

REPORT #5
88/10/21

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

409 - BERNE

SWITZERLAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

DEFENCE PROGRAMS, PRODUCTS, SERV OTHER DEFENSE PROD & SERV.
WORK CLOSELY WITH DERLIKON-BUEHRLE ON COMPLETION OF OFFSET PROGRAM AND
OPPORTUNITIES TO DEVELOP ACCESS TO USA MARKET.

DOCUMENT DERLIKON-BUEHRLE INVESTMENT PLANS
FOR CANADA. EVALUATE POTENTIAL FOR ADDITI-
ONAL INVESTMENT.

PETROCHEM & CHEM PROD, EQP, SERV CHEM & PETROCHEM PRODUCTS
USE IPAC SEMINARS TO REFINE LIST OF POTENTIAL INVESTORS. DO TWO MAI-
LINGS AS FOLLOW ON TO PINPOINT HIGH POTENTIAL CASES.

CREATE WORKING LIST OF COMPANIES WITH IN-
VESTMENT POTENTIAL ON LYR, 2-3 YR, 5 YR
SCALE.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
FOLLOWING PASSAGE OF PATENT ACT IN 1987 WILL ACTIVELY RESUME DISCUSS-
IONS WITH CIBA-GEIGY, SANDOZ & HOFFMANN-LA ROCHE ON INVESTMENT IN
CANADIAN PLANT AND RESEARCH.

CLARIFY INVESTMENT PLANS & ANY ROADBLOCKS
TO SIGNIFICANT INCREASES.

AGRI & FOOD PRODUCTS & SERVICE FOOD HANDLING, PROCESSING EQUIP
IDENTIFY SWISS FIRMS WITH ACTIVE PROGRAM FOR INVESTMENT ABROAD.

CREATE SHORT LIST FOR FURTHER ACTION.

SERVICE INDUSTRIES TOURISM
SELECTED MAILINGS TO POTENTIAL TOURISM INVESTORS IDENTIFIED OVER PAST
YEAR.

COMPLETE ONE OR TWO INVESTMENT DECISIONS
IN THIS SECTOR.

NON SECTORALLY ORIENTED ACTIVITIES

UTILIZE CANADIAN-SWISS ASSOC. AS PLATFORM FOR HIGH LEVEL SPEAKERS PRO-
GRAM FEATURING CANADIAN POLITICAL AND BUSINESS LEADERS.

HOLD 8 LUNCHEON MEETINGS WITH AT LEAST 3
POLITICAL LEADERS MAKING PRESENTATIONS.

CORPORATE LIAISON VISIT PROGRAM.

DEVELOP FURTHER OUR BASE OF DATA ON MAJOR
SWISS CORPORATIONS' INVESTMENT PLANS.

MAILING PROGRAM OF MAJOR FINANCIAL ISSUES IN CANADA TO KEY BANKING
CORPORATE EXECUTIVES (INFO FROM FINDTT/INVCDAOTT).

INCREASE SWISS CONSIDERATION OF CANADIAN
PORTFOLIO INVESTMENTS.