

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 : 414-BRUSSELS

005-COMM. & INFORM. EQP. & SERV  
BELGIUM

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

CREATION OF A STRUCTURE FOR DISTRIBUTION OF CANADIAN SOFTWARE IN BELGIUM WITH THE SUPPORT OF A MANUFACTURER AND A DISTRIBUTOR IN BELGIUM ASSISTED BY A SIMILAR STRUCTURE IN CANADA.

ANTICIPATED RESULTS:

WIDER DISTRIBUTION OF SOFTWARE, PRIMARILY IN THE FIELD OF EDUCATION.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 FOCUS ON FLANDERS TECHNOLOGY INTERNATIONAL.

QUARTER: 2 FOLLOW-UP ON FLANDERS TECHNOLOGY.

QUARTER: 3 RENCONTRER LES PRINCIPAUX MANUFACTURIERS CDNS DANS CE SECTEUR DANS LE CADRE DE "TELECOMS 87" A GENEVE (OCT)

QUARTER: 4 RENCONTRER LES PRINCIPAUX MANUFACTURIERS CANADIENS DANS CE SECTEUR DANS LE CADRE DE "TELECOMS 87" A GENEVE (OCTOBRE).

QUARTERLY RESULTS REPORTED:

EXCELLENT RESULTS FROM PARTICIPANTS AND VISITING ALBERTA MISSION.

NEGOTIATIONS ONGOING BETWEEN AGENTS AND CANADIAN PARTICIPANTS.

EXPLIQUER LE MARCHE BELGE A NOS FABRICANTS COMMENCER A LEUR TROUVER/SUGGERER DES REPRESENTANTS POSSIBLES - FAIRE LE SUIVI ICI.

UN SUIVI A ETE FAIT POUR CERTAINS EXPOSANTS QUI CHERCHAIENT DES "AGENTS" EN BELGIQUE (EXCEL, DATAGRAM). D'AUTRES FIRMES ONT ETE REVUES A HITECH 88 AFIN DE FAIRE LE POINT SUR LEURS PROJETS POUR LE MARCHE BELGE.