

REPORT 4
89/10/10

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 :431-HELSINKI

005-ADVANCED TECH. PROD. & SERV
FINLAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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CONTINUE EXPANSION OF POST'S DATABASE CONTAINING INFORMATION ON AGENTS, IMPORTERS AND END USERS OF INFORMATICS.

MORE PRECISE ASSISTANCE TO CANADIAN EXPORTERS ,MORE FIRMS REPRESENTED IN FINLAND.

CONTINUE MAILINGS OF CANADIAN INFORMATICS PUBLICATIONS TO FINNISH IMPORTERS.

INCREASED AWARENESS IN FINLAND OF CANADIAN EXPERTISE AND PRODUCTS.

COMPLETE REPORT ON FINNISH REMOTE SENSING ACTIVITIES AND EQUIPMENT/SERVICES REQUIREMENTS.

SOME SALES OF CANADIAN REMOTE SENSING EQUIPMENT AND SERVICES.

UPDATE AND EXPAND INFORMATICS REPORT ON FINLAND PREVIOUSLY SENT TO TTT AND CANADIAN FIRMS.

BETTER APPRECIATION OF FINNISH OPPORTUNITIES BY CANADIAN INDUSTRY.

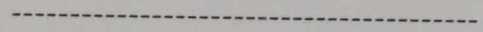
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CONTINUE REPORTING DEVELOPMENTS IN FINNSIH TV AND CATV INDUSTRIES TO DOC AND CANADIAN SUPPLIERS.

INCREASED PARTICIPATION OF CANADIAN FIRMS IN CATV PROGRAMS.

EVALUATE RESULTS OF 1986 CANADIAN CATV MISSION TO FINLAND.

DETERMINE FURTHER OPPORTUNITIES FOR CANADIAN SUPPLIERS.



TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUE EXPANSION OF POST DATABASE OF IMPORTERS AND DISTRIBUTORS.
CONTINUE REPORTING ON TV AND CATV DEVELOPMENT
CONTINUE MAILING OF ELECTRONICS PUBLICATIONS.

LICENSING AGREEMENT FOR SOFTWARE REALIZED
CTV REPORT WAS DESCRIBED IN CANDEXPORTS RESULTING IN NUMEROUS ENQUIRIES.
SUBSTANTIAL SALE OF ADD ON BOARDS REALIZED.

QUARTER: 2 With post assistance Cdn suppliers of communications systems and software packages present their product.

Four (4) companies were allowed to bid on systems valued at over \$20 million.

QUARTER: 3 Advanced Technology Mission organization and coordination. 2)Visit to the Finnish Technology Development Center Electronic Laboratory.

6 member mission spent four days in Helsinki and contacted 30 Finnish companies. 2)Establish a direct contact that would lead joint research project

QUARTER: 4 Mail out to electronic industry contacts re our participation in Eltek/Elkom 89, April 18-21
Electrical Technology & Professional Elects Show
Coordinated SR Telecom presentation to Post and Telecommunications officials 31 March 89.

Increase local knowledge of Canadian electronics industry.
Helped to better position for SR Telecom's remote telecommunications systems.