

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 605-DETROIT

005-COMM. & INFORM. EQP. & SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

COMPLETED A MAILING IN MID SEPT. /86 TO SIXTY FIRMS INVOLVED IN ALL ASPECTS OF ELECTRONICS. THIS INITIATIVE WILL BE CONTINUOUSLY REVIEWED AND EXPANDED.

VISITS TO DISTRIBUTORS, REPRESENTATIVES AND MANUFACTURING FIRMS.

FOLLOW-UP ON DEC. /86 CANADIAN INVESTMENT AND SOURCING SEMINAR IN ANN ARBOR, MICHIGAN.

SEMINAR IN CONJUNCTION WITH THE COMPUTER AND AUTOMATED SYSTEMS ASSOCIATION OF SOCIETY OF MANUFACTURING ENGINEERS (CASA/SME) SEPT. /87.

COMPILE PROFILE LISTING OF ROBOTIC AND ARTIFICIAL INTELLIGENCE FIRMS IN THE TERRITORY FOR DISSEMINATION TO POTENTIAL CANADIAN SUPPLIERS.

GAIN INSIGHTS INTO MARKET FM DIRECT COMMUNICATIONS WITH DECISION-MAKERS. INCREASE KNOWLEDGE OF CDN GOODS/SERV. & INVESTMENT CLIMATE. INCREASE CDN CONTENT IN U.S. PRODUCTS.

GAIN FIRSTHAND KNOWLEDGE OF MARKET & INCREASE OVERALL CANADIAN CONTENT IN TERRITORY.

IDENTIFICATION OF PROSPECTIVE JOINT VENTURE PARTNERS AND LICENSING AND SALES OPPORTUNITIES.

TARGETING A SECTOR-SPECIFIC ORGANIZATION SUCH AS CASA/SME INCREASES EXPOSURE OF CANADA AS A SUPPLIER AND/OR INVESTMENT OPPORTUNITY.

WILL SERVE AS REFERENCE GUIDE FOR POTENTIAL EXPORTERS TO THE TERRITORY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROPOSED OUTGOING MISSION TO EXHIBIT AT INT'L PROGRAMMABLE CONTROLLERS CONFERENCE.

POST AND BUREAU CANVASSED AND COULD NOT GET ENOUGH TRYLY CDN FIRMS RELATED TO THEME OF SHOW.

QUARTER: 2 INFO BOOTH PART'N AT MAJOR TECHNOLOGY SHOW AUTOFACT 87 TO BE ORGANIZED AS BASE FOR CDN COS & ORGANIZA'NS TO WORK FM TO KEEP ABREAST OF NEW DVLPMTS IN MFG SECTORS PARTICULARLY THOSE WITH MAJOR ELECTR. CONTROL SYSTEM COMPONENTS.

PROJ. 80% COMPLETE THROUGH TO 18 CDN ORGANIZ'NS HAVING CONFIRMED ATTENDANCE AT SHOW. ALL BOOTH ARRANGEMENTS COMPLETE & PLANS TO UNDERTAKE SIZE-ABLE RECEPTION DURING SHOW AT CONSULATE UNDER WAY. NUMBER OF MAILINGS & VISITS HAVE RESULTED IN

QUARTER: 3 PARTICIPATION IN AUTOFACT 87, ONE OF THE MAJOR TECHNOLOGY SHOWS IN N.A. WITH EMPHASIS ON COMPUTER INTEGRATED MANUFACTURING.

GENERATED OVER 60 QUALIFIED LEADS REQUESTING PRODUCT INFORMATION, MARKETING & SUPPLY CAPABILITY DATA.

QUARTER: 3 A MAJOR TRADE & INVESTMENT DEVELOPMENT MEETING/ RECEPTION AT CONGEN IN CONJUNCTION WITH AUTOFACT '87.

ATTENDANCE EXCEEDED 145 WITH IDEAL MIX OF 60% US PART. VERSUS 40% CDN. ATTENDEES INCLUDED 20 ECONOMIC DEVELOPMENT COMMISSIONERS. SEVERAL GOOD COMMERCIAL CONTACTS ESTABLISHED.

QUARTER: 4 -----