

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

612 - WASHINGTON

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV INSTRUMENTATION  
COVER A NUMBER OF ELECTRONICS/INSTRUMENTATION TRADE SHOWS TO IDENTIFY  
MAJOR SUPPLIERS AND DEVELOP EXPANSION PLAN/MARKET INTEREST PROFILES

IDENTIFY GOOD PROSPECTS & FOLLOW-UP WITH  
INVESTMENT INFORMATION. ADVISE HEADQUARTERS  
AND ESTABLISH LIAISON LINES AS APPROPRIATE

INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP.  
THROUGH CORPORATE LIAISON CALLS ON TERRITORY FIRMS HAVING KNOWN EXPORT  
BUSINESS IN CDA. ; POST WILL ENCOURAGE THE ESTABLISHMENT OR EXPANSION OF  
SUBSIDIARY OPERATIONS AND/OR THE ADDITION OF CANADIAN CONTENT TO MAR-  
KETING EFFORTS IN CANADA.

ESTABLISH A DIALOGUE WITH A NUMBER OF TER-  
RITORY CORPORATIONS WITH EXPANSION POTEN-  
TIAL

NON SECTORALLY ORIENTED ACTIVITIES

CONTINUE PROGRAM OF EDUCATION & INFORMATION DIRECTED AT INVESTMENT  
"INFLUENCERS" SUCH AS INT'L BANKERS, PORTFOLIO MANAGERS, INVESTMENT  
BROKERS AND ANALYSTS, INTERNATIONAL LAWYERS, ETC.

INFLUENCE INVESTORS THROUGH THEIR PRINCI-  
PAL ADVISERS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED

QUARTER 1 EXISTING CONTACT LISTS OF SECTOR-SPECIFIC RETAIL-  
LEAS REPS, ETC. TO APPAREL ASSIST TERRITORY  
BUYERS IN IDENTIFYING CON FURNITURE SUPPLIERS

PURCHASED APPAREL DIRECTORIES & DEVISED BULK  
PROFILE QUESTIONNAIRE FOR PURPOSE OF ESTABLISH-  
ING DATABASE ON CDN INDUSTRY PRESENCE IN  
MARKETPLACETAILING NEXT QTR. RECRUITED 2 COS  
FOR HTL FURN SHOW RELATING IN & BUYING COMMOD.

QUARTER 2 PROVIDING MARKET INFO TO CON INDUSTRY PARTICIPANTS  
REGULATORY/CUSTOMER ASSISTANCE AS REQUIRED

BRIEFED FURNITURE INDUSTRY PARTICIPANTS ON HTL  
REPS MISSION RE. U.S. COUNTRY OF ORIGIN MARKING  
REQ.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

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014-EDUCATION/MEDICAL/HEALTH IN 8800

CONCEPT OF NEW ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

AT MISSIONS ABROAD FOR FISCAL YEAR 88

FOR THE BUSINESS YEAR OF FISCAL PROMOTION PROGRAM