

POST : 427-MUNICH

006-ELECTRONICS EQUIP. & SERV  
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PRODUCTS & COMPONENTS

INTENSIFY CORPORATE LIAISON PROGRAM WITH KEY COMPANIES  
IN THIS SECTOR.

IMPROVED KNOWLEDGE OF POTENTIAL BUSINESS  
PARTNERS FOR CDN COMPANIES IN THIS SECTOR  
AND BETTER TARGETTING OF MARKETING EFFORTS  
BY MISSION.

UNDERTAKE MARKET STUDY FOR ELECTRONIC COMPONENTS .

IMPROVED KNOWLEDGE OF PRECISE AREAS OF  
SPECIALTY . FACILITATE IDENTIFICATION OF  
PARTNERS FOR JOINT VENTURES, LICENSING  
AND TECHNOLOGY TRANSFER.

INITIATE SYTEMATIC APPROACH TO LARGE FRG FIRMS TO SEARCH FOR WEAK  
LINKS IN THEIR COMPONENTS SUPPLIERS NETWORK FOCUSING FIRST ON  
ITEMS ALREADY BEING EXPORTED TO FRG THEN MOVING TO OPPORTUNITIES  
FOR NEW PRODUCTS.

UNCOVER OPPORTUNITIES FOR EXPANSION OF  
PRESENT EXPORTS (DOUBLED IN LAST 2 YRS) AND  
IDENTIFY TARGETS FOR INTRODUCTION OF NEW  
PRODUCTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PARTICIPATION AT LASER - TRADE FAIR

PARTICIPATION IN LASER CANCELLED DUE TO LACK OF  
RESPONSE TO OTTAWA'S RECRUITING EFFORTS.

QUARTER: 1 MISSION - CABLE TV BUYERS MISSION TO CANADA

SCRUBBED FROM MUNICH PROGRAM FOLLOWING REASS  
ESSMENT OF MARKET OPPORTUNITIES.

QUARTER: 1 SEARCH FOR NEW OPPORTUNITIES

MARKET REPORT ON AUDIO TOUR EQUIPMENT

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----