

REPORT 4
89/02/06

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 :403-ROME

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

FOLLOW-UP WITH MINISTRY OF SCIENTIFIC RESEARCH, ENEA AND MAJOR
ITALIAN HI-TECH FIRMS ON OPPORTUNITIES IDENTIFIED DURING THE 1987
EUREKA MISSION TO ITALY.

EUREKA SUB-CONTRACTS AND TECHNOLOGY INFLOWS
TO CANADA.

AS A FOLLOW-UP TO THE 1987 CO TOUR OF CANADA. TO INTRODUCE
CANADIAN FIRMS TO POTENTIAL CLIENTS IN ITALY.

CONCLUSION OF AGENCY ARRANGEMENTS AND
INCREASED CANADIAN EXPORTS IN THIS SECTOR BY
\$5.0 MILLION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 REPORT ON NEW ITALIAN EUREKA PROJECTS APPROVED
AT COPENHAGEN MINISTERIAL CONGRESS.

INFO ON ITALIAN PARTICIPATION IN EUREKA NOW
COMPLETE AND UP TO DATE.

QUARTER: 1 COMPILE DETAILED LIST OF ITALIAN WHO'S WHO IN
REMOTE SENSING SECTOR. VISIT OF ITALIAN R AND D
LABORATORY.

DETAILED POST SECTOR INTELLIGENCE PLUS HIGHTENED
ITALIAN AWARENESS OF CDN CAPACITY & EXPERTISE
WILL FACILITATE MARKET IDENTIFICATION AN PENE-
TRATION IN GROWING HI-TECH AREA.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----