

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 :437-LONDON

004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED KINGDOM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

THROUGH DIRECT MAIL AND PERSONAL CONTACT AT HITEC, FARNBOROUGH ETC. PROMOTE AWARENESS IN CDN INDUSTRY OF SPECIALISED UK INDUSTRIAL CAPABILITIES RE DND PROCUREMENT REQUIREMENTS.

CONCLUSION OF INDUSTRIAL COOPERATION LINKS BETWEEN CDN AND UK FIRMS ON SUCH PROJECTS AS NSA, CASAP, TCCCS ETC

CDA/UK RDP STEERING COMMITTEE MEETING OF OCT 87 BY WORKING WITH UKMOD AND DESO ON ALL AGREED ACTION POINTS

EXPAND NUMBER OF COLLABORATIVE PROJECTS UNDER CONSIDERATION AND IN PLAY TO INCLUDE WSPS MILITARY FLIGHT SIMULATORS, MCM CAPABILITY. ECT.

UPDATE OF POST GUIDE ON DEFENCE PRODUCT SALES TO THE UK; REPORT ON CANADA/UK INDUSTRY-TO-INDUSTRY COLLABORATIVE VENTURES.

ENHANCED KNOWLEDGE ON PART OF CANADIAN DEFENCE INDUSTRY OF MARKET AND COLLABORATION POTENTIAL IN THE UK.

POST REPRESENTATION AT ANNUAL HITECH CONFERENCE IN OTTAWA (MAR 88) AND AT FARNBOROUGH 88 AIR SHOW SPONSORED BY AIR INDUSTRIES ASSOC. OF CANADA.

MEETINGS WITH SOME 75 CDN EXPORTERS SEEKING TO BOOST SALES TO UK AND INDUSTRY-TO-INDUSTRY COOPERATION.

PARTICIPATE IN 88 RESEARCH DEVELOPMENT AND PRODUCTION (RDP) COMMITTEE MEETING (AND ATTENDANT TRADE/INDUSTRIAL MISSION) IN OTTAWA OCT 88.

STIMULATE UK INTEREST IN GREATER INTER-GOVERNMENTAL AND INTER-INDUSTRY COOPERATION ON DEFENCE R&D PROCUREMENT.

ORGANISE CANADIAN COMPANY PRODUCT SEMINARS AT CANADA HOUSE FOR HAND-PICKED UK AUDIENCE (EDO CANADA, URSEL, CAL, NORTEL ETC).

SUPPORT CANADIAN INDUSTRY MARKETING INITIATIVES RELATED PRIMARILY TO UKMOD BIDDING/SUB-CONTRACT POSSIBILITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -FARNBOROUGH AIR SHOW; PROMOTIONAL SEMINARS AT CANADA HOUSE.

-WORKED CLOSELY WITH AIAC ON ORGANIZATION OF FARNBOROUGH INTERNATIONAL AIR SHOW; SET UP CO-PROMOTION SEMINAR AT CANADA HOUSE FOR CANADIAN ASTRONAUTICS LTD.

QUARTER: 2 Support Canadian exhibitor participation at Farnborough International 88

Over 60 Cdn firms participated plus 3 minister-led delegations (BC, Ont, PQ). 150 senior execs from UK aerospace industry attended HOP-hosted reception. AIAC announced major sales and J/V's

QUARTER: 3 -continued promotion of Canadian defence products and capabilities to UIC MOD and prime UK defence contractors.

-promo briefing by Spartan to UK MOD resulted in teaming agreement with UK firm
-briefing by Atlantis Aerospace to UK MOD
-marketing tour by components division, has resulted in significant opportunities.