

REPORT 4
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 435-COPENHAGEN

005-COMM. & INFORM. EQP. & SERV
DENMARK

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW UP ON RESULTS OF OCTOBER 87 NORDIC COMPUTER PRODUCTS MISSION.

5-6 NEW BUYING CONNECTIONS

INTRODUCING NEW CANADIAN COMPANIES, APPROX. 15 PER QUARTER

4 NEW BUYING CONNECTIONS PER QUARTER

PROGRAM TO INCREASE AWARENESS OF CDN SUPPLY CAPABILITY USING DIRECT MAIL, SELECTED CO. CALLS ETC. EMPHASIS IS ON VISITING DANISH CO. IN WESTERN PART OF DENMARK TO DEVELOP OUR CONTACT BASE IN THIS MORE DISTANT PART OF THE COUNTRY.

DANISH REQUESTS FOR OUR ASSISTANCE IN SOURCING TO INCREASE 15%.

IN LIGHT OF DANISH TELECOMS/DATACOMMUNICATIONS SECTOR LIBERALIZATION(88-89)PROPOSE INVITING 2 PERSONS EACH FROM 2 DANISH TELEPHONE COMPANIES TO CANADA TO MEET WITH POSSIBLE CANADIAN SUPPLIERS.

5 - 10 NEW BUYING CONNECTIONS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUE TO REVIEW CANADIAN TRADE PUBLICATIONS TO IDENTIFY NEW PRODUCTS SUITABLE FOR DANISH MARKET.

SIX CANADIAN COMPANIES APPROACHED AND ENCOURAGED TO ENTER DANISH MARKET.

QUARTER: 2 -----
QUARTER: 3 -----
QUARTER: 4 -----