

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

77

POST :431-HELSINKI

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:BROADCASTING, INC. CABLE TV

CONTINUE REP ON FINNISH TV & CATV IND. TO CDN SUPPLIERS
INCREASE CDN FIRMS KNOWLEDGE ON FINNISH MARKET WHICH IS
DEVELOP CONTACT NETWORK
FIND FURTHER OPPORT FOR CDN FIRMS WHOSE EXP TO FINLAND INCR

MOVING VERY FAST.
BY +637% DURING JAN-SEPT 88.

ORGANIZE CATV INDUSTRIES MISSION TO CANADA
MAINTAIN GROWTH MOMENTUM SETTING 89 INCREASE AT 10%.

SUB-SECTOR:COMPUTERS HARD/SOFTWARE & COMP

EXPAND POST DATA BASE & UPDATE MARKET REPORT.
MORE PRECISE ASSISTANCE TO CANADIAN EXPORTERS.
CONTINUE MAILINGS OF CDN INFORMATICS PUBLIC TO FINNISH IMPOR
INCREASED AWARENESS IN FINLAND OF CANADIAN EXPERTISE AND

MORE FIRMS REPRESENTED IN FINLAND.

PRODUCTS.

HARDWARE/SOFTWARE MISSION TO FINLAND.
FOLLOW-UP ON LAST YEAR'S MISSIONS AND INCREASE MARKET GAIN.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Participation during April 18-21 in the Eltek 89
Electrical Technology and Professional
Electronics Show.

52,000 visitors attended the Show; our stand was
popular with visitors requesting information on
Canadian companies, products, descriptions and
listings from our demo pc.

QUARTER: 2 1. Planned program for Nordic Initiative mission
software companies.
2. Prepared new 1989-90 report on electronic &
electric equipment for Finland

1. Mission to take place first two days of next
quarter. 66 meetings have been scheduled and 120
invitations sent out for a reception.
2. Concise/precise information on the Finnish
market.

QUARTER: 3 1. Nordic Initiative Mission
2. Visit to Systems 89 in Munich
3. Environmental Technology Mission

1. Mission generated sales and representation
agreements for 3 mission members.
2. Increased awareness of Cdn products and
established contacts for Cdn exhibitors.
3. To date progress on 2 projects confirmed.