

REPT4D
90/06/26

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

40

POST :604-DALLAS

SECTOR :008-TRANSPORT SYS,EQUIP,COMP,SERV.
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CALLS ON OFFSHORE DRILLING CONTRACTORS
TO BE MORE OF THESE ACTIVITIES & ENCOURAGE THEM TO USE CDN

PRODUCTS.

CALLS TO THIRD COUNTRY PROCUREMENT OFFICES
TO ENCOURAGE CDN SOURCING.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Offshore Technology Conference
Houston, Texas
May 1-4, 1989

1.The Honourable John Crosbie attended conf. and spoke at keynote session. There were 31 Cdn exhibitors and 5 provincial govts. in attendance Reception organized by the Consulate had approx 500 attendees.

QUARTER: 2 1.Began preparations for the Workboat Show,
New Orleans, LA, Nov. 30-Dec. 2, 1989.

1.Began arranging hotel accommodations and badge registrations for the show.

QUARTER: 3 1)GSA/NEXUS Trade Mission (Fire Fighting Equip)
2)Recruited companies for and organized a national stand at the Work Boat Show in New Orleans.

1)Mission took place Nov. 8-10/89. 10 Cdn manuf. 4 distributors and 1 mfr. rep. appointed.
2)30 Cdn. coys participated \$84,000 business booked at show with 1 yr. projection of \$7.7M. 486 serious leads were received at the show.

QUARTER: 4 1.Displayed manufacturing and service capabilities for 25 Canadian companies at Heli-Expo held Feb. 4-6, 1990.

1.Virtually all literature displayed was taken by the over 10,000 visitors to the show. This reflected Canada as a leader in Helicopter repair, overhaul and service capabilities.