

POST :437-LONDON

005-ADVANCED TECH. PROD. & SERV
UNITED KINGDOM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SERIES OF CALLS ON PROSPECTIVE PARTNERS FOR DISTRIBUTION TV AND INDUSTRIAL CO-OPERATION.

QUALITY ASSISTANCE TO CANADIAN CLIENTS AND MORE TARGETED APPROACH TO CDA/UK INDUSTRIAL TEAMING POSSIBILITIES.

WHERE POTENTIAL WARRANTS, CONTACT FIRMS METON CO CDA TOUR AND AT MARKET PLACE 87 TO DETERMINE PROGRESS MADE IN INITIAL APPROACH TO UK.

PINPOINT NEW CDN EXPORTERS TO UK BY ARRANGING FOR EXPLORATORY VISITS TO THIS MKT AND INTRODUCTION TO PROSPECTIVE IMPORTERS/AGENTS/ LICENSING PARTNERS ETC.

DRAFT SUB-SECTOR MARKET PROFILES (TELECOM, COMPUTERS)AND IDENTIFY MAJOR AREAS OF OPPORTUNITY FOR CDN COMPANIES.

WILL SPEED INITIAL RESPONSE TO ENQUIRIES AND FORM BASIS OF PROSPECTING MATERIAL.

PROVIDE CONTINUING USE OF CANADA HOUSE AS VENUE FOR CDN COMPANY SEMINAR/PRODUCT PRESENTATIONS TO UK CLIENTELE.

ESTABLISH BI-MONTHLY PROMOTIONAL SEMINARS FOR ESTABLISHED EXPORTERS AND FOR NEW COMERS TO THIS MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -EXPAND LONDON CED WINEXPORT NETWORK.

-SIGNIFICANT PROGRESS MADE IN RESOLUTION OF OUTSTANDING WINEXPORT HARDWARE PROBLEM; TRAINING SESSIONS UNDERWAY AND DATA ENTRY BEGUN.

QUARTER: 2 Identify and remedy problems with WIN Export equipment

Source of major problem identified although not yet remedied. Preparation for training of all staff underway

QUARTER: 3 -preparation of sector briefing summaries
-participation in marketplace eastern Canada
-visit to Electronica Trade Fair Munich
-development of WIN
-preparation of equipment procurement plan

-sector summaries completed
-participation in Marketplace & some TD
-visited Electronica & received update on electronic sector. - WIN training completed & preparation for next procurement phase.

QUARTER: 4 1. Marketplace Canada/London, 1-2 March 89.
2. Visit to Which Computer Show, 21 Feb 89.
3. WIN Export additional equipment procurement.

1/2. Excellent results from first time event with 41 Canadian companies & over 500 enquiries. Promotion of event also via Which Computer Show.
3. Procurement completed & installation begun.