

REPORT 4B
87/10/28

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 533-SYDNEY

AUSTRALIA

QUARTER: 1

001-AGRI & FOOD PRODUCTS & SERVICE
PLANNED PARTICIPATION AT THE ROYAL EASTER SHOW
(10-21 APRIL) TO CREATE GREATER AWARENESS OF
CANADIAN LIVESTOCK AND GENETIC MATERIALS.

AS A RESULT OF INFORMATION BOOTH AT THE ROYAL
EASTER SHOW, RECEIVED 93 ENQUIRIES WHICH WERE
ACTIONED. IN ADDITION, COUNTLESS ENQUIRIES
HANDLED AT STAND PROMOTING CANADIAN LIVESTOCK
AND GENETIC MATERIALS.

009-FOREST PRODUCTS, EQUIP, SERVICES
PLANNED PARTICIPATION AT THE APPITA (TECHNICAL
ASSOCIATION OF THE AUSTRALIAN AND NEW ZEALAND
PULP AND PAPER INDUSTRY) APRIL 27 - MAY 1,
CONFERENCE.

THE THREE CANADIAN COMPANIES PARTICIPATING AT
THIS CONFERENCE WERE ABLE TO GET A GOOD INSIGHT
INTO THE AUSTRALIAN PULP AND PAPER INDUSTRY AND
ARE HOPEFUL OF APPOINTING AGENTS/DISTRIBUTORS IN
THE NEAR FUTURE.

016-INDUSTRIAL MACHIN, PLANTS, SERV.
QUEBEC HORIZONTAL MISSION TO AUSTRALIA TO
PROMOTE CROSS-SECTION OF INDUSTRIAL EQUIPMENT.

AS A DIRECT RESULT OF MISSION A NUMBER OF
COMPANIES WERE ABLE TO MAKE DIRECT SALES AS
WELL AS APPOINT AGENTS/DISTRIBUTORS.

013-CONSUMER PRODUCTS
PEMD SALES MISSION FROM THE PROVINCE OF QUEBEC
PLANNED TO PRIMARILY PROMOTE CONSUMER GOODS.

AS A RESULT OF MISSION, TWO COMPANIES HAVE MADE
SIGNIFICANT SALES TO THE AUSTRALIAN MARKET AND
THREE OTHERS ARE HOPEFUL OF APPOINTING AGENTS IN
THE NEAR FUTURE.

010-MINE, METAL, MINERAL PROD & SRV
PUBLICATION OF REGULAR COMMERCIAL NEWS LETTER
EVERY THREE MONTHS WITH EACH ISSUE HAVING A
SPECIFIC SECTOR AS ITS MAIN FEATURE ARTICLE.

THE JUNE ISSUE OF THE COMMERCIAL NEWS FEATURED
AS ITS MAIN ARTICLE "MINING MERITS FROM CANADA"
GENERATING GREAT INTEREST IN CANADA AS A SOURCE
OF MINING EQUIPMENT AND TECHNOLOGY.