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

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POST : 533-SYDNEY

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

TELECOMMUNICATIONS (INC SPACE)

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

PREPARATION OF FOUR NEW MARKET STUDIES IN INFORMATICS SECTOR.

INITIATE CONTACT WITH AUSTRALIAN HIGH TECH INDUSTRY ASSOCIATIONS.

PUBLISH A SPECIAL"HIGH TECH"EDITION OF THE POST COMMERCIAL NEWS-I FITTER

COMPUTERS, SOFTWARE & SYSTEMS

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

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

VISIT PROGRAM TO NEW AUSTRALIAN CENTRES OF EXCELLENCE

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.

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

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

ANTICIPATED RESULTS:

SIX ADDITIONAL AGENCY/DISTRIBUTORS AGREEMENTS

STIMULATE 20 ADDITIONAL VISITS TO THE MARKET BY CANADIAN SUPPLIERS.

INCORPORATION OF CANADIAN PROMOTIONAL ACTIVITY INTO INDUSTRY ASSOCIATION EVENTS.

100 PRODUCT ENQUIRIES.

SALES OF \$20 MILLION.

75 PRODUCTS ENQUIRIES.

JOINT VENTURES

GREATER CANADA COMPANY VISIBILITY IN THE MARKET.

TEN ARRANGEMENTS FOR LOCAL DISTRIBUTION OF CANADIAN PRODUCTS/SERVICES.

30 PRODUCT INQUIRIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----