

PROGRAM RESULTS: EUROPE & MULTILATERAL

BUSINESS ACTIVITY

During the July - September 1993 period twenty-five posts reported the following business activity:

- 89 EXPORT SALES WORTH \$115 MILLION
- 36 NEW BUYING CONNECTIONS / 54 AGENCY AGREEMENTS
- 28 NEW JOINT VENTURES WORTH \$50 MILLION / 6 LICENSING AGREEMENTS WORTH \$2 MILLION
- 8 FOREIGN INDUSTRIAL AND COMMERCIAL INVESTMENTS IN CANADA WORTH \$33 MILLION
- 10 CANADIAN INVESTMENTS IN TERRITORY WORTH \$146.1 MILLION
- 28 TECHNOLOGY TRANSFERS WORTH \$0.9 MILLION

HIGHLIGHTS:

- \$ 126 million sale of cable TV Services (London)
- \$ 50 million sale of steam generator tubing (Paris)
- \$ 15 million investment in territory for publishing/printing sector (Paris)
- \$ 15 million sale of Holstein breeding stock (Brussels)
- \$ 10 million investment in territory for food ingredients (Dublin)

KEY STATISTICS: for the twenty-five posts reporting workload information

Missions Reporting To

		RBT	RWT
No. Trade Enquiries	Cdn	1898	5356
	Local	1615	5330
No. Investment Enquiries	Cdn	45	190
	Local	58	330
No. Business Visitors	Cdn Pr / Pub	548 / 73	837 / 233
	Local Pr / Pub	509 / 125	1264 / 140