

REPORT 4
89/10/10

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 :348-KUWAIT

004-DEFENCE PROGRAMS, PRODUCTS, SERV
KUWAIT

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

ENCOURAGE CANADIAN EXPORTERS TO VISIT MARKET.

INCREASE SALES BY 40%

IDENTIFY SPECIFIC OPPORTUNITIES AND REPORT IN TIMELY MANNER.

GREATER PROJECT PURSUIT BY CANADIAN EXPORTERS

THROUGH CONFERENCE (SUCH AS HITEC) BETTER ACQUAINT EXPORTERS WITH
MARKET AND SALES TECHNIQUES.

INCREASE SALES BY 25% BY ENCOURAGING GREATER
FOLLOW-UP OF OPPORTUNITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Follow up on Selected projects.

Post continued to closely co-operate with variety of companies in efforts to obtain sales on variety of large projects. Several companies are well positioned to be awarded contracts in near future.

QUARTER: 3 A. Encourage Cdn exporters to visit and
B. Identification of specific and defence seminar follow up.

Visits by defence exporters to region have increased dramatically and several companies are now pursuing solid opportunities in specific areas.

QUARTER: 4 Encourage Canadian exporters to visit

Defence security mission in 88/89 identified opportunities exist. Selected importers are following-up.