

608 - NEW YORK, CONSULATE GENERAL

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

**ELECTRONICS EQUIP. & SERV** ALL SUB-SECTORS  
EVENTS IN LATTER PART OF 86/87 WILL BE FOLLOWED UP WITH INDIVIDUAL CALLS. ADD'L MAILINGS & PHONE SURVEYS NEEDED. FURTHER PRESENTATION ON LONG ISLAND & SW/CT. NEEDED TO MAINTAIN PROFILE FOR CDA TO REMAIN IN TOUCH WITH NEW PROSPECTS IN ELECTR. EQPT. & SERV. INDUSTRY.

**COMM. & INFORM. EQP. & SERV** ALL SUB-SECTORS  
EVENTS IN LATTER PART OF 86/87 WILL BE FOLLOWED UP WITH INDIVIDUAL CALLS. ADD'L MAILINGS & PHONE SURVEYS NEEDED. FURTHER PRESENTATION ON LONG ISLAND & SW/CT. NEEDED TO MAINTAIN PROFILE FOR CDA TO REMAIN IN TOUCH WITH NEW PROSPECTS IN COMM & INFORM. EQPT. & SERV. INDUSTRY.

**TRANSPORT SYS, EQUIP, COMP, SERV.** AEROSPACE  
EVENTS IN LATTER PART OF 86/87 WILL BE FOLLOWED UP WITH INDIVIDUAL CALLS. SOME ADD'L MAILINGS & PHONE SURVEYS NEEDED. FURTHER PRESENTATION ON LONG ISLAND & SW/CT. NEEDED TO MAINTAIN PROFILE FOR CDA TO REMAIN IN TOUCH WITH NEW PROSPECTS IN TRANSPORT SYST. EQPT. (AEROSPACE) IND.

**EDUCATION, MEDICAL, HEALTH PROD** PHARMACEUTICALS, BIOTECHNOLOGY  
PHASE 1 WILL UPDATE & AUGMENT DATA BASE ON FIRMS MAINLY IN N. J. AND TO CONSULT WITH DRIE RE PRIORITIES. PHASE 2 WILL BE MAILING PHONE SURVEY REGARDING INVESTMENT INTENTIONS AND PHASE 3 WILL BE PRESENTATION/SEMINAR.

**TRANSPORT SYS, EQUIP, COMP, SERV.** AUTOMOTIVE  
RESEARCH CONSULTATION WITH DRIE RE TRANS. SYST., EQPT., COMP., SERV. (AUTOMOTIVE) IND. AND DEVELOPMENT OF DATA BASE REQUIRED LIKELY FOLLOWED BY MAILING SELECTED INDIV. CONTRACTS AND A PRESENTATION/SEMINAR POSSIBLY EXTENDING IN FY 88/89.

**PETROCHEM & CHEM PROD, EQP, SERV** ALL SUB-SECTORS  
STUDY REQUIRED REGARDING OVERALL STRUCTURE OF INDUSTRY IN N. J. AND OTHER PARTS OF POST TERRITORY AS BASIS FOR DECISION IN CONSULTATION WITH DRIE AS TO WHETHER & IN WHAT SPECIFIC AREAS THERE IS POTENTIAL FOR NEW INVESTMENTS IN CANADA IN PETROCHEM & CHEM. PROD. EPQT., SERV. IND

**NON SECTORALLY ORIENTED ACTIVITIES**

**INSTITUTIONAL INVESTORS:** LUNCHEON FOR MONEY MGRS WITH MINISTER OF FINANCE. MISSION OF INSTIT'NAL INVESTORS TO OTT/TORONTO. PRESENTATIONS ON CDN ECONOMIC POLICY CHANGES. SEMINAR IN HARTFORD FOR MONEY MGRS IN MAJOR INSURANCE COMPANIES.

**CORPORATE LIAISON:** PRIVATE LUNCHEON FOR SELECT CEOS WITH PRIME MINISTER CALLS ON SR. EXECS IN 20 MAJOR COMPANIES. USE OF DIRECT MAIL 3-5 TIMES/ YEAR ON MAJOR POLICY DEVELOPMENTS.

**EXPTRS TO CDA:** CONTACT WITH U. S. EXPTRS TO CDA WHO DO NOT HAVE INVESTMENT. LIST HAS BEEN PREPARED BUT NEEDS REFINING. DIRECT MAIL PROGRAM FOLLOWED BY PERSONAL CONTACT PLUS SEMINAR IN N. J.

IDENTIFY 5 IMMEDIATE PROSPECTS FOR NEW INVEST. & 15 - 30 MEDIUM TERM PROSPECTS. CONTACT MOST COS. WITH EXISTING INVEST. REGARDING EXPANSION.

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BETTER DEFINITION OF POTENTIAL AND TARGETING OF EFFORT. IDENTIFICATION OF 5 TO 10 IMMEDIATE PROSPECTS FOR NEW INVEST. IN EDUC., MEDICAL, HEALTH PRODUCTS.

DEFINITION OF POTENTIAL. IDENTIFICATION 10-20 IMMEDIATE OR MEDIUM TERM PROSPECTS.

DECISION AS TO FUTURE PROGRAM (IF ANY).

INCREASED RECEPTIVITY FOR CDN EQUITIES AND BONDS. INCREASED PROPORTION OF SOME PORT-FOLIOS INVESTED IN CDA.

DEVELOPMENT OF INFORMED AND POSITIVE VIEWS TOWARD CDA BY SR. EXECS.

IDENTIFY 10-20 MEDIUM NEW PROSPECTS FOR INVESTMENT IN CDA.