

REPORT 4
89/05/10

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 :532-MELBOURNE

005-ADVANCED TECH. PROD.& SERV
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

??????

FOLLOW UP REQUIRED ON DECEMBER COMPUTER/COMMUNICATIONS MISSION.

COMPILE REVIEW OF FORECASTED DEVELOPMENTS BY TELECOM
AUSTRALIA & OTC FOR DISTRIBUTION TO CANADIAN COMPANIES.

ANALYSE/COMPILE REQUIREMENTS FOR PRIVATE SECTOR NETWORKS
INDEP. OF TELECOM.

??????

FOLLOW UP TO COMPUTER/COMMUNICATIONS MISSION.

FOLLOW UP TO REMOTE SENSING STUDY SPECIALLY IMAGE PROCESSING
SOFTWARE.

TO IDENTIFY SPECIFIC SECTORIAL REQUIREMENTS FOR
CANADIAN SOFTWARE I.E. MINING, MEDICAL AND NETWORK MANGEMENT
SOFTWARE, IMAGE PROCESSING SOFTWARE (REMOTE SENSING).

ANTICIPATED RESULTS:

FINALISATION OF SALES ETC. DISCOVERED DURING
MISSION.

THIS WILL ENHANCED OUR AWARENESS OF OPPORTUN-
ITIES AND PROVIDE OPENINGS FOR CANADIAN MANU-
FACTURERS.

DITTO. (THIS AREA IS GROWING YET MUCH POTENT-
IAL REMAINS UNEXPLORED.

TO FINALISE SALES OPPORTUNITIES DISCOVERED
DURING MISSION AND TO IDENTIFY NEW AREAS IF
INTEREST.

TO IDENTIFY FUTURE AREAS OF COLLABORATION
BETWEEN CANADIAN AND AUSTRALIAN IMAGE PROCES-
SING SYSTEM MANUFACTURERS.

TO IDENTIFY NICHE MARKETS OFFERING GOOD POTE-
NTIAL FOR CANADIAN TECHNOLOGY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ONTARIO TRADE MISSION - NEW ZEALAND/AUSTRALIA

QUARTER: 1 NORTHERN TELECOM PACKET SWITCHING CONTRACT

QUARTER: 2 Northern Telecom Packet Switching Contract.

QUARTERLY RESULTS REPORTED:

ALTHOUGH MISSION FOCUS WAS N.ZEALAND, POST ARRAN-
GED INDIVIDUAL APPOINTMENTS FOR MISSION MEMBERS.
ISOLATION SYSTEMS IDENTIFIED SEVERAL PROBABLY
CUSTOMERS FOR THEIR DEFENCE SURVEILLANCE EQPT.
ASSESSMENT DEV GRP IDENTIFIED REP.

POST ASSISTED NT PERSONNEL IN MONITORING, ARRAN-
GING APPOINTMENTS TO PROMOTE NT BID FOR CDN \$75
MIL CONTRACT. RESULT TO DATE IS THAT NT IS CUR-
RENTLY SHORTLISTED WITH RECOMMENDATION/DECISION
EXPECTED IN AUGUST.

Expected contract between \$50-70 million now due
in the next month or so. Our extensive lobbying
with telecom also involving the High Comm. has
been helpful. Northern Telecom rep who might be
optim.now says they have 90% chance of win.bid.