

REPORT 4  
88/10/21

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 :415-HAGUE, THE

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
NETHERLANDS

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

SERVICE INCREASING FLOW OF ENQUIRIES FROM CANADIAN SUPPLIERS RE  
DUTCH MARKET.

ALLOW DUTCH OFFICIALS TO EVALUATE NEW DEFENCE  
PRODUCTS AND THUS INCREASE CANADIAN MARKET  
SHARE.

CONTINUE TO DEVELOP CLOSER CONTACTS WITH SENIOR MILITARY OFFICI-  
ALS, NOTABLY PROCUREMENT AND TECHNICAL STAFF IN ALL THREE SERVICES

IMPROVED ACCESS FOR CANADIAN BUSINESSMEN TO  
MORE SENIOR LEVELS THAN WAS PREVIOUSLY THE  
CASE.

PREPARE RESEARCH DEVELOPMENT & PRODUCTION STEERING COMMITTEE MEE-  
TING IN CANADA IN 1988 AND VISIT BY NETHERLANDS DELEGATION TO A  
NUMBER OF DEFENCE INDUSTRIES.

IMPROVED CONTACT WITH DUTCH MOD; IMPROVED FLOW  
OF INFORMATION LEADING TO GREATER OPPORTUNI-  
TIES TO BID ON DUTCH REQUIREMENTS.

DEVELOP COMPUTER DATABASE TO TRACK MARKET PROSPECTS (PROJECTS)  
AND CANADIAN INTERESTS.

CURRENT INFORMATION/ADVICE TO CANADIAN EXPOR-  
TERS WILL ENHANCE THEIR CHANCES FOR SUCCESS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 TRACK LLAD PROJECT & RECOMMEND SUPPORT FROM  
OTTAWA. - ASSIST NEW COMPANIES TO ENTER DUTCH  
MARKET, IDENTIFY AGENTS ETC.

DEVELOPED ACTION PLAN TO SUPPORT CANADIAN CO  
PURSUING LLAD PROJECT. - ARRANGED RDP INFORMAL  
CONSULTATIONS WITH NETHERLANDS MOD.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----