

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 :435-COPENHAGEN

005-ADVANCED TECH. PROD. & SERV  
DENMARK

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

COMPUTERIZED LISTING OF LOCAL SECTOR CONTACTS/INTERESTS  
IMPROVED ABILITY TO INTRODUCE NEW CANADIAN PRODUCTS

ASSIST CDM COS IN CONSOLIDATING BUSINESS  
MAINTAIN PRESENT BUSINESS VOLUME

INTRODUCE NEW CANADIAN COMPANIES APPROX 8 PER QUARTER  
2 NEW BUYING CONNECTIONS PER QUARTER.

UPDATE REOPRT ON DANISH ADVANCED TECH SECTOR.  
FACILITATE UNDERSTANDING OF DANISH MARKET

CANVAS/VISIT SELECTED COMPANIES IN JUTLAND\*  
ESTABLISH NEW POTENTIAL DISTRIBUTOR CONTACTS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Organized Ont. Govt. trade mission May 30- June  
1. - Follow up visits to participants in Jutland  
of incoming buyers mission. - Aquaculture mission  
May 1 - 10 - Lumber Mission May 22 - 26.

- 5 companies participated and met with potential  
reps. - Has had to be postponed to Aug./Sept  
as several key contacts were unavailable before  
holiday break & we have change in Commercial  
Counsellor. - Post TDO organized & briefed cos.

QUARTER: 2 -Nordic Initiatives Mission.  
-Follow-up to incoming Telco Mission March 1989.  
-Assisting Cdn firms to adjust to increasingly  
competitive computer software market in Denmark.

-Successor to Advanced Tech Mission. 15 Cdn  
companies to visit Denmark October 1989.  
-Postponed to next Quarter due to workload.  
-Have overcome representation problems  
encountered by three Canadian exporters.

QUARTER: 3 -----

QUARTER: 4 -----