

POST : 437-LONDON

016-INDUSTRIAL MACHIN, PLANTS, SERV.
UNITED KINGDOM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MANUFACT & MATERIAL PLANT, EQP.

IDENTIFICATION & LISTING OF UK AGENTS FOR CANADIAN COMPANIES IN THIS SUB SECTOR. TO BE FULLY EFFECTIVE, POST REQUIRES COMPREHENSIVE INFO FROM HQ AND CDN SUPPLY CAPABILITIES.

A COMPREHENSIVE LISTING BY END FY 87/88 OF ALL CANADIAN COMPANIES EXPORTING TO THE UK TOGETHER WITH THEIR AGENTS.

ESTABLISH A NETWORK OF KEY CONTACTS IN THE MAJOR INDUSTRY SECTORS IN ORDER TO HAVE GREATER ACCESS TO MARKET INTELLIGENCE.

IMPROVEMENT OF MARKET ACCESS FOR CANADIAN EXPORTERS, AND THE AVAILABILITY OF POTENTIAL EXPORT OPPORTUNITIES.

INSTITUTE SCHEDULE OF INDUSTRY VISITS IN ORDER TO BROADEN KNOWLEDGE OF INDUSTRY STRUCTURE.

WIDENING OF MARKET SCOPE AVAILABLE TO CDN EXPORTERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 PREPARE CDN STAND & PARTICIPATE IN INTERPLAS 87 TRADE EXHIBITION. ESTABLISH NETWORK OF KEY CONTRACTS IN MAJOR INDUSTRY SECTORS.

HIGHLY SUCCESSFUL PART. WITH 9 CDN EXHIBITORS MAKING ON-SITE SALES OF C\$2M; PROJECTED SALES OVER NEXT 12 MOS. OF C\$13M. PROGRESS HAS BEEN MADE IN ESTABLISHING NEW CONTACTS IN SPECIALISED MACHINERY SECTOR.

QUARTER: 4 -----