN
INDIVIDUAL VISITS & INVESTS IN CDA.

ONE OF BEST WAYS TO ATTRACT INVESTMENT IS TO INCREASE GENERAL AWARE-
NESS OF CDA AS A COUNTRY & TOURISM DESTINATION. WE EXPECT TO COMPLETE
INCREASED MAILING CAMPAIGNS ON CDA & PROMOTE TOURISM AT MAJOR FAIRS &
WITH CHAMBERS OF COMMERCE & MAJOR TRAVEL AGENTS.

INCREASED AWARENESS & VISITS TO CDA WILL
LEAD TO INCREASED INVESTMENTS.

PLANNING

ACTIVITIES PROPOSED IN POST PLAN

RESULTS REPORTED

348 - KUWAIT

REPORT #5

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN