

437 - LONDON

UNITED KINGDOM

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV ALL SUB-SECTORS
DEVELOP CONTACT WITH FED'N OF BRITISH ELECTRONIC & ALLIED MFRS ASSOCS
& THROUGH SPONSORSHIP BY THEM & EEMAC. IDENTIFY & DEVELOP AREAS FOR J/
VS, TECH TRANSFER, LICENCING & DIRECT INVSTMT. CONTINUE TO WORK WITH
DRIE SECTOR BRANCHES IN IDENTIFICATION OF TARGET COMPANIES.

WITH BETTER CONTACT BETWEEN BEAMA & CDN
COUNTERPART ASSOCS (EEMAC, CATA) TO DEVELOP
INFRASTRUCTURE FOR TECH TRANSFER & OTHER
FORMS OF INDUSTRIAL COOPERATION.

DEFENCE PROGRAMS, PRODUCTS, SERV ALL SUB-SECTORS
BY MEANS OF CDA/UK RESEARCH, DVLPMNT & PROD'N CTIE MEETINGS & RELATED
DEFENCE TRADE IND'L/INVSTMT MISSIONS, IDENTIFY UK COS INTERESTED IN
INVESTING IN CDA AND DEVELOP BETTER CONTACT BETWEEN POSSIBLE IND'L
TEAMING PARTNERS.

INDUSTRY TO INDUSTRY COOPERATING & TEAMING
ON PENDING UK & CANADIAN DEFENCE PROCURE-
MENT PROJECTS.

TRANSPORT SYS, EQUIP, COMP, SERV AUTOMOTIVE
BUILD ON CONTACTS WITH SMMT & FOLLOW UP TO AUTOMOTIVE INVSTMT MISSION
TO CDA TO IDENTIFY WITH DRIE BRITISH SUPPLIERS IN KEY PARTS SECTORS,
WHERE THERE IS NO CURRENT CDN PRODUCTION, PARTICULARLY IN AUTOMOTIVE
ELECTRONICS.

CONTACT WITH 2 MAJORS, BSG & AE, AS WELL AS
IDENTIFICATION & CONTACT WITH SMALLER SUP-
PLIERS TO PROMOTE THEIR ESTABLISHMENT IN
CANADA.

EDUCATION, MEDICAL, HEALTH PROD ALL SUB-SECTORS
ESTABLISH CONNECTIONS WITH 2 MAJOR HEALTH PROD. MFTS ASSOCS TO THE END
OF IDENTIFYING RANGE PRODRS WITH POTENTIAL FOR PROD'N IN CDA. LIAISON
WITH DRIE TO DETERMINE CURRENT EXPRTS FM UK WHO MIGHT BE IN POSITION
TO ESTABLISH OPERATIONS IN CANADA.

ESTABLISHMENT IN CDA FM AMONG THE 2 MAJOR
COS AND SMALLER SUPPLIERS. REINVESTMENT
IN CURRENT SUBSIDIARIES.

AGRI & FOOD PRODUCTS & SERVICE FOOD HANDLING, PROCESSING EQUIP
LIAISON WITH DRIE TO DETERMINE CURRENT IMPORTS OF FOOD PROCESSING MACH
& GEN'L IND'L MACH. INTO CDA. IDENT'N WITH RELEVANT IDN. ASSOCS. OF
BRITISH PROD'N OF SUCH MACH. DIRECT CONTACT WITH COS INVOLVED.

ESTABLISHMENT IN CDA FM SELECTED COS,
WELL AS OTHER COS YET TO BE DETERMINED
FM THE ASSOC. AND POST/DRIE CONTACTS.

INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP.
LIAISON WITH DRIE TO DETERMINE CURRENT IMPORTS OF GENERAL INDUSTRIAL
MACHINERY INTO CANADA. IDENTIFICATION WITH THE RELEVANT INDUSTRY
ASSOCIATIONS OF BRITISH PRODUCTION OF SUCH MACHINERY. DIRECT CONTACT
WITH COMPANIES INVOLVED.

ESTABLISHMENT IN CANADA FROM SELECTED COM-
PANIES AS WELL AS OTHER COMPANIES YET TO
BE DETERMINED FROM THE ASSOCIATION AND
POST/DRIE CONTACTS.

NON SECTORALLY ORIENTED ACTIVITIES

CONTACT ON A DIRECT MAIL, TELEPHONE AND PERSONAL BASIS WITH THE 720
BRITISH CONTROLLED COMPANIES IN THE FINANCIAL TIMES 1000 AS WELL AS
DIRECT MAIL & TELEPHONE CONTACT WITH 4000 CORPS ON THE HICOMS KEY
BRITISH ENTERPRISES DATABASE.

DETERMINATION & PRIORIZATION OF INVESTMENT
INTERESTS IN CDA OF THE TOP 5000 BRITISH
CORPS I. E. THOSE WITH TURNOVER IN EXCESS
OF POUND 12M PER YEAR.

DIRECT MAIL, TELEPHONE AND PERSONAL CONTACT AS APPROPRIATE WITH ALL
CURRENT BRITISH EXPRTS TO CDA (SOME 2000 TO 3500 SEPARATE COS) WITH
A PROPOSAL FOR ASSEMBLY, COMPONENTS MANUFACTURE, AND EVENTUALLY FULL
MANUFACTURE IN CANADA OF THE PRODUCTS CURRENTLY EXPORTED.

IDENTIFICATION AND FURTHER SERVICING OF
COMPANIES CURRENTLY IN A POSITION TO CON-
SIDER CANADIAN MANUFACTURE.

MAILINGS TO APPROX 1500 POTENTIAL BUS IMMIGRANTS, 75% OF WHICH CONTACT
IS ESTABLISHED THROUGH GEN'L ENQS TO IMMIG DIV & 25% OF WHICH CONTACT
THROUGH RESPONSE TO ADVERTISING CAMPAIGNS. PERSONAL CONTACT WITH POT-
ENTIAL BUS IMMIGS OVER A PERIOD OF 3 DAYS OF INTERVIEWS.

APPROX 100 BUSINESS IMMIGRANTS AT A
CONSERVATIVE TOTAL INVESTMENT OF \$50-75M.