

PROGRAM RESULTS: EUROPE

BUSINESS ACTIVITY

During the January - March 1989 period, twenty-eight posts reported the following business activity:

1. 100 EXPORT SALES WORTH \$ 402 MILLION
2. 73 NEW BUYING CONNECTIONS/AGENCY AGREEMENTS WORTH \$ 38.6 MILLION
3. 18 NEW JOINT VENTURES/LICENCING AGREEMENTS WORTH \$ 34.7 MILLION
4. 8 FOREIGN INDUSTRIAL AND COMMERCIAL INVESTMENTS IN CANADA WORTH \$140 MILLION
5. 4 CANADIAN INVESTMENTS IN TERRITORY WORTH \$ 6.8 MILLION
6. 11 TECHNOLOGY TRANSFERS WORTH \$ 18.5 MILLION

HIGHLIGHTS:

- ° \$ 200 million sale of aluminum (Vienna)
- ° \$ 13.3 million sale of hot rolled steel sheets (Madrid)
- ° \$ 200 million sale of gas turbines (Bonn)
- ° \$ 40.5 million sale of aircraft simulators (Bonn, Brussels)
- ° \$ 30 million sale of food processing plant (Belgrade)
- ° \$ 10 million IMAX movie joint venture (Moscow)

KEY STATISTICS: for the twenty-eight posts reporting workload information

	<u>MISSIONS REPORTING TO</u>	
	RWT	RBT
No. Trade Enquiries	Cdn	7358
	Local	7626
No. Investment Enquiries	Cdn	265
	Local	821
No. Business Visitors	Cdn	1923
	Local	3029