

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :604-DALLAS

SECTOR :004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:AEROSPACE

ARMAX/HITECH OTTAWA (INCOMING MISSION)
GENERATE \$10 MILLION IN CDN DEFENCE SALES TO THE U.S.

COMMAND BRIEFINGS
RAISE U.S. DEFENCE PERSONNEL AWARENESS OF CDN MILITARY

SUPPLIERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Complete two defence missions in the Southwest.

1.3 missions were completed: Electronic; Electro-Optic; Ontario Electronic Component Suppliers. Combined RFQ's, direct sales and other contracts awarded exceed \$5 million to date.

QUARTER: 2 1.Meetings with key personnel at Tinker AFB-OK Dir. of Comp. Advocacy, Procn & Engineering.
2.Meetings with GSA Director, Ft. Worth re future GSA Missions from Canada.
3.Airshow Cda, Vancouver, BC - August/89

1.Accomplished - Aug. 3/89.
2.Accomplished - Sept. 8/89.
3.Organized successful mission to show. Tinker & Kelly AFB's & 3 US primes represented. US partic reported good Cdn sourcing opport. & attendance.

QUARTER: 3 1)"Command Briefings" - Nov. 13-16/89 Tinker AFB, Oklahoma City & Kelly AFB, San Antonio, TX. 2)Assisted in preparation and follow-up in Cda's participation in AVSCOM CASL held in Corpus Christi, TX Nov. 28-29/89.

1)Briefings on Cda/US Def. Sharing Arrangement and role of CCC to Commanding Generals, Competition Advocacy, Procurement & Engr.
2)25 Cdn coys generated an est. \$3 million in subcontracts for helicopter spare parts.

QUARTER: 4 1.Organized and managed Cdn. participation in Deltech '90 which was held for the first time in Dallas on Feb. 21-22, 1990.
2.Defence Mission to Kelly/Tinker AFB's, April 2-6, 1990.

1.Cdn participation generated 65 enquiries, identified 10 US primes, established 1 joint venture & 1 agent. Developed 10 potential bids & generated over \$1M onsite sales.2)Worked on putting together mission plus 2 receptions.