

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :415-HAGUE, THE

SECTOR :005-ADVANCED TECH. PROD. & SERV  
NETHERLANDS

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

FOLLOW UP ON INTEREST GENER BY INFO BOOTH IN EUROCOMM, 12/88  
5 NEW AGENCIES FOR CANADIAN MANUFACTURERS.

PREP/DIST REPORT ON NETH MKT FOR COMPUTER HARD/SOFTWARE  
INTRODUCE 5 NEW FIRMS TO DUTCH MARKET.

ENLARGE ENB DIR OF NETHS TELECOM EQUIP IMP/AGENTS & VISIT CO  
IDENTIFY NEW IMPORTERS/AGENTS INTERESTED IN CANADIAN

ENLARGE EMBASSY DIR OF NETHS COMPUTER HARD/SOFTWARE IMPORTER  
REINFORCE IMAGE OF CANADA AS SOURCE FOR INNOVATIVE AND

MATCHMAKER MISSION TO "HET INSTRUMENT" MAY 1990  
AT LEAST 5 NEW AGENCIES FOR CANADIAN INSTRUMENTATION

INCOMING LAB. EQUIP AGENTS/DISTR MISSION FROM BENELUX  
AT LEAST 5 NEW AGENCIES FOR CANADIAN INSTRUMENTATION

INFO BOOTH AT EUROCOMM 90 EXHIBITION  
AT LEAST 5 NEW AGENCIES FOR CANADIAN DATACOM/TELECOM

REPORT ON NETHS MARKET FOR INSTRUMENTATION  
INTRODUCE 5 NEW FIRMS TO DUTCH MARKET.

PRODUCTS.

AND QUALITY PRODUCTS.

PRODUCTS.

PRODUCTS.

PRODUCTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Arrange appointments for ten companies on Fed  
Software Mission to Netherlands.  
Assist individual visitors to identify suitable  
partners.

QUARTER: 2 Prepare-distribute report on Netherlands market  
for computer hard and software.  
Enlarge Embassy directory of Netherlands  
computer hard/software importers

QUARTER: 3 Prepared mini-mission of telecom exporters  
from Montreal.

Co-ordinated Neths program for Benelux Software  
Mission. One Canadian subsidiary established  
in Neths. At least four distributor agreements  
anticipated  
Arranged visits in Neths for Alberta FTI mission

Information assembled and currently being  
"structured"  
Project delayed pending evaluation of software  
allowing keyword search of Dutch hardware  
and software importers and distributors.

Two companies from Montreal mini-mission  
identified good potential distributors.