

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 : 610-SAN FRANCISCO

004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

DEVELOP BETTER CONTACTS WITH BUYERS AT LARGE. US DEFENCE ELECTRONICS CONTRACTORS IE LOCKHEED, FORD, AVANTEK AND APPLIED TECHNOLOGY.

WITH BETTER UNDERSTANDING OF LARGE AND CONFIRMING BUYER NETWORK, POST CAN BETTER ASSIST CANADIAN EXPORTERS.

WORK CLOSELY WITH THESE CANADIAN FIRMS WHICH HAVE EXPRESSED AN INTEREST IN NORTHERN CALIFORNIA DEFENCE ELECTRONICS MARKET BY ATTENDING MICROWAVE/MILLIMETER AND ELECTRO-OPTICS PRESENTATIONS.

THESE COMPANIES HAVE BEEN INTRODUCED TO MARKET AND FOLLOW-UP WILL BE ESSENTIAL TO THEIR SUCCESS IN WINNING LOCAL BIDS. WORTH \$10 MLN.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 -----
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

WITH MORE LOCAL REPS AWARE OF CANADIAN FIRMS THERE WILL BE MORE LOCAL EXPOSURE FOR CAN PRODUCTS.

MEET WITH PROCUREMENT OFFICIALS OF MAJOR COMPUTER MANUFACTURERS IN SILICON VALLEY.
ARRANGE A SEMINAR FOR CANADIAN FIRMS WITH CANADIAN BUREAU OF LARGE LOCAL MANUFACTURERS

INITIATE DIALOGUE WITH CANADIAN FIRMS AND WORK TO BE REPORTED ON CANADIAN FIRMS WHICH WOULD BE INTRODUCED TO MARKET THROUGH RELEVANT COM CONTRACTS QUALIFIED ON

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QUARTERLY RESULTS REPORTED:

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TRACKING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST : 610-SAN FRANCISCO

004-ELECTRONICS PRODUCTS & SERV
UNITED STATES OF AMERICA

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