

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

POST :512-SINGAPORE

SECTOR :008-TRANSPORT SYS,EQUIP,COMP,SERV.
SINGAPORE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

FOLLOW UP MKT OPPORT-OUT OF WEST HITECH EXP. CONF IN 09/88
STIMULATE IMPROVEMENT IN CANADIAN MARKET SHARE.

CULTIVATE CLOSE RELATIONSHIP WITH LOCAL INDUSTRY
REPRESENTATIVE.

IDENTIFY SUITABLE REPRESENTATIVES AND INTRODUCE THEM TO
CANADIAN COMPANIES.

UNDERTAKE MARKET STUDY OF AEROSPACE INDUSTRY.

ORGANIZED CANADIAN PARTICIPATION IN ASIAN AEROSPACE '90.

IDENTIFY MKT OPPS & EXPAND AWARENESS OF CDN CAPABILITIES.

CONCL. NEW REPRESENTATION AGREEMENTS & INCREASED EQUIPMENT & SERVICE SALES POTENTIAL.

INCREASED CANADIAN AWARENESS OF MARKET POTENTIAL.

INCREASED REPRESENTATION AND SALES OF GOODS AND SERVICES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Develop key contacts and identify market
opportunities.

Ongoing liaison with Port of Singapore Authority
. Advised Canadian companies of opportunities
identified.

QUARTER: 2 Increase awareness of Canadian technical
capabilities.

Liaised with Public Works Department on Canadian
electronic road pricing technology.

QUARTER: 3 Liaison with local industry to expand awareness
of Canadian capabilities. Actively pursue
opportunities for Canadian industry.
Preparations for Asian Aerospace 90.

Canadian companies aware of opportunities with
Sentosa Development Corpn. 2 Canadian companies
formed joint-venture with local company to
tender for electronic road pricing project. 12
companies to participate in show.

QUARTER: 4 Liaised with Public Works Department and Sentosa
Development Corporation on projects. Discussion
with SIA officials on aircraft requirement for
subsidiary.

Canadian consortium shortlisted for electronic
road pricing project. Canadian companies
informed of cargo handling and people mover
projects. Potential sales of Dash 8 aircraft
worth \$9 million.