

422 - VIENNA

AUSTRIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

CONSUMER PRODUCTS LEISURE PROD. TOOLS HARDWARE
IN CLOSE COOPERATION WITH PROVINCES, PARTICULARLY B.C. AND ALBERTA,
ORGANIZE INVESTMENT AND TECHNOLOGY TRANSFER MISSIONS IN THE SKI
RESOURCES INDUSTRY AREA.

SECTOR ORIENTED INVESTMENT MISSIONS COULD
BE MOST EFFECTIVE IN DEVELOPING POTENTIAL
SOURCES IN AUSTRIA.

INDUSTRIAL MACHIN, PLANTS, SERV. ALL SUB-SECTORS
AUSTRIAN MACHINE INDUSTRY IS WELL-ADVANCED AND OFFERS EXCELLENT
OPPORTUNITIES FOR THE TECHNOLOGY EXCHANGE AND INVESTMENTS, MAINLY IN
THE FORM OF KNOW-HOW TRANSFER. WE INTEND TO ACQUIRE INTIMATE KNOWLEDGE
OF THIS SECTOR.

UNDERTAKE SYSTEMATIC APPROACH TO THE POT-
ENTIAL INVSTRS IN THIS SECTOR THROUGH PER-
SONAL CALLS & DIRECT MAILING. THIS SHLD AS-
SIST US IN DVLPG AN INVSTRS PROJECT LIST.

TRANSPORT SYS, EQUIP, COMP, SERV. ALL SUB-SECTORS
TRANSPORT AND MATERIAL HANDLING OFFER EXCELLENT OPPORTUNITIES. WE
INTEND TO ORGANIZE SEVERAL SECTOR-ORIENTED SEMINARS AIMED AT TECH-
NOLOGY TRANSFER, JOINT-VENTURE AND POTENTIAL EQUITY INVESTMENT.

THESE SEMINARS WILL CREATE AWARENESS IN
THE LOCAL INDUSTRY ABOUT CANADIAN
OPPORTUNITIES IN THOSE SECTORS.

COMM. & INFORM. EQP. & SERV. COMPUTERS, SOFTWARE & SYSTEMS
PURSUE TECHNOLOGY EXCHANGE AND JOINT-VENTURE OPPORTUNITIES IN THE
ELECTRONICS SECTOR IN GENERAL AND SOFTWARE IN PARTICULAR THROUGH THE
DEVELOPMENT OF DATA-BASE ON POTENTIAL INVESTORS, JOINT-VENTURE
SEEKERS, ETC.

DEVELOP A SECTORIAL LIST OF APPROX. 2,000
COMPANIES INDIVIDUALS INTERESTED IN JOINT-
VENTURE, DIRECT INVESTMENT AND TRANSFER OF
KNOW-HOW TO CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

INTENSIFIED LIAISON WITH MAJOR AUSTRIAN BANKS AIMED AT ESTABLISHMENT
OF INVESTMENT INFO EXCHANGE AND OTHER INVESTMENT ORIENTED ACTIVITIES.

DIFFICULT TO ASSESS, BUT BELIEVE BANKING
LIAISON IS ONE OF THE ESSENTIAL INFORMA-
TION GATHERING EXERCISES.

COORDINATED ENTREPRENEURIAL IMMIGRATION PROGRAM (IN COOPERATION WITH
PROVINCES) IN SPECIFIC SECTORS.

THIS EXERCISE COULD BE ONE OF THE MAJOR
TOOLS OF OUR INVESTMENT PROGRAM IN
AUSTRIA.