

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 : 520-TOKYO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

MARKETING CANADIAN SOFTWARES (CHINESE WORD PROCESSORS, GEOPHYSICAL SURVEY SOFTWARES).

TO SET UP JAPANESE AGENTS.

DEVELOPING COOPERATIONS FOR CANADIAN ELECTRONICS INDUSTRY.

FOLLOW UP JAPANESE POTENTIAL COMPANIES ESPECIALLY TELECOM FIRMS.

ENCOURAGING JAPANESE COMPANIES TO MAKE INVESTMENT FOR ELECTRONICS INDUSTRY IN CANADA.

FOLLOW UP JAPANESE COMPANIES (HITACHI, MATSU-SHITA, SANYO, SHARP).

MARKETING CANADIAN ELECTRONICS PRODUCTS FOR COOPERATION WITH JAPANESE COMPANIES.

TO DEVELOP JOINT VENTURES AND LICENSES.

MARKETING CANADIAN SOFTWARES IN JAPANESE MARKET.

TO SET UP JAPANESE DISTRIBUTORS.

ORGANIZING VARIOUS MARKETING AND TECHNICAL SEMINARS FOR CANADIAN MICROELECTRONICS AND SOFTWARES.

WESTERN RESEARCH SEMINAR (MAY 1987).

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SASK. HIGH TECH. MISSION; - COMMUNICATION SHOW; -TELECOM ADVANCE STUDY.

-CO'S PURSUING NICHE MARKETS; -NEW AGENCY AND EXPANDED SALES; -PROGRAM DEVELOPED.

QUARTER: 2 DEVELOP CO-OPERATION BETWEEN CDN AND JAPANESE TELECOMMUNICATIONS FIRMS. APPROACH JAPANESE COS TO INVEST IN CANADA; MARKET CANADIAN SOFTWARE.

MAJOR TELECOM SEMINAR HELD IN SEPTEMBER. \$18M BUSINESS INFLUENCED THE PROCESS TO CONTINUE IN CANADA LATER IN THE YEAR.

QUARTER: 3 MARKETING CDN SOFTWARE IN JAPAN. MARKETING TELECOM & DATA COMMUNICATION EQUIPMENT.

PROGRAMS FOR MICRO TEMPUS, PILOTE AI & ACCUGRAPH CORP FOR SALES OF SOFTWARE. SALES RESULTS ARE EXPECTED IN FOLLOWING QUARTER. FOLLOWUP ON TELECOM SEMINARS IN SEPT 87 INDICATED TWO NEW AGENCIES & SUBSTANTIAL LONG-TERM SALES PROSPECT.

QUARTER: 4 MARKETING CANADIAN TELECOM AND DATACOM EQUIPMENT IN JAPAN.

2ND MICROELECTRONICS MISSION TO JAPAN HAD EXCELLENT SALES & TECH TRANSFER RESULTS. JAPAN ELECTRONIC IMPORTERS ASSOC MISSION TO CDA WILL BEGIN TO SHOW RESULTS IN NEXT QUARTER. DATACOM MISSION PROVIDED TWO AGENCIES AND SALES OF \$ 2 MILLION.