

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

619 - ATLANTA

UNITED STATES OF AMERICA

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

- CONTINUE DIRECT MAIL CAMPAIGN TO MANUFACTURING FIRMS H. C. IN TERRITORY.
- RECRUIT BUSINESS WRITERS TO PREPARE POSITIVE ARTICLES ON CDN INVESTMENT CLIMATS.
- REPORT ON RESULTS OF INVEST. CONSULTANT'S ACTIVITIES.
- UNDERTAKE SERIES OF TECHNOLOGY INFLOW PROJECTS.
- FOLLOW-UP ON PRIME INVEST. PROJECTS IDENTIFIED BY CONSULTANT.

- LETTERS & INVEST. BROCHURES SENT TO 500 FIRMS IN S-CAROLINA; FLORIDA MAILING IN PROCESS.
- RECRUITED 2 WRITERS: WILL VISIT CDA & PREPARE 4 ARTICLES FOR LOCAL BUSINESS MAGAZINES.
- REPORT PREPARED AND SENT.
- REPORT ON PROJECTS PREPARED AND SENT.
- FOLLOWED UP ON 36 PROSPECTS. 10 INVESTORS PLAN-
NING INVEST DURING NEXT 2 YEARS, VALUED AT \$7.2M AND CREATING 150 NEW JOBS.

QUARTER : 2

1. DEVELOP AND IMPLEMENT REGIONAL ADVERTISING CAMPAIGN, DIRECT MAIL CAMPAIGN.
2. FOLLOW-UP ON PREVIOUS LEADS, HAND OVER GOOD LEADS TO PROSPECTIVE PROVINCIAL AND/OR REGIONAL ID REPS.
3. RE-WORD ID FILING SYSTEM AND TRACKING SYSTEM.

1. CAMPAIGN DEVELOPMENT COMPLETE, READY FOR IMPLEMENTATION.
2. TWO CLIENTS ESTABLISH SALES/MARKETING OFFICES IN CANADA.
3. SYSTEM CHANGE ON HOLD PENDING ISSUANCE OF WINVEST SOFTWARE.

QUARTER : 3

DEVELOP & IMPLEMENT REGIONAL ADVERTISING CAMP.

ADS PLACE IN WSJ & INC. MAGAZINE ARE GENERATING ENQUIRIES WHICH POST IS PURSUING.

QUARTER : 4
