

REPT4D
90/06/26

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

87

POST :612-WASHINGTON

SECTOR :005-ADVANCED TECH. PROD. & SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:COMPUTERS HARD/SOFTWARE & COMP

POST TO UPDATE&DEVELOP ITS DATA BASE ON POTENTIAL AGENTS,
A BETTER REFERRAL SERVICE TO CDN MANUFACTURERS

ORGANIZE & SUPPORT BUYING/SELLING MISSIONS TO CDN & US.
IMPROVE KNOWLEDGE OF CDN MFG CAPABILITIES/INCREASE MKT SHARE

SUB-SECTOR:INSTRUMENT & PROCESS CONTROLS

CONSULTATIONS WITH INDIVIDUAL COMPANIES
5 NEW FIRMS COMMITTED TO MARKETING

EMB.-SPONSORED CO PRESENTA'NS TO US GOVT PROSPECTIVE BUYERS
TOTAL \$1 MILLION PROJECTED EXPORTS

MONITORING/LOBBYING US GOVT PROCUREMENT POLICIES&PROCEDURES
CDN GOVT & INDUSTRY AWARE OF MARKET ENVIRONMENT & NOT

ADVERSELY AFFECTED BY PROTECTIONIST MEASURES.

MARKET STUDY OF OPPORTUNITIES IN NASA, USGS, EPA
ACCURATE DETAILED MARKET INFO TO CDN INDUSTRY

PUBLICA'N ADVIS.CDN FIRMS OF MKTG STRAT IN US FED GOVT MKT.
30 FIRMS TO CONSIDER MARKETING TO US FEDERAL GOVT

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 12 companies asked for help in selling computer
equipment to the U.S. government.

One company presentation to Federal govt held.

QUARTER: 2 Answered 50 enquiries from Canadian companies
wanting to sell to U.S. Government; hosted 1
company presentation at Embassy.

Two companies report new contracts closed in
fed govt market; three more want to set up Emb.
presentations.

QUARTER: 3 Advised visitors from 20 coys re Fed Govt mkt
Responded to 393 inquiries re Fed Govt mkting
Hosted 2 trade receptions, one commercial pres'n

Strengthened contacts in USDA IRMS
Monitored and responded to developments and chan
ges in USA fed procurement policy

QUARTER: 4 173 inquiries from Cdn industry on non-defence
procurement; 70 calls from Canadian govt offices
3 trade shows, 1 commercial presentation, 15
company visits.

\$3 M est. business influenced (BI) from FOSE'90;
\$0.125 M est BI from commercial presentation.