

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

POST : 504-BANGKOK

004-DEFENCE PROGRAMS, PRODUCTS, SERV
THAILAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

A DEFENCE MARKET STUDY WAS CARRIED OUT IN 1986. RESULTS OF STUDY HAVE YET TO BE FULLY EXPLOITED, TIME AND RESOURCES PERMITTING.

RESULTS WILL BE TO BETTER FOCUS MARKETING INFORMATION AT APPROPRIATE CANADIAN SUPPLIERS

LETTERS & PERSONAL VISITS TO SR. THAI MILITARY OFFICIALS AND CDN SUPPLIERS IN THIS SECTOR HAVE BEEN SENT/MADE.

POSSIBLE SALE OF UP TO \$20 MILLION.

STEP UP CONTACT WITH MILITARY IN ORDER TO BETTER IDENTIFY THAI PROCUREMENT REQUIREMENTS.

FOCUS EXPORT PROMOTION EFFICIENTLY ON BEST CANADIAN SUPPLIERS TO THAI MARKET.

ENCOURAGE THAI MILITARY REPRESENTATIVES IN COOPERATION WITH LOCAL AGENTS TO BECOME MORE FAMILIAR WITH CANADIAN RADIO COMMUNICATIONS

SALE OF RADIO SYSTEMS.

WORK WITH CANADIAN COMPANIES TO IDENTIFY MOST ATTRACTIVE FINANCING FOR THAI PURCHASE OF AIRCRAFT.

SALE OF AIRCRAFT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 FOLLOW-UP ON INTERESTS GENERATED FROM CDN PARTICIPATION IN DEFENCE ASIA '87.

LITERATURES REQUESTED IN OVER 200 INQUIRY CARDS WERE MAILED OUT. INQUIRIES ON HENOTEX AND MOTOROLA PRODUCTS WERE SENT TO LOCAL AGENTS FOR FOLLOW-UP.

QUARTER: 2 -----

QUARTER: 3 DEFENCE MISSION TO CDA. 8 SENIOR(AIR V. MARSHALS GENERALS, ADMIRALS) VISITED HIGH TECH INSTALLATIONS ACROSS CDA FOR PERIOD OF 2 WKS. MISSION DESIGNED TO INCREASE AWARENESS OF THAI MILITARY ESTABLISH. OF CDN CAPAB. IN DEFENCE PROD. & SVS.

DEBRIEFING OF MISSION MEMBERS SHOWED ENCOURAGING RESULTS. MANY MISSION MEMBERS REQUESTED FURTHER INFORMATION ON CDN CAPABILITY IN SPECIFIC DEFENSE PRODUCTS. THESE ARE CURRENTLY BEING FOLLOWED UP.

QUARTER: 4 -----