

REPT4D  
89/12/12

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

71

POST :415-HAGUE, THE

005-ADVANCED TECH. PROD. & SERV  
NETHERLANDS

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

PREP/DISTR 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 PRODUCTS.  
IDENTIFY NEW IMPORTERS/AGENTS INTERESTED IN CANADIAN

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

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

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

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

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

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.

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----