

REPORT 4
87/09/25

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

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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.

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.

VISITS TO DISTRIBUTORS, REPRESENTATIVES AND MANUFACTURING FIRMS.

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

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

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

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----