

REPT4D
90/01/23

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :415-HAGUE, THE

005-ADVANCED TECH. PROD. & SERV
NETHERLANDS

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW UP ON INTEREST GENER BY INFO BOOTH IN EUROCOMM, 12/88
5 NEW AGENCIES FOR CANADIAN MANUFACTURERS.

PREP/DIST REPORT ON NETH MKT FOR COMPUTER HARD/SOFTWARE
INTRODUCE 5 NEW FIRMS TO DUTCH MARKET.

ENLARGE ENB DIR OF NETHS TELECOM EQUIP IMP/AGENTS & VISIT CO
IDENTIFY NEW IMPORTERS/AGENTS INTERESTED IN CANADIAN

PRODUCTS.

ENLARGE EMBASSY DIR OF NETHS COMPUTER HARD/SOFTWARE IMPORTER
REINFORCE IMAGE OF CANADA AS SOURCE FOR INNOVATIVE AND

AND QUALITY PRODUCTS.

MATCHMAKER MISSION TO "HET INSTRUMENT" MAY 1990
AT LEAST 5 NEW AGENCIES FOR CANADIAN INSTRUMENTATION

PRODUCTS.

INCOMING LAB. EQUIP AGENTS/DISTR MISSION FROM BENELUX
AT LEAST 5 NEW AGENCIES FOR CANADIAN INSTRUMENTATION

PRODUCTS.

INFO BOOTH AT EUROCOMM '90 EXHIBITION
AT LEAST 5 NEW AGENCIES FOR CANADIAN DATACOM/TELECOM

PRODUCTS.

REPORT ON NETHS MARKET FOR INSTRUMENTATION
INTRODUCE 5 NEW FIRMS TO DUTCH MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Arrange appointments for ten companies on Fed
Software Mission to Netherlands.
Assist individual visitors to identify suitable
partners.

Co-ordinated Neths program for Benelux Software
Mission. One Canadian subsidiary established
in Neths. At least four distributor agreements
anticipated
Arranged visits in Neths for Alberta FTI mission

QUARTER: 2 Prepare-distribute report on Netherlands market
for computer hard and software.
Enlarge Embassy directory of Netherlands
computer hard/software importers

Information assembled and currently being
"structured"
Project delayed pending evaluation of software
allowing keyword search of Dutch hardware
and software importers and distributors.

QUARTER: 3 -----

QUARTER: 4 -----