

REPORT 4
88/02/02

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

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POST : 533-SYDNEY

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

MAINTAIN CLOSE LIAISON WITH CONTACTS ESTABLISHED DURING FEB 87
ELECTRONIC FUNDS TRANSFER POINT OF SALE MISSION.

PREPARATION OF FOUR NEW MARKET STUDIES IN INFORMATICS SECTOR.

INITIATE CONTACT WITH AUSTRALIAN HIGH TECH INDUSTRY ASSOCIATIONS.

PUBLISH A SPECIAL "HIGH TECH" EDITION OF THE POST COMMERCIAL NEWS-
LETTER.

SIX ADDITIONAL AGENCY/DISTRIBUTORS AGREEMENTS

STIMULATE 20 ADDITIONAL VISITS TO THE MARKET
BY CANADIAN SUPPLIERS.

INCORPORATION OF CANADIAN PROMOTIONAL
ACTIVITY INTO INDUSTRY ASSOCIATION EVENTS.

100 PRODUCT ENQUIRIES.

COMPUTERS, SOFTWARE & SYSTEMS

FOLLOW UP ON ELECTRONIC FUNDS TRANSFER/POINT OF SALE MISSION OF
FEB 87.

ARTICLES IN POST COMMERCIAL NEWSLETTER ON COMPUTER-RELATED
PRODUCTS AND SERVICES.

VISIT PROGRAM TO NEW AUSTRALIAN CENTRES OF EXCELLENCE

POST TO PREPARE AND PUBLISH A MARKET STUDY ON OPPORTUNITIES IN
THE AUSTRALIAN MARKET FOR COMPUTER RELATED PRODUCTS AND SERVICES.

ORGANIZATION OF A SEMINAR ON SOFTWARE, POSSIBLY WITH PROVINCIAL
GOVERNMENT FUNDING.

POST TO CONDUCT A MARKET STUDY ON ROBOTICS/ARTIFICIAL INTELLIGEN-
CE AND DISTRIBUTE TO POTENTIAL CANADIAN EXPORTERS.

PUBLISH AN ARTICLE IN THE POST COMMERCIAL NEWSLETTER ON ROBOTICS
AND ARTIFICIAL INTELLIGENCE.

SALES OF \$20 MILLION.

75 PRODUCTS ENQUIRIES.

JOINT VENTURES

GREATER CANADA COMPANY VISIBILITY IN THE
MARKET.

TEN ARRANGEMENTS FOR LOCAL DISTRIBUTION OF
CANADIAN PRODUCTS/SERVICES.

30 PRODUCT INQUIRIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----