

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 : 409-BERNE

016-INDUSTRIAL MACHIN, PLANTS, SERV.
SWITZERLAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

USE STATISTICS AND APPROPRIATE DATA IN ORDER TO UNDERTAKE MARKETING STUDY AND IDENTIFY SPECIAL SECTORS WITH POTENTIAL FOR CDN EXPORTERS.

VISIT POTENTIAL NEW IMPORTERS OF SPECIAL MACHINERY IN ORDER TO IDENTIFY SPECIFIC NEEDS THAT CAN BE FILLED BY CANADIAN FIRMS.

ANTICIPATED RESULTS:

PROVIDE INFORMATION ON POTENTIAL NICHES TO APPROPRIATE CANADIAN FIRMS.

ESTABLISH 2 - 3 BUYING CONNECTIONS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 -----
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

CLARIFY INVESTMENT PLANS & ANY ROADBLOCKS TO SIGNIFICANT INCREASES.

CREATE SHORT LIST FOR FURTHER ACTION.

COMPLETE THE INVESTMENT INVENTORY RESEARCH IN THIS SECTOR.

DISEN THE WORK.
DETERMINE IF OTHER CANADIAN COMPANIES CAN HOLD A LIAISON MEETING WITH AT LEAST 3 POTENTIAL IMPORTERS FROM THE REPRESENTATION.
ENCOURAGE CANADIAN COMPANIES WITH SWITZERLAND WITH COMPETITIVE OFFERS.
DEVELOP/UPDATE/REVIEW/REVISE INVESTMENT PLANS SWISS CORPORATIONS' INVESTMENT PLANS.
VALUATED RESULTS.

001-409-BERNE

004-LOWEY, MONTREAL, QUEBEC, CANADA

INCREASE SWISS CONSIDERATION OF CANADIAN EXPORTS TO INVESTMENTS.

001-409-BERNE

MISSION'S ANNUAL PLAN
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FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN