

DATE: 88/01/25

DEPARTMENT OF EXTERNAL AFFAIRS

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Report: B4 88/89 INVESTMENT ACTIVITIES IN MISSIONS ABROAD

Region: USA

Mission: 619 ATLANTA

Country: 577 UNITED STATES OF AMERICA

Investment Promotion Priority Sectors Sub-Sectors
Program Plans And Anticipated Results.

Sector : 005 COMM. & INFORM. EQP. & SERV
Subsector:

Anticipated Results: 40 INQUIRIES

Sector : 004 DEFENCE PROGRAMS, PRODUCTS, SERV
Subsector: 044 OTHER DEFENSE PROD & SERV.

Reason(s):

THERE IS A NUMBER OF LARGE & MEDIUM SIZED FIRMS SERVING THIS SECTOR IN POST TERRITORY. THEREFORE A SUBSTANTIAL POTENTIAL TO RECRUIT THEM REGARDING OPERATIONS IN CANADA.

Program Plans:

UNDERTAKE CORP. LIAISON WITH KEY COMPANIES IN THIS SECTOR. TARGET FLORIDA COS. WITH INTEREST IN POTENTIALLY JV WITH CDN FIRMS AND/OR INVESTING IN CDA. ORGANIZE R&D PROJECTS DEFENCE MISSION OF CDN COMPANIES TO GEORGIA & FLORIDA IN CONJUNCTION WITH MAJOR EVENTS.

Anticipated Results: 8 CORPORATE LIAISON VISITS; 25 SEMINAR PARTICIPANTS; 10 MISSION PARTICIPANTS

Sector : 016 INDUSTRIAL MACHIN, PLANTS, SERV.
Subsector: 161 MANUFACT & MATERIAL PLANT, EQP.

Reason(s):

AGAIN IMPORTANT TRADE SHOWS IN POST TERRITORY ENABLES AN ACTIVE RECRUITING CAMPAIGN. POST PROPOSES BOOTHS AT THESE SHOWS.

Program Plans:

PARTICIPATE IN IMPORTANT NATIONAL OR INTERNATIONAL TRADE SHOWS BEING HELD IN POST TERRITORY.