

PROGRAM RESULTS: EUROPE

BUSINESS ACTIVITY

During the October - December 1994 period twenty-six posts reported the following business activity:

- 64 EXPORT SALES WORTH \$504.38 MILLION
- 28 NEW BUYING CONNECTIONS / 65 AGENCY AGREEMENTS
- 18 NEW JOINT VENTURES WORTH \$10 MILLION / 6 LICENSING AGREEMENTS
- 2 FOREIGN INDUSTRIAL AND COMMERCIAL INVESTMENTS IN CANADA WORTH \$500 MILLION
- 16 CANADIAN INVESTMENTS IN TERRITORY WORTH \$.10 MILLION
- 37 TECHNOLOGY TRANSFERS WORTH \$2 MILLION

HIGHLIGHTS:

- \$500 Million - Territory investment in Canada in laser power (Munich)
- \$100 Million - Sale of remote sensing equipment (Milan)
- \$40 Million - New agency agreement imax, omnimax and 3 dimension (Madrid)
- \$10 Million - New joint venture in bakery ovens (Bucharest)
- \$9 Million - Sale of microwave system (Helsinki)
- \$3.5 Million - Sale of waste water treatment equipment (Prague)

KEY STATISTICS: for the twenty-six posts reporting workload information

Missions Reporting To

		RBT	RWT
No. Trade Enquiries	Cdn	1899	5347
	Local	2085	7825
No. Investment Enquiries	Cdn	37	107
	Local	34	290
No. Business Visitors	Cdn Pr / Pub	314 / 153	1165 / 454
	Local Pr / Pub	275 / 290	1894 / 238