

REPORT 4
89/10/10

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 :404-MILAN

005-ADVANCED TECH. PROD. & SERV
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

IDENTIFY MEDIUM SIZE ITALIAN FIRMS FOR POSSIBLE TAKE OVER BY CANADIAN COMPANY IN THE INFORMATIC SECTOR.

ACQUISITION OF THE ITALIAN FIRM BY MAJOR CDN INFORMATIC COMPANY WISHING TO EXPAND INTO ITALIAN MARKET.

UTILIZE SPECIALIZED ITALIAN TRADE MAGAZINES TO INTRODUCE NEW CDN PRODUCTS TO A WIDE CROSS SECTION OF ITALIAN INDUSTRY. IDENTIFY 3 TO 4 KEY PUBLICATIONS FOR TARGETED ADVERTISING.

INCREASED ITALIAN AWARENESS OF CANADIAN STATE OF THE ART MANUFACTURING.

IDENTIFY KEY PROCUREMENT CONTACTS IN MAJOR ITALIAN PRIVATE SECTOR FIRMS (E.G. 5000 EMPLOYEES OR MORE) FOR DIRECT REFERENCE TO CANADIAN SUPPLIERS.

INCREASED AWARENESS AND INCREASED EXPORT SALES.

IDENTIFY KEY PROCUREMENT CONTACTS IN MAJOR ITALIAN COMPANIES (ITALTEL & TELETTRA)RE THEIR REQUIREMENTS IN PABX COMPONENTS, BUSES & FIBER OPTICS & RELAY TO CANADIAN SUPPLIERS.

DEVELOP EXPORT SALES FOR QUALIFIED CANADIAN FIRMS (PRESENTLY NEGLIGIBLE).

PREPARE REPORT ON FIBER OPTICS INTEGRATION INTO THE ITALIAN COMMUNICATION NETWORK.

ANTICIPATE MARKETING VISIT BY CANADIAN MANUFACTURERS.

PREPARE LIST OF KEY CORPORATE BUYERS IN MAJOR ITALIAN ELECTRONIC FIRMS (E.G. OLIVETTI/SGS)RE REFERENCE TO CDN SUPPLIERS WHO SHOULD PURSUE CONTACTS AND SET UP INCOMING VISITS.

INCREASED AWARENESS OF CDA'S SUPPLY CAPABILITY FOR ADVANCED ELECTRONIC COMPONENTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 EXPAND NETWORK OF ITALIAN REPS/DISTRIBUTORS FOLLOW UP PROJECTS INITIATED IN PREVIOUS QUARTERS.
VISIT FAIRS/EXHIBITIONS IN PRIORITY SECTOR.

3 NEW AGENCY/BUYING CONNECTIONS ESTABLISHED. OLIVETTI LIKELY WILL REPRESENT LOGO WRITER LAP TOP UNITS OF STM ORDERED BY ASEM, FOURMASTER (ITAL) TO REPRESENT DIDAK, FED. TRADE MAY REPRESENT ULTRALASERTECH. VISITED DIDATTICA

QUARTER: 2 -----

QUARTER: 3 Follow up to Cdn participation in SMAU, visit major trade fairs in territory which are primary source of market info.

Most exhibitors expect significant sales and/or appointment of an agent over next 12 mths or otherwise come out with good understanding of local informatics mkt. BIMU, SICUREZZA & Nuove Technologie fair visits unveiled ongoing jv disc.

QUARTER: 4 a)Support and assist in organization of visits & activities of Cdn coys on MINT mission to Milan;
b)Visit various trade fairs such as USA Hi-Tech, ICO Graphics, TAU Expo; and Seminar.

a)Three Cdn mission members established high level contacts with major Italian firms.
b)Made new contacts with potential agents or partners in Italy for Cdn coys.