REPORT 4
88/10/21

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 :612-WASHINGTON

006-ELECTRONICS EQUIP. & SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
INSTRUMENTATION	
ENCOURAGING CAPABLE CDN FIRMS TO COMPETE IN THIS MARKET, THROUGH INDIVIDUAL ADVICE AND ASSISTANCE, AND THROUGH GROUP SEMINARS.	3 NEW FIRMS COMMITTED TO MARKETING IN THIS AREA.
ASSISTING ESTABLISHED FIRMS TO MAKE SALES TO FED. GOVT. AGENCIES, THROUGH COMPANY PRESENTATIONS AT THE EMBASSY TO SELECTED SENIOR OFFICIALS.	3 FIRMS TO MAKE TOTAL $200,000 IN SALES.
MONITOR DEVELOPMENTS IN FED. GOVT. COMMUNICATIONS PROCUREMENT POLICY AND PROJECTS, ADVISE CDN. INDUSTRY OF SIGNIFICANT CHANGES, AND ENSURE U.S. OFFICIALS AWARE OF CDN INTERESTS.	CDN GOVT. AND INDUSTRY AWARE OF MARKET ENVIRONMENT AND ARE NOT ADVERSELY AFFECTED BY PROTECTIONIS MEASURES.
INFORM USA FED GOVT OF EFFECT OF FREE TRADE AGREEMENT SECTION ON PROCUREMENT AS IT RELATES TO THIS SECTOR.	CDN ELECTRONICS FIRMS WILL BE ENCOURAGED TO BID ON CONTRACTS IN NEWLY OPENED RANGE OF $25,000 TO 171,000 EXEMPT FROM BUY-AMERICA.
PRODUCE BROCHURE ADVISING CDN FIRMS OF OPPORTUNITIES RESULTING FROM FTA IN AREA OF GOVT PROCUREMENT.	30 CDN FIRMS PROVIDED WITH SPECIFIC ADVICE ON HOW TO MAKE USE OF NEW OPPORTUNITY.
PRODUCE ANALYSIS OF MKT OPPORTUNITIES CREATED BY MAJOR PROJECTS TO BE CONDUCTED BY NASA (SPACE STATION); DEPT. OF COMMERCE(REMOTE-SENSING FOR VARIOUS USES), & BY EPA, USGS, & OTHER AGENCIES AS RESULT OF CLEAN AIR/WATER BILLS.	CDN INDUSTRY PROVIDED WITH ACCURATE & IN-DEPTH INFORMATION AS TO NEW MARKETS AVAILABLE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1 -----	
QUARTER: 2 -----	
QUARTER: 3 -----	
QUARTER: 4 -----	