

427 - MUNICH

GERMANY WEST

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV PRODUCTS & COMPONENTS
USING AVAILABLE INFO SOURCES WILL IDENTIFY INDUSTRY LEADERS AND WITH ASSISTANCE FROM DRIE OTT AND FRG INVEST COUNSELLOR WILL SELECT SMALL ELECTR. GROUP ON WHICH TO FOCUS ATTN. START WITH STRUCTURED AND TARGETTED MAIL CMPN AND FOLLOW-UP WITH ONE-ON-ONE MEETINGS.

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
WILL BUILD ON MOMENTUM PROVIDED BY DRIE/BMW MOU AND ON SYSTEMATICALLY EXECUTED ROUND OF TRADE PROMOTION CALLS BY COMMERCIAL OFFICER. MAIN TARGETS WILL BE BMW, DAIMLER-BENZ AND PORSCHE SUPPLIERS.

EDUCATION, MEDICAL, HEALTH PROD HOSP. & MEDICAL EQUIP, INSTRUM.
FIRST TASK TO DEVELOP A BETTER PICTURE OF THE STRENGTHS AND WEAKNESSES OF THE CDN AND FRG MEDICAL EQUIPMENT AND INSTRUMENT SECTOR. SECOND TASK WILL DEPEND ON THESE FINDINGS BUT WILL INCLUDE A MAIL CAMPAIGN AND A STRUCTURED VISIT PROGRAM.

NON SECTORALLY ORIENTED ACTIVITIES

FORMATION OF GERMAN-CDN BUSINESS CLUB EXPECTED TO MEET REGULARLY AT LUNCHEONS TO HEAR PRESENTATIONS BY PROMINENT CDN AND GERMAN BUS. FIN AND POL PEOPLE. CLUBS PURPOSE TO STRENGTHEN BILATERAL TRADE AND INVST TIES.

SECTORAL AND GENERAL INTEREST SEMINARS HELD IN COOP WITH SAVINGS BANKS AND CHAMBERS OF INDUSTRY AND COMMERCE WITH FOLLOW-UP CALLS TO INTERESTED INDIVIDUALS.

CALLS ON INDIVIDUAL FIRMS AS THEY ARE IDENTIFIED AS LIKELY PROSPECTS THROUGH OUR VARIOUS INFORMATION.

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