

REPORT 4
88/10/21

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 : 422-VIENNA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

IN PROCESS OF COMPLETING AUSTRIAN COMPANIES ELECTRONIC DIRECTORY
FOR THE USE OF POTENTIAL CANADIAN EXPORTERS.

CLOSE LIAISON WITH UNIDO/VIENNA AIMED AT INTRODUCING CANADIAN
TELECOMMUNICATION COMPANIES IN INTERNATIONAL COOPERATIVE PROJECTS
UNDER THE AUSPICES OF SEVERAL UN AGENCIES.

NEW POTENTIAL SOURCES FOR CANADIAN EXPORTERS.

CREATING AND IMPROVING AWARENESS OF CANADIAN
CAPABILITIES IN THIS SECTOR THUS INCREASING
SALES POSSIBILITIES FOR CANADIAN COMPANIES IN
THIRD MARKETS.

COMPUTERS, SOFTWARE & SYSTEMS

CONTINUING OUR EFFORTS TO INCREASE CANADIAN PRESENCE IN THIS
SECTOR IN AUSTRIA.

CLOSE LIAISON WITH FCC (FEDERAL ECONOMIC CHAMBER) AIMED AT
SOFTWARE TECHNOLOGY EXCHANGE.

NEW BUYING CONNECTIONS AND CONSEQUENT SALES
INCREASE OF 10-15%.

INCREASE AWARENESS OF CANADIAN STATE-OF-ART I
-N THIS SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 PREPARATION FOR CANADIAN INFORMATICS TRADE
MISSION TO AUSTRIA - FALL '88.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

PRELIMINARY, INCLUSIVE MARKET STUDIES, WORK
COMPLETED;