

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 : 533-SYDNEY

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

MAINTAIN CLOSE LIAISON WITH CONTACTS ESTABLISHED DURING FEB 87
ELECTRONIC FUNDS TRANSFER POINT OF SALE MISSION.

SIX ADDITIONAL AGENCY/DISTRIBUTORS AGREEMENTS

PREPARATION OF FOUR NEW MARKET STUDIES IN INFORMATICS SECTOR.

STIMULATE 20 ADDITIONAL VISITS TO THE MARKET
BY CANADIAN SUPPLIERS.

INITIATE CONTACT WITH AUSTRALIAN HIGH TECH INDUSTRY ASSOCIATIONS.

INCORPORATION OF CANADIAN PROMOTIONAL
ACTIVITY INTO INDUSTRY ASSOCIATION EVENTS.

PUBLISH A SPECIAL "HIGH TECH" EDITION OF THE POST COMMERCIAL NEWS-
LETTER.

100 PRODUCT ENQUIRIES.

COMPUTERS, SOFTWARE & SYSTEMS

FOLLOW UP ON ELECTRONIC FUNDS TRANSFER/POINT OF SALE MISSION OF
FEB 87.

SALES OF \$20 MILLION.

ARTICLES IN POST COMMERCIAL NEWSLETTER ON COMPUTER-RELATED
PRODUCTS AND SERVICES.

75 PRODUCTS ENQUIRIES.

VISIT PROGRAM TO NEW AUSTRALIAN CENTRES OF EXCELLENCE

JOINT VENTURES

POST TO PREPARE AND PUBLISH A MARKET STUDY ON OPPORTUNITIES IN
THE AUSTRALIAN MARKET FOR COMPUTER RELATED PRODUCTS AND SERVICES.

ORGANIZATION OF A SEMINAR ON SOFTWARE, POSSIBLY WITH PROVINCIAL
GOVERNMENT FUNDING.

GREATER CANADA COMPANY VISIBILITY IN THE
MARKET.

POST TO CONDUCT A MARKET STUDY ON ROBOTICS/ARTIFICIAL INTELLIGEN-
CE AND DISTRIBUTE TO POTENTIAL CANADIAN EXPORTERS.

TEN ARRANGEMENTS FOR LOCAL DISTRIBUTION OF
CANADIAN PRODUCTS/SERVICES.

PUBLISH AN ARTICLE IN THE POST COMMERCIAL NEWSLETTER ON ROBOTICS
AND ARTIFICIAL INTELLIGENCE.

30 PRODUCT INQUIRIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----