

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 : 348-KUWAIT

004-DEFENCE PROGRAMS, PRODUCTS, SERV
KUWAIT

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

- ENCOURAGE CANADIAN EXPORTERS TO VISIT MARKET.
- IDENTIFY SPECIFIC OPPORTUNITIES AND REPORT IN TIMELY MANNER.
- THROUGH CONFERENCE (SUCH AS HITEC) BETTER ACQUAINT EXPORTERS WITH MARKET AND SALES TECHNIQUES.

- INCREASE SALES BY 40%
- GREATER PROJECT PURSUIT BY CANADIAN EXPORTERS
- INCREASE SALES BY 25% BY ENCOURAGING GREATER FOLLOW-UP OF OPPORTUNITIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

ULTIMATE RESULT WILL BE ONGOING CONTACT WITH COM COS LOOKING TO ATTRACT INVEST IN A VARIETY OF AREAS ALLOWING US TO ADDRESS SPECIFIC INQUIRIES

INCREASE INVESTMENT IN CDA CONTINUES SHOW POSITIVE EFFECT WHICH TAKES PLACE AFTER AN INDIVIDUAL VISITS & INVESTS IN CDA

INCREASED AWARENESS & VISITS TO COM WILL LEAD TO IMPROVED INVESTMENTS

IDENTIFY SPECIFIC TARGET PRODUCTS

EVOLVING TO BEYOND TO INDUSTRY

HAVE BEEN OF EXPORT BEYOND LINE TO HEDGE

BEH BEYONDING BEYONDING

OVERVIEW VIEWERS OF COMOV IN MARKET INCREASING

88/10/21