

REPORT 4
89/10/10

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :643-CARACAS

005-ADVANCED TECH. PROD. & SERV
VENEZUELA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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FINDING MORE AGENTS TO REPRESENT CDN COMPANIES

INCREASE IN NUMBER OF CANADIAN COMPANIES REPRESENTED

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CONTINUE SEARCHING FOR ADEQUATE REPRESENTATIVES FOR CANADIAN COMPANIES IN THE FIELD OF HARDWARE AND SOFTWARE

OBTAIN GREATER NUMBER OF VENEZUELAN FIRMS REPRESENTING CANADIAN COMPANIES AS LOCAL AGENTS.

CONTINUE PROMOTING CANADIAN SOFTWARE TO PETROLEUM INDUSTRY.

CREATE SALES OF CANADIAN SOFTWARE TO PETROLEUM INDUSTRY OF \$1-2 MILLION.

CONTACT VENEZUELAN INFORMATICS COMPANIES TO PROMOTE POSSIBLE JOINT VENTURES.

INCREASE CANADIAN POTENTIAL OF ENTERING HIGHLY COMPETITIVE MARKET.



TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Participation in Venez INFORVEN trade fair with our info booth. Literature from ten Canadian companies on display and given out to Venez. importers.

Excellent reception to our participation. Some 2000 Venez. stopped at booth to look, talk, to take literature. Follow-up is proceeding.

QUARTER: 3 Participation at Momexpo in Caracas with info booth displaying literature from twelve Cdn. firms.

Initial introduction of Cdn firms into Venez. market.

QUARTER: 4 -----