

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.

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.

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.

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.

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.

SERVICE INDUSTRIES TOURISM  
CORPORATE LIAISON ACTIVITIES WITH ALREADY TARGETTED INVESTORS.

CONTINUED JAPANESE INVESTOR INTEREST IN  
GREENFIELD/JOINT VENTURE INVESTMENT.

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

DEMONSTRATED INTEREST IN MAKING/INCREASING  
MANUFACTURING INVESTMENT IN CANADA.

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

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

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.

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

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

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.

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

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