

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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KPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BOSTON

Market: UNITED STATES OF AMERICA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW-UP w/11 CDN EXHIBITORS NORTHEAST COMPUTER FAIR OCT 88
Expected Results: ESTABLISH TWO DISTRIBUTION AGREEMENTS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: IDENTIFY KEY PUBLISHERS FOR CDN SOFTWARE COMPANIES
Expected Results: GET 4 CDN COMPANIES LISTED.

Activity: WORK W/BOSTON COMPUTER SOC TO HAVE CDN FIRMS DEMONSTRATE
Expected Results: HAVE 3 CDN COMPANIES MAKE PRESENTATIONS AT BOSTON COMPUTER SOCIETY.