

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :531-WELLINGTON

SECTOR :005-ADVANCED TECH. PROD. & SERV
NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:TELECOM, DATACOM, SAT, SPACECOM

TELECOM'S REPORT UPDATE. (DONE ONCE ALREADY)
TO KEEP CDN'S AWARE OF OCCURANCES/OPPORTUNITIES IN NEW

ZEALAND.

ON-GOING UPDATE OF MARKET STUDIES
TO ENSURE CORRECT INFORMATION GOES TO CANADIANS.

ON-GOING VISITS TO INDUSTRY IN NEW ZEALAND
CLIENT CONTACT, FEEDBACK, SOURCE OF UPDATE ON NEW ZEALAND

INDUSTRY.

ON-GOING UPDATE OF WIN DATABASE
TO COMPILE DATABASE, CROSS-REF TO APPROPRIATE CANADIAN

COMPANIES.

REPORT ON BROADCASTING DEREGULATION IN NEW ZEALAND
INFORM CANADIANS OF EMERGING OPPORTUNITIES.

VISITS TO INDUSTRY IN CANADA
CLIENT CONTACT.

VISITS TO INDUSTRY IN ISLANDS (TERRITORY OUTSIDE NEW ZEALAND)
IDENTIFY OPPORTUNITIES FOR CDN COMPANIES

ANNUAL STATISTICAL GATHERING - VIA COMPUTER & MODEM
USE OF ELECTRONIC STATISTICS TO COMPILE ANNUAL UPDATED

REPORTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 Telecom Mission to New Zealand; Canadian participation in Satellite Seminar; Program of visits to New Zealand industry.

QUARTER: 2 Organize and lead Communications Mission to Canada; organize major event for Geovision contract conclusion with NZ Govt

QUARTER: 3 Organize and lead Communications Mission to Canada; arrange event with Geovision on occasion of signature of contract completion with NZ Govt

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

Successful eight person mission from Canada in June; Canadian display at Satellite Seminar and prominent Canadian role in presentations.

NZ buyers took on new lines and established basis for future sales; Canadian image as supplier of GIS software strengthened.

Excellent contact established with Canadian communications eqpt and service suppliers in Mission; Canadian image as supplier of GIS software enhanced through publicity