

REPORT 4  
88/02/02

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 87  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 431-HELSINKI

005-COMM. & INFORM. EGP. & SERV  
FINLAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

DATABASE COMPILED BY POST OF AGENTS, DISTRIBUTORS AND PURCHASERS OF INFORMATICS WILL BE UPDATED.

MASS MAILINGS OF DEPARTMENTAL PUBLICATIONS, GREATER PERSONAL CONTACT WITH FINNISH IMPORTERS.

PREPARE REPORT IN FINNISH INFORMATICS MARKET AND FORWARD TO OTTAWA AND CANADIAN FIRMS.

BROADCASTING (INC CATV)

REPORT DEVELOPMENTS IN CATV AND TV BROADCASTING, WHICH ARE MOVING VERY QUICKLY IN FINLAND, TO DOC + CANADIAN FIRMS.

PREPARE REPORT ON TELECOMMUNICATIONS AND CATV IN FINLAND, FORWARD TO DOC AND CANADIAN SUPPLIERS.

CONSIDERABLY IMPROVED ASSISTANCE TO CANADIAN EXPORTERS, INCREASE NUMBER OF AGENTS/DISTRIBUTORS REPRESENTING CANADIAN FIRMS.

INCREASED FINNISH AWARENESS OF CDN INFORMATICS CAPABILITIES, GREATER NUMBER OF AGENTS/DISTRIBUTORS FOR CDN FIRMS.

BETTER KNOWLEDGE OF OPPORTUNITIES IN FINLAND.

SIGNIFICANT PARTICIPATION BY CANADIAN COMPANIES IN CATV DEVELOPMENTS.

INCREASED CANADIAN SALES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ORGANIZED COMPUTER JOURNALIST MISSION TO CANADA. UPDATE POST DATABASE OF COMPUTER AGENTS AND IMPORTERS. UNDERTAKE MAILINGS OF CANADIAN HIGH-TECH DIRECTORIES.

QUARTER: 2 COMPLETED "INFORMATICS IN FINLAND" REPORT. MASS MAILING OF CANADA IN WORLD OF COMPUTING. CONTINUE UPDATING DISTRIBUTORS DATABASE.

QUARTER: 3 -----

QUARTER: 4 -----

COMMERCIAL OFFICER ACCOMPANIED 4 NORDIC JOURNALISTS WHO RECEIVED EXCELLENT OVERVIEW OF CDN COMPUTER CAPABILITIES. DUE TO SUPERIOR CONTACTS NEW CDN EXPORTERS OF COMPUTER SOFTWARE ARE ENTERING THE FINNISH MARKET.

REPORT SENT TO TTT AND SOME CANADIAN FIRMS. INCREASED KNOWLEDGE OF CANADIAN CAPABILITIES. MORE AGENTS, SALES. 100 PLUS FIRMS NOW REGISTERED.