

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 533-SYDNEY

005-COMM. & INFORM. EQP. & SERV
AUSTRALIA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 3 COMPUTER/COMMUNICATIONS MISSION, NOVEMBER 26-29

QUARTER: 4 PRODUCT LAUNCH - COGNOS LTD.

QUARTERLY RESULTS REPORTED:

NINE COMPUTER & DATA COMMUNICATIONS COMPANIES VISITED THE AUSTRALIAN MARKET. INITIAL REACTION IS VERY POSITIVE. FIRST MEASURABLE RESULTS WILL BE REPORTED BY COMPANIES IN MARCH 1988.

POST ORGANIZED LUNCH FOR A CROSS SECTION OF THE BUSINESS SECTOR TO HELP COGNOS LAUNCH THEIR PRODUCT IN THE AUSTRALIAN MARKET. LUNCH ATTENDED BY 40 END-USERS AND GOOD BUSINESS CONTACTS MADE.