

POST : 427-MUNICH

006-ELECTRONICS EQUIP. & SERV
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PRODUCTS & COMPONENTS

INTENSIFY CORPORATE LIAISON PROGRAM WITH KEY COMPANIES
IN THIS SECTOR.

IMPROVED KNOWLEDGE OF POTENTIAL BUSINESS
PARTNERS FOR CDN COMPANIES IN THIS SECTOR
AND BETTER TARGETTING OF MARKETING EFFORTS
BY MISSION.

UNDERTAKE MARKET STUDY FOR ELECTRONIC COMPONENTS .

IMPROVED KNOWLEDGE OF PRECISE AREAS OF
SPECIALTY . FACILITATE IDENTIFICATION OF
PARTNERS FOR JOINT VENTURES, LICENSING
AND TECHNOLOGY TRANSFER.

INITIATE SYTEMATIC APPROACH TO LARGE FRG FIRMS TO SEARCH FOR WEAK
LINKS IN THEIR COMPONENTS SUPPLIERS NETWORK FOCUSSING FIRST ON
ITEMS ALREADY BEING EXPORTED TO FRG THEN MOVING TO OPPORTUNITIES
FOR NEW PRODUCTS.

UNCOVER OPPORTUNITIES FOR EXPANSION OF
PRESENT EXPORTS (DOUBLED IN LAST 2 YRS) AND
IDENTIFY TARGETS FOR INTRODUCTION OF NEW
PRODUCTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PARTICIPATION AT LASER - TRADE FAIR

PARTICIPTION IN LASER CANCELLED DUE TO LACK OF
RESPONSE TO OTTAWA'S RECRUITING EFFORTS.

QUARTER: 1 MISSION - CABLE TV BUYERS MISSION TO CANADA

SCRUBBED FROM MUNICH PROGRAM FOLLOWING REASS-
ESSMENT OF MARKET OPPORTUNITIES.

QUARTER: 1 SEARCH FOR NEW OPPORTUNITIES

MARKET REPORT ON AUDIO TOUR EQUIPMENT

QUARTER: 2 SURVEY OF MARKET OPPORTUNITIES APPLICATIONS
SOFTWARE.

PROJECT UNDERWAY, REPORT DUE MID DECEMBER.

QUARTER: 3 TRADE FAIR PARTICIPATION AT SYTEMS '87

CDN FIRMS SIGNED CONTRACTS WORTH OVER \$100,000
AT THE FAIR & ESTIMATE A FURTHER \$21.5M IN SALES
OVER THE COMING YR AS A RESULT OF CONTACTS MADE
AT SYSTEMS '87 (SEE BUSINESS ACTIVITY FORM)

QUARTER: 3 SURVEY OF MARKET-APPLICATION SOFTWARE

REPORT IN FINAL STAGE OF PREPARATION. WILL BE
DISPATCHED IN OTTAWA IN JAN 88

QUARTER: 4 CEBIT - TRADE FAIR PARTICIPATION

CDN \$ 5 MILLION ON-SITE SALES AND CDN \$ 55 MIL-
LION ESTIMATED SALES FOR NEXT 12 MONTHS. 22 LO-
CAL AGENTS APPOINTED, 102 PENDING.