

REPORT 4
88/10/21

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 : 437-LONDON

005-COMM. & INFORM. EQP. & SERV
UNITED KINGDOM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

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

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

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

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

ANTICIPATED RESULTS:

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -EXPAND LONDON CED WINEXPORT NETWORK.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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