

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 504-BANGKOK

004-DEFENCE PROGRAMS, PRODUCTS, SERV
THAILAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

A DEFENCE MARKET STUDY WAS CARRIED OUT IN 1986. RESULTS OF STUDY
HAVE YET TO BE FULLY EXPLOITED, TIME AND RESOURCES PERMITTING.

LETTERS & PERSONAL VISITS TO SR. THAI MILITARY OFFICIALS AND CDN
SUPPLIERS IN THIS SECTOR HAVE BEEN SENT/MADE.

STEP UP CONTACT WITH MILITARY IN ORDER TO BETTER IDENTIFY THAI
PROCUREMENT REQUIREMENTS.

ENCOURAGE THAI MILITARY REPRESENTATIVES IN COOPERATION WITH LOCAL
AGENTS TO BECOME MORE FAMILIAR WITH CANADIAN RADIO COMMUNICATIONS

WORK WITH CANADIAN COMPANIES TO IDENTIFY MOST ATTRACTIVE
FINANCING FOR THAI PURCHASE OF AIRCRAFT.

RESULTS WILL BE TO BETTER FOCUS MARKETING
INFORMATION AT APPROPRIATE CANADIAN SUPPLIERS

POSSIBLE SALE OF UP TO \$20 MILLION.

FOCUS EXPORT PROMOTION EFFICIENTLY ON BEST
CANADIAN SUPPLIERS TO THAI MARKET.

SALE OF RADIO SYSTEMS.

SALE OF AIRCRAFT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 FOLLOW-UP ON INTERESTS GENERATED FROM CDN PARTI-
CIPATION IN DEFENCE ASIA '87.

LITERATURES REQUESTED IN OVER 200 INQUIRY CARDS
WERE MAILED OUT. INQUIRIES ON HENOTEX AND
MOTOROLA PRODUCTS WERE SENT TO LOCAL AGENTS FOR
FOLLOW-UP.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----