

REPT4D  
90/06/26

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

118

POST :427-MUNICH

SECTOR :005-ADVANCED TECH. PROD. & SERV  
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:TELECOM,DATAKOM,SAT,SPACECOM

SUPPORT BCE MOBILE TO FIND SUITABLE JOINT VENTURE.  
ESTABLISH BCE MOBILE AS A JOINT VENTURE PARTNER OF GERMAN CO

TO PARTICIPATE IN THE NEW GERM.PRIV.CELLULAR RADIO NETWORK

SUPPORT CDN CO. TO ESTABLISH OFFICE IN FRG  
OPENING OF SALES OFFICE IN FRG.

ARRANGE MINI SOLO SHOW TO PRESENT CDN TELECOM CAPABILITIES  
INTRODUCTION OF 6 NEW CDN COMPANIES TO FRG MARKET

SUB-SECTOR:COMPUTERS HARD/SOFTWARE & COMP

SUPPORT CDN CO. TO ESTABLISH SOFTWARE J.V. WITH NIXDORF.  
JOINT VENTURE.

MICROELECTRONIC MISSION TO CEBIT TO SUPPORT DRIE.  
INTRODUCTION OF 6 NEW COMPANIES TO POTENTIAL J.V.PARTNERS

SOFTWARE MISSION FROM QUEBEC  
INTRODUCTION OF 6 NEW COMPANIES TO FRG MARKET

SUPPORT PROD DEMO OF COMPUTER HARD/SOFTWARE  
INTRODUCTION OF NEW CDN PRODUCTS TO FRG MARKET

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Participate at Paris Air Show  
Participate at Interhospital 89

Representatives of 15 Cdn cos briefed on FRG aerospace market. 20 introductions made between FRG & Cdn cos including MBB/Canadair airbus briefing. - Meetings held with representatives of 6 FRG cos. - see also Investment Prom.activity rep

QUARTER: 2 Preparation for participation at Systems'89.  
Schweissen und Schneiden.

Eighteen Canadian companies will be present at the fair at our national stand. Met with rep's of 3 Cdn cos at the fair. One of the cos MVS, had asked for assistance in identifying potential j.v.partners or distributors.

QUARTER: 3 Participated at Systems'89 with National Stand.  
Quebec Software Mission and Seminar.  
ConGen provided itineraries for mission members, guest and media lists and liaison with Bav. Gov't.

15 cos on stand generated on-site sales of \$Cdn 742,000 & expect sales of \$ Cdn 19mn. The cos handled over 1,000 enquiries,appointed 11 agents & have 49 pending. - Event sponsored by Bav & Quebec Gov'ts. 6 Cdn cos participated at seminar