

REPT4D  
90/01/23

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 :431-HELSINKI

005-ADVANCED TECH. PROD. & SERV  
FINLAND

PLANNING:                   ACTIVITIES PROPOSED IN POST PLAN:                   ANTICIPATED RESULTS:

BROADCASTING, INC. CABLE TV

CONTINUE REP ON FINNISH TV & CATV IND. TO CDN SUPPLIERS                   MOVING VERY FAST.  
INCREASE CDN FIRMS KNOWLEDGE ON FINNISH MARKET WHICH IS

DEVELOP CONTACT NETWORK                   BY +637% DURING JAN-SEPT 88.  
FIND FURTHER OPPORT FOR CDN FIRMS WHOSE EXP TO FINLAND INCR

ORGANIZE CATV INDUSTRIES MISSION TO CANADA  
MAINTAIN GROWTH MOMENTUM SETTING 89 INCREASE AT 10%.

COMPUTERS HARD/SOFTWARE & COMP

EXPAND POST DATA BASE & UPDATE MARKET REPORT.                   MORE FIRMS REPRESENTED IN FINLAND.  
MORE PRECISE ASSISTANCE TO CANADIAN EXPORTERS.

CONTINUE MAILINGS OF CDN INFORMATICS PUBLIC TO FINNISH IMPOR                   PRODUCTS.  
INCREASED AWARENESS IN FINLAND OF CANADIAN EXPERTISE AND

HARDWARE/SOFTWARE MISSION TO FINLAND.  
FOLLOW-UP ON LAST YEAR'S MISSIONS AND INCREASE MARKET GAIN.

TRACKING:                   ACTIVITIES UNDERTAKEN IN QUARTER:                   QUARTERLY RESULTS REPORTED:

QUARTER: 1 Participation during April 18-21 in the Eltek 89  
Electrical Technology and Professional  
Electronics Show.

52,000 visitors attended the Show; our stand was  
popular with visitors requesting information on  
Canadian companies, products, descriptions and  
listings from our demo pc.

QUARTER: 2 1. Planned program for Nordic Initiative mission  
software companies.  
2. Prepared new 1989-90 report on electronic &  
electric equipment for Finland

1. Mission to take place first two days of next  
quarter. 66 meetings have been scheduled and 120  
invitations sent out for a reception.  
2. Concise/precise information on the Finnish  
market.

QUARTER: 3 -----

QUARTER: 4 -----