

520 - TOKYO

JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

TRANSPORT SYS,EQUIP,COMP,SERV.

AUTOMOTIVE

BANKERS OUTREACH PROGRAM HAS REACHED PHASE OF A SECTORAL SEMINAR FOR AUTOPARTS CUSTOMERS. OTHER PROSPECTS HAVE BEEN IDENTIFIED. OUTGOING & INCOMING MISSIONS OF KEY PARTS COMPANIES WILL FOLLOW. DRIE (MORRISON) VISIT OF TARGETTED JPNSE COMPANIES WILL BE SUPPORTED.

JPNSE GREENFIELD & JV INVESTMENT IN CDA.
ACTIVE LIST OF POTENTIAL INVESTORS.

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MISSION TO FOLLOW COMPLETED TECHNICAL INDUSTRY BRIEFINGS FOR PROSPECTS SELECTED THROUGH BANKING OUTREACH PROGRAM. CONTINUED CORPORATE LIAISON WITH JPNSE COMPONENTS COMPANIES. FTA STRENGTHS TO BE EMPHASIZED.

JPNSE GREENFIELD & JV INVESTMENT IN CDA.
ACTIVE LIST OF POTENTIAL INVESTORS & JV PARTNERS. TECHNOLOGY ACQUISITION.

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EXPAND LIST OF CORPORATE LIAISON CONTACTS WITH SELECTED CONSUMER ELECTRONICS COMPANIES,WITH EMPHASIS ON STRONGEST BRANCH PLANT ASSEMBLY CANDIDATES. FTA CASE TO BE MADE FOR SERVICING N.A. MARKET.

JPNSE GREENFIELD & JV INVESTMENT IN CDA.
ACTIVE LIST OF POTENTIAL INVESTORS & JV PARTNERS. TECHNOLOGY ACQUISITION.

POWER & ENERGY EQUIP. & SERV.

ELECTRICAL MACHINES & SYSTEMS

DUE TO CDN EXCESS CAPACITY IN CERTAIN SUB-SECTORS,DRIE WILL ASSIST IN IDENTIFYING DIRECT,JV & TECH TRANSFER OPPOR. BANKING OUTREACH PROGRAM WILL SUPPLEMENT DRIE'S IDENTIFIED JPNSE COS. FOR CORPORATE LIAISON, INDUSTRY BRIEFINGS & OUTGOING/INCOMING MISSIONS.

SELECTED INVESTMENT (DIRECT JV,TECH TRANSFER) THAT INCREASE DOMESTIC PRODUCTION & IMPROVE PRODUCTIVITY.

AGRI & FOOD PRODUCTS & SERVICE

SERVICES INCLUDING CONSULTING

PROSPECTS FOR INVESTMENT NOW IDENTIFIED (MISAWA STUDY). CANDIDATES FOR NEW MANUFACTURING FACILITIES,TECHNOLOGY TRANSFER & CROSS LICENSING WILL BE SELECTED FOR MISSION FOR CDA.

INVESTMENT THAT WILL DEVELOP CDA'S COMPETITIVE POSITION IN THIS SUBSECTOR.

NON SECTORALLY ORIENTED ACTIVITIES

BANKING OUTREACH PROGRAM-BANKERS CUSTOMERS SEMINARS & SECTORAL MISSIONS FOR FIRST 5 BANKS WILL BE CARRIED OUT IN 88/89. THE PROGRAM WILL BE INITIATED WITH ADDITIONAL BANKS CALLING (AS WITH FIRST GROUP) FOR INTERNAL BRIEFINGS & "ONE-MAN" BANKER MISSIONS TO CDA.

COMPLETION OF PROGRAM FOR ORIGINAL 5 BANKS WILL YIELD SECTORAL RESULTS DESCRIBED ABOVE. EXTENSION OF PROGRAM FOR NEW BANKS WILL PAVE WAY FOR SIMILAR RESULTS.

CORPORATE LIAISON-IPS,COMMERCIAL SECTION OFFICERS & PROV. REPRESENTATIVES (WHERE SITE LOCATION DETERMINED) WILL CONDUCT CALLS & FOLLOW ACTIVE CASES. INVESTMENT CDA & DRIE WILL PROVIDE REQUIRED ASSISTANCE WITH RANKED PROSPECTS.

ALL IDENTIFIED INVESTMENT PROSPECTS WILL BE MONITORED,REPORTED ON & MOVED TOWARD POSITIVE INVESTMENT DECISIONS WHERE POSSIBLE.

PUBLIC RELATIONS-THE KANAO FILM & REPORT HAVE BEEN USED EXTENSIVELY BUT ARE BECOMING OUTDATED. A NEW FILM & SHOWCASE LITERATURE ARE REQUIRED. DIRECT MAIL ACTIVITIES WILL BE EXPANDED. PERIODIC INVESTMENT NEWSLETTER WILL BE IMPLEMENTED. IMAGE MEASUREMENT STRATEGIES ARE REQ'D

ADVERTISING & PUBLIC RELATIONS STRATEGY FOR INVESTMENT PROMOTION WILL BE MORE EFFECTIVE & ITS SUCCESS MEASURED.