

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 :512-SINGAPORE

SECTOR :011-OIL & GAS EQUIPMENT,SERVICES  
SINGAPORE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

Cultivate close relationship with local industry representative

Identify mkt opp & expand awareness of Cdn capabilities

Identify suitable representatives and introduce them to Canadian companies

Conclude new rep agreem & incr eqpt & serv sales potentials

Update of market study

Increase Cdn awareness of market potential

Organized Canadian participation at ASCOPE'89

Increase representation & sales of goods & services

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Increase awareness of Canadian capabilities with local industry.

Two Singapore representatives sent to Intercan' 89.

QUARTER: 2 Expand representation of Canadian companies. Preparation for ASCOPE'89.

Follow up on contacts made at Intercan'89 by Singapore contingent. Contacted ten local companies to determine interest in Canadian technology.

QUARTER: 3 Actively cultivate local industry contacts. Preparations for ASCOPE 89 in Nov 89. Update of market study.

Six Canadian companies participated in joint Canada-Alberta pavilion, resulting in significant exposure to local and regional industry. Market study completed.

QUARTER: 4 Liaison visit with Brunei Shell officials and tour of Shell refinery in Singapore.

Increased knowledge of procurement procedures and Shell operations in Brunei and Singapore.