

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 : 504-BANGKOK

004-DEFENCE PROGRAMS, PRODUCTS, SERV
THAILAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW-UP TO CONTACTS MADE AT DEFENCE ASIA 87 ONLY PARTIALLY COMPLETE.

BETTER DETERMINE MARKETING OPPORTUNITIES FOR CANADIAN DEFENCE SUPPLIERS.

FULL EXPLOITATION OF VISIT TO CANADA OF DEFENCE PRODUCTS MISSION, OCTOBER 87, YET TO BE UNDERTAKEN.

SALES IN NEXT THREE YEARS OF UP TO \$15 MIL- LION WORTH OF DEFENCE PRODUCTS.

POST CONTINUES TO PROMOTE NOTION OF ASSIGNMENT OF DEFENCE ATTACHE TO CANADIAN EMBASSY, BANGKOK.

ACCESS TO, AND CREDIBILITY WITH THAI MILITARY CONTACTS WHO, TRADITIONALLY, DO NOT TALK TO CIVILIANS.

SYSTEMATIC AND STEPPED-UP MARKETING CALLS ON MILITARY CONTACTS, STARTING WITH THOSE WHO HAVE RECENTLY RETURNED FROM CANADA.

ACCESS TO PROCUREMENT PLANS AND OPPORTUNITIES TO NEW CANADIAN BIDDERS.

DEVELOPMENT OF CLOSER CONTACT WITH SMALL, TIGHTLY KNIT GROUP OF AGENTS SPECIALIZING IN MILITARY SALES.

IDENTIFICATION OF NEW LEADS AND COMPETITIVE INFORMATION.

FOCUS ON OPPORTUNITIES ALREADY ON BOOKS (AIRCRAFT, AVIONICS, COM- MUNICATIONS AND RADAR) AND PROMOTE AGGRESSIVELY.

INCREASED SALES POTENTIAL.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----