

REPORT 4A
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88

LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES
WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

POST : 432-STOCKHOLM

VISIT OF NAT'L DEFENCE COLLEGE, WITH TRADE AND ECONOMIC BRIE-
FINGS, PLUS INDUSTRY VISITS IN 4 CITIES OUTSIDE STOCKHOLM
ARRANGED BY COMMERCIAL DIVISION.
PARTICIPATION IN GOTHENBURG REGIONAL INDUSTRIAL PROMOTION
PROGRAM.

SHALL INCREASE IN CANADIAN SALES OF 32

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IMPROVED KNOWLEDGE OF CANADIAN CAPABILITIES
AND THIS HOPEFULLY INCREASING OUR SALES VOL-
UME BY 5%.

CONCLUDED
BRIEF INTRODUCTION TO THE CANADIAN MARKET

RESULTS TO BE REPORTED

- IN THIS SECTION
INCREASE AWARENESS OF CANADIAN BIVIE-OL-VU I

INCREASE OF 10-12%
NEW BUSINESS CONNECTIONS AND CONSEQUENT SALES

THIRD MARKETS
SALES OPPORTUNITIES FOR CANADIAN COMPANIES IN
COUNTRIES IN THIS SECTION THIS INCREASING
CREATING AND IMPROVING AWARENESS OF CANADIAN

NEW POTENTIAL SOURCES FOR CANADIAN EXPORTS

RESULTS TO BE REPORTED

RESULTS OF KEY ACTIVITIES AND UNPLANNED RESULTS DURING MISSION'S VISIT TO SWEDEN

IN MISSIONS ABROAD FOR FISCAL YEAR 88

REPORTING PERIOD