

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

REPORT 4
88/10/21

POST : 423-BONN

004-DEFENCE PROGRAMS, PRODUCTS, SERV
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

OTHER DEFENSE PROD & SERV.

VISITS TO MAJOR TRADE AND STANDARDS ORGANIZATIONS, CONSULTANTS AND
TRADE PUBLICATIONS

FOLLOW-UP ON EXISTING TRADE ENQUIRIES RE REPRESENTATION IN FRG

SURVEY BY TELEPHONE AND LETTER OF MAJOR MANUFACTURERS AND INSTAL-
LERS OF SECURITY EQUIPMENT RE INTEREST IN CANADIAN PRODUCTS

DIRECT MAIL OUT OF SECURITY PRODUCTS CATALOGUE AND QUESTIONNAIRE
TO SELECTED MANUFACTURERS, INSTALLERS

DIRECT APPROACH TO CANADIAN SUPPLIERS IN RESPONSE TO INTEREST
EXPRESSED BY GERMAN FIRMS CONTACTED

COMPILATION OF SUBSECTOR PROFILES TO AID IN PRIORITIZED FOLLOW
UP OF MARKET OPPORTUNITIES, INDUSTRIAL COOPERATION ETC.

ALL SUB-SECTORS

RESEARCH, DEVELOPMENT AND PRODUCTION STEERING COMMITTEE MEETING -
OTTAWA, NOV. 88

DEFENCE SCIENCE MOU FOLLOW-UP FOR R & D IN RADAR, ASW, EW AND
OTHER RELATED TECHNOLOGIES

HITEC '88 MEETINGS WITH CANADIAN COMPANIES INTERESTED IN GERMAN
MARKET.

MARKET IDENTIFICATION THROUGH LIAISON VISITS WITH INDUSTRY

SURVEY OF AGENTS, REPRESENTATIVES AND COMPANY TO COMPANY BUYING
CONNECTIONS.

RESEARCH AND DEVELOPMENT JOINT ACTIVITIES ON GOVT TO GOVT AND
COMPANY TO COMPANY BASIS

PREPARATION OF BASIC MARKET PROFILE FOCUSING
ON ENTRY REQUIREMENTS

ESTABLISHING AND STRENGTHENING OF COMPANY
CONTACTS. LONGER TERM: EXPORT SALES

PREPARATION OF DISTRIBUTION LISTS

ESTABLISHMENT OF PRIORITY COMPANY AND PRODUCT
SECTORS FOR PROMOTION EFFORTS

NEW BUYING CONNECTIONS AND EXPORT SALES

IMPROVED HANDLING AND FOLLOW UP ONGOING TRADE
ENQUIRY WORK

GOVT ACTION ON POTENTIAL PRODUCT DEVELOPMENT

R & D COLLABORATION IN EMERGING TECHNOLOGIES

IDENTIFICATION OF NEW SUPPLIERS FOR DEFENCE
PRODUCTS

IDENTIFICATION OF NEW PRODUCT AREAS FOR CDN
DEFENCE EQUIPMENT

NEW ARRANGEMENTS FOR INTERESTED CANADIAN
COMPANIES.

LONG RANGE COLLABORATION FOR FUTURE JOINT
DEVELOPMENT