

POST :606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE & MARINE

DIRECT MAIL PROGRAM TO MAJOR U.S. PLAYERS

INCREASE U.S. AWARENESS OF CANADIAN SUPPLIERS

UPDATE OVERVIEW REPORT OF U.S. DEFENCE CONTACTS AND MAIL TO
CANADIAN EXPORTERS.

INCREASE CDN AWARENESS OF U.S. CONTACTS.

COLLECT AND MAINTAIN A SUPPLY OF CANADIAN COMPANY BROCHURES.

INCREASE NUMBER OF LOCAL REPS OF CANADIAN FIRMS

TARGET - INCREASE NUMBER OF LOCAL REPS OF CA-
NADIAN AEROSPACE FIRMS BY 2 OR 3.

SERIES OF U.S. INDUSTRY VISITS BY OFFICE TO UNCOVER BID OPPORTUN-
ITIES.

TARGET- UNCOVER 2 TO 3 NEW U.S. FIRMS WITH
AEROSPACE REQUIREMENTS.

ATTEND U.S. INDUSTRY 'VENDOR' DAYS AND SUPPLY RELEVANT
LITERATURE.

ELECTRICAL & ELECTRONIC

DIRECT MAIL PROGRAM TO MAJOR U.S. PLAYERS.

INCREASE US AWARENESS OF CANADIAN SUPPLIERS

UPDATE OVERVIEW REPORT OF US DEFENCE CONTACTS AND MAIL TO
CANADIAN SUPPLIERS

INCREASE CANADIAN AWARENESS OF US CONTACTS.

COLLECT AND MAINTAIN A SUPPLY OF CANADIAN COMPANY BROCHURES.

INCREASE NUMBER OF LOCAL REPS OF CANADIAN FIRMS.

TARGET - INCREASE NUMBER OF LOCAL REPS OF CA-
NADIAN ELECTRONICS FIRMS BY 5-10

SERIES OF US INDUSTRY VISITS BY OFFICE TO UNCOVER BID OPPORTUNI-
TIES.

TARGET - UNCOVER 25 NEW US FIRMS WITH ELECTR-
ONICS REQUIREMENTS.

ATTEND US INDUSTRY VENDOR DAYS AND SUPPLY RELEVANT LITERATURE.

ALL SUB-SECTORS

FIRST USAF SPACE DIVISION WORKING GROUP DEC. 1 AND 2, 1987
FOR SPACE SUBSYSTEMS IN ALBUQUERQUE.

TARGET - 1 OR 2 DEVELOPMENT PROJECTS.

SET UP BRIEFING AT NAVAL OCEAN SYSTEMS CENTER (NOSC) IN SAN DIEGO
ON DEVELOPMENT SHARING PROPOSALS.

TARGET - 1 OR 2 DEVELOPMENT PROJECTS.