

REPORT #5
89/02/08

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

604 - DALLAS

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

AGRI & FOOD PRODUCTS & SERVICE

MACHINERY AND EQUIPMENT

THROUGH A SYSTEMATIC PROGRAM OF VISIT AND FOLLOW UP WITH MAJOR PRODUCTION, TRANSMISSION AND SERVICE COMPANIES IN THE ENERGY FIELD.

3 NEW INVESTMENTS IN CANADA BY MARCH 1989.

ELECTRONICS EQUIP. & SERV

PRODUCTS & COMPONENTS

THE SELECTIVE PURCHASE OF MAILING LISTS OF MAJOR ELECTRONIC AND COMPUTER MANUFACTURERS WITH EMPHASIS ON TEXAS: TO BE FOLLOWED BY A DIRECT MAIL CAMPAIGN AND THEN A SERIES OF PERSONAL CALLS.

IDENTIFICATION OF 10 REAL POTENTIAL INVESTORS IN CANADA.

EDUCATION, MEDICAL, HEALTH PROD

PHARMACEUTICALS, BIOTECHNOLOGY

SUBSEQUENT TO MAILING TO THE MEDICAL INDUSTRY IN THE FALL OF 1987, TO IDENTIFY AND SELECT 2-4 POTENTIAL CANDIDATES TO SEND TO CANBIOCAN AND TO MEET WITH CANADIAN INDUSTRY.

TO ESTABLISH DISCUSSION BETWEEN AT LEAST ONE CANADIAN AND TEXAS COMPANY FOR PATENT LICENSING OF JOINT VENTURE IN THE BIOTECHNOLOGY FIELD.

NON SECTORALLY ORIENTED ACTIVITIES

TO HOLD TWO GENERAL SEMINARS ON TRADE AND INVESTMENT. ONE IN DALLAS MAY 1988 TO REACH A RANGE OF POTENTIAL INVESTORS AND ONE IN ANOTHER STATE - YET TO BE DETERMINED - PROBABLY KANSAS.

TO RAISE THE PROFILE OF CANADA AS A GOOD PLACE TO INVEST. TO REACH A RANGE OF INVESTORS.