

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

SECTOR :005-ADVANCED TECH. PROD. & SERV
DENMARK

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

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

ASSIST CDN 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 1) Nordic Initiatives Mission
2) Environmental Technologies Mission
3) Computerised listing of sector contacts

1) 8 of 12 firms have done/will do business in
next 6-9 mnths. 2) 12 eqpt/svcs firms visited -
much potential. ISTCTOR report to follow.
3) Liaising with Paris Emb & Extott TPP re
adaptation to Win Contact.

QUARTER: 4 1. Listing of local contacts/interests
2. Update report on Danish Advanced Tech Sector
3. Canvas/Visit selected companies in Jutland.

1. Now incorporated into WIN Contact list.
2. Telecomms Section covered. Comprehensive,
sector report for first quarter 90/91
3. Met several coys through exp/IDP/TIP activi-
ties. Others during Cdn blitz scheduled Jun90.