

POST : 435-COPENHAGEN

004-DEFENCE PROGRAMS, PRODUCTS, SERV
DENMARK

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ARMAMENTS & VEHICLES

NEW PROGRAM MANAGER RESPONSIBLE FOR SECTOR IN PROCESS OF ESTABLISHING CONTACT WITH KEY DECISION MAKERS.

INTRODUCTORY CALLS TO BE COMPLETED 12/86
FURTHER CALLS AND SOME OF HOSPITALITY EVENTS
WILL CONSOLIDATE CONTACTS.

THIS SECTOR IS FOCUS OF MAJOR ONGOING PROMOTION EFFORTS. WE WILL UNDERTAKE PROGRAM OF REGULAR CALLS ON KEY DECISION MAKERS AND WHEN APPR. SUPPLEMENT THESE WITH CALL AT POLITICAL LEVEL.

INCREASED SALES OF \$ 5 M.

OFFSET ISSUE CONTINUES TO THREATEN FUTURE SALES EXPANSION. WE WILL WORK WITH DANISH OFFICIALS TO TRY TO MINIMIZE IMPACT.

CONTINUED SALES POSSIBILITIES.

OTHER DEFENSE PROD & SERV.

NEW PROGRAM MANAGER RESPONSIBLE FOR SECTOR IN PROCESS OF ESTABLISHING CONTACT WITH KEY DECISION MAKERS.

INTRODUCTORY CALLS TO BE COMPLETED 12/86
FURTHER CALLS AND SOME OF HOSPITALITY EVENTS
WILL CONSOLIDATE CONTACTS.

THIS SECTOR IS FOCUS OF MAJOR ONGOING PROMOTION EFFORTS. WE WILL UNDERTAKE PROGRAM OF REGULAR CALLS ON KEY DECISION MAKERS AND WHEN APPROPRIATE SUPPLEMENT THESE WITH CALL AT POLITICAL LEVEL.

INCREASED SALES OF \$ 2M.

OFFSET ISSUE CONTINUES TO THREATEN FUTURE SALES EXPANSION. WE WILL WORK WITH DANISH OFFICIALS TO TRY TO MINIMIZE IMPACT.

CONTINUED SALES POSSIBILITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 VISIT OF TDD, COL. LAST DND, A. M. WILLIS DRIE AND D. COLLINS TPD FOR CANADA DENMARK INFORMAL RDP DISCUSSIONS AND EXCHANGE OF VIEWS ON OFFSETS ISSUE JUNE 11.

ARRANGED MEETINGS & ACCOMPANIED GROUP. HOSTED WORKING LUNCHEON. GOOD EXCHANGE OF VIEWS WITH DANISH MIN. OF DEFENCE, DEFENCE STAFF AND MIN. OF INDUSTRY.

QUARTER: 1 ESTABLISH CLOSER CONTACTS WITH KEY MILITARY PLANNERS AND MATERIAL OFFICERS.

VISITED AIR MATERIAL COMMAND, ARRANGED FOR CDN. MILITARY ATTACHE TO VISIT NAVAL MATERIAL COMMAND (AS CIVILIAN VISITS NOT ENCOURAGED). MET WITH MIN. OF DEFENCE PLANNING STAFF ON THEIR PROPOSED DEFENCE PLAN AND PROCUREMENT.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----