

REPORT 4
89/10/10

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 :601-BOSTON

004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

DEFENCE/HI TECH ANNUAL BULLETIN

BRING 20 NEW COMPANIES INTO MARKET. EXPAND SALES FOR CURRENT PARTICIPANTS BY \$10 M.

PARTICIPATE IN HI TECH

FIND 10 NEW COMPANIES FOR NEW ENGLAND MARKET

DETERMINE VALUE OF PROVINCIAL DEFENCE MISSIONS.

DIVERSIFY CANADIAN DEFENCE EXPORT SALES INTO REGIONS ADJACENT TO NEW ENGLAND.

DISTRIBUTE BOSS SYSTEM TO 5 PRIME CONTRACTORS

-LESSEN INQUIRIES THROUGH POST
-INCREASE CANADIAN SALES BY \$10M

PROMOTE CANADIAN ROLE IN AIR DEFENCE INITIATIVE

GAIN GREATER ACCESS TO USAF MARKET FOR RAND D ACTIVITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROMOTE NEW ENGLAND COMPANIES PARTICIPATION AT CDN DEFENCE SUBCONTRACTOR CONFERENCE IN TORONTO.

BOSTON RECRUITED LARGEST NUMBER(19) OF AMERICAN BUYERS WHO ATTENDED CONFERENCE IN TORONTO. FOLLOW-UP BEING MADE IN II Q FOR DETAILED RESULTS.

QUARTER: 2 Obtain funding for Atlantic Canada defense mission to New England and start recruitment.

Funding has been approved and 20 companies have been selected from Nova Scotia, Newfoundland and Prince Edward Island for Nov. 88 mission.

QUARTER: 3 In effort to expand participation of Atlantic Canada companies into New Eng. post sponsored solo show for NS, NF, and PEI firms to Boston.

19 firms(NS 12,NF 6,PEI 1)participated in 3 day mission. Proj organized in coop with DRIE office in HALFX,SJONS & CHOWN. Proj funded at less than C\$25k as NTS initiative. Preliminary results excellent with several new tech sources ident.

QUARTER: 4 Produced Annual Defence Bulletin & circulated to Canadian firms.

Post produced 70 page annual bulletin highlighting defense activities & opportunities in New Eng. Document circulated to 500 Canadian firms & gov't officials