

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: USA

Mission: 619 ATLANTA

Country: 577. UNITED STATES OF AMERICA

Investment Promotion Priority Sectors Sub-Sectors
Program Plans And Anticipated Results.

Sector : 016 INDUSTRIAL MACHIN, PLANTS, SERV.

Subsector: 161 MANUFACT & MATERIAL PLANT, EQP.

Anticipated Results: 25 INQUIRIES

Sector : 006 ELECTRONICS EQUIP. & SERV

Subsector: 061 PRODUCTS & COMPONENTS

Reason(s):

A VERY WIDE RANGING SECTOR WHICH AT PRESENT SEEMS TO BE THE MOST INTERESTED & ACTIVE IN "LOOKING" TO CANADA FOR INVESTMENT PURPOSES.

Program Plans:

DIRECT MAIL TO FIRMS HEADQUARTERED IN POST TERRITORY WITH VISITS TO THOSE WITH THE GREATEST POTENTIAL.

Anticipated Results: 25 INQUIRIES

Other Investment Program Plans

Activity(ies):

ADVERTISE CDA AS AN ATTRACTIVE PLACE TO INVEST IN TARGETTED INVESTMENT ORIENTED PUBLICATIONS.

Anticipated Results: 50 INQUIRIES