

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 : 532-MELBOURNE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

DATA CAN EFT/POS MISSION.

COMPILE REVIEW OF FORECASTED DEVELOPMENTS BY TELECOM AUSTRALIA
AND OTC FOR DISTRIBUTION TO CANADIAN COMPANIES.

PROVIDE THE OPPORTUNITY FOR CDN COMPANIES TO
BID ON TELECOM AUSTRALIA AND OTC PROJECTS.

COMPUTERS, SOFTWARE & SYSTEMS

FOLLOW UP TO PROPOSED EFT/POS DATA COMMUNICATIONS MISSION.

ENCOURAGE MORE JOINT VENTURE ARRANGEMENTS BETWEEN CANADIAN AND
AUSTRALIAN SOFTWARE HOUSES.

INCREASE CANADIAN CAPABILITY IN AUSTRALIAN
AND COOPERATE WITH AUSTRALIA ON THIRD COUNTRY
PROJECTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 COMMUNICATIONS EQUIPMENT MISSION TO AUSTRALIA

MISSION TOOK PLACE IN LATE NOV/DEC WITH EMPHASIS
ON BOTH COMMUNICATIONS & COMPUTERS. MISSION
YIELDED GOOD OPPORTUNITIES FOR MOST COMPANIES
INVOLVED.

QUARTER: 3 ONTARIO HIGH TECH MISSION - OCTOBER 1987

MISSION WAS VERY DISAPPOINTING FROM BOTH ORGANI-
SATIONAL & CONTENT POINT OF VIEWS. HIGH TECH LA-
BEL WAS MISNOMER FOR WHAT WAS VERY GENERAL MISS.
RESULTS WERE MIXED INDICATING MORE PLANNING RE-
QUIRED FOR CHOICE OF FUTURE MISSION PARTICIPANTS

QUARTER: 4 ONTARIO TRADE MISSION.
COGNOS LIMITED.

PARTICIPANTS MET WITH POTENTIAL REP/END USERS.
UTLAS INTL HAS INDICATED POTENTIAL BUSINESS OF
APPROX. CAD\$1.2M. HOSTED SEMINAR/RECEPTION TO IN-
TRODUCE COGNOS STAFF (AUSTRALIAN AND CDN BASED) TO
POTENTIAL END USERS.

QUARTER: 4 QUEBEC TRADE MISSION.

PARTICIPANTS MET WITH POTENTIAL REPRESENTATIVES
AND END USERS. MISSION WAS LED BY ADM COMMERCE
EXTERIEURE WHICH INCREASED MISSION'S CREDIBILITY
THROUGH MEETINGS WITH KEY BUSINESS OFFICIALS/
GROUP IE AUSTRALIAN CHAMBER OF MANUFACTURERS.