

REPORT 4
89/10/10

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 :415-HAGUE, THE

005-ADVANCED TECH. PROD. & SERV
NETHERLANDS

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:
ALL SUB-SECTORS

FOLLOW UP INTERVIEWS WITH CANADIAN EXPORTERS AT TELECOM 87 IN GENEVA.

2 NEW AGENCIES FOR CANADIAN EQUIPMENT

ENLARGE EMBASSY DIRECTORY OF NETHS TELECOM EQUIPMENT IMPORTERS & AGENTS AND VISIT MOST PROMISING ONES.

IDENTIFY NEW IMPORTERS & AGENTS INTERESTED IN CANADIAN PRODUCTS

ENLARGE EMBASSY DIRECTORY OF NETHERLANDS COMPUTER HARDWARE AND SOFTWARE IMPORTERS AND VISIT MORE PROMISING ONES.

REINFORCE IMAGE OF CANADA AS SOURCE FOR INNOVATIVE AND QUALITY PRODUCTS

LOBBY PTT TO ENSURE OPTIMAL CLIMATE FOR CANADIAN TELECOM PERIPHERALS (INCL PABX) PRODUCTS FOLLOWING DEREGULATION IN JANUARY 1989

INCREASE OF CDN MARKET SHARE IN PABX & OTHER PERIPHERAL EQUIPMENT MARKET

PREPARE REPORT ON PROSPECTS FOR CANADIAN TELECOM PERIPHERAL EQUIPMENT AFTER 1989 DEREGULATION AND DISSEMINATE TO CANADIAN EXPORTERS.

INTRODUCE 5 NEW FIRMS TO DUTCH MARKET

PREPARE REPORT ON NETHERLANDS MARKET FOR COMPUTER HARDWARE AND SOFTWARE AND DISSEMINATE TO CANADIAN EXPORTERS.

INTRODUCE 5 NEW FIRMS TO THE DUTCH MARKET

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INVESTIGATE POSSIBLE INFO BOOTH AT EUROCOM'88 TRADE FAIR. - FIND POTENTIAL AGENTS/DISTRIBUTORS FOR TELECOM EQUIPMENT AND COMPUTER HARDWARE & SOFTWARE.

OBTAINED HQ AGREEMENT FOR INFO BOOTH AT EUROCOMM'88. - ONE AGENCY ESTABLISHED AND A NUMBER OF MAILINGS TO AGENTS COMPLETED.

QUARTER: 2 -----

QUARTER: 3 Organize & publicise Canadian info booth at Eurocomm 88 trade show.

Canada mounted quality info booth at Eurocomm 88 enhanced by participation of Dutch subsidiaries of Nortel and Gandalf.

QUARTER: 4 Computer software: Encourage software mission to Benelux during Europe Software Fair; assist individual software enquiries; assist/support Ontario Educational Software promotion in Netherlands.

Mission almost certain to go ahead. Educational Software promotion (3 Ont. coys will go ahead). Arranged program of PEMD visits for 1 mfr, commented on various PEMD tlxs. Responded to approx. 10 individ. requests fm Cda; 2 fm local importers