

REPORT #5
88/03/17

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

520 - TOKYO

JAPAN

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TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

N/A

N/A

QUARTER : 2

COMPLETION OF ASI INTECH STUDY. TRADING COS INVESTMENT SURVEY MISSIONS. BANK OUTREACH PROGRAM DEVELOPMENT. SEMINARS/INDUSTRY BRIEFINGS & MISSIONS ON SECTORAL BASIS IN CONNECTION WITH BANK OUTREACH PROGRAM. DIRECT MAIL/MEDIA ADVERTISING. CORPORATE LIAISON IN HIGH PRIORITY AND OTHER SECTORS.

COMPLETED AND EVALUATED. MISSION CARRIED OUT FOR C. ITOH; MISSION PLANNING INITIATED FOR NISSHO-IWAI; INVESTMENT BRIEFING FOR MARUBENI. MAINTAINED/EXTENDED RELATIONSHIPS WITH KEY OFFICIALS IN SELECTED BANKS. DEFERRED DUE TO SLOWER THAN EXPECTED PACE OF BANK OUTREACH PROGRAM. FINALIZATION OF CURRENT YR'S BUDGET & STRATEGY; INITIATION OF PRINT MEDIA ADVERTISING CAMPAIGN. FILES MAINTAINED ON 60-80 PROSPECTS ON ONGOING BASIS, WITH PERIODIC CONTACT MAINTAINED & REPORTED ON.

QUARTER : 3

TRADING COMPANIES INVESTMENT SURVEY MISSIONS BANKING OUTREACH PROGRAM: BANKER SEMINAR SEMINARS/INDUSTRY BRIEFINGS & MISSIONS ON SECTORAL BASIS IN CONNECTION WITH BANK OUTREACH PROGRAMS; (04) DIRECT MAIL/MEDIA ADVERTISING.

NISSHO-IWAI MISSION COMPLETED; COY BRIEFING TO AMBASSADOR INDICATED POSITIVE REACTION, IDENTIFICATION OF & INTENTION OF FOLLOW-UP SPECIFIC TRADE & INVEST. OPPOR. (12) INVEST PROMOTION SEMINARS COMPLETED FOR 3 OF 5 SELECTED BANKS; BANKS ASKED TO DESIGNATE "CANADA DESK OFFICERS" & INVITATION EXTENDED TO HAVE HIM COME TO CDA. BANKS' RESPONSE TO ACTIVITIES ENTIRELY POSITIVE. (13) DEFERRED DUE TO SLOWER THAN EXPECTED PACE OF BANK OUTREACH PROGRAM; (14) 3 INSERTS IN NIKKEI

QUARTER : 4
