

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 435-COPENHAGEN

005-COMM. & INFORM. EGP. & SERV
DENMARK

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

AS A RESULT OF KONTOR & DATE INFO BOOTH 50 DANISH COMPANIES HAVE EXPRESSED INTEREST IN SPECIFIC CANADIAN PRODUCTS. POST IS FOLLOWING UP ON EACH CONTACT WITH ADDITIONAL INFO AND PERSONAL CALLS.

DANISH/SCANDINAVIAN COMPUTER MAGAZINE JOURNALIST VISIT TO CANADA FOR SELECTED COMPANY VISITS.

INTRODUCING NEW CDN COMPANIES APPROX. 20 PER QUARTER. CONTACT/CALL ON SELECTED DANISH COMPANIES/TELEPHONE COMPANIES RE CANADIAN X. 25 EQUIPMENT SUPPLY CAPABILITIES (SEE 7.9) (ALSO PROPOSE MISSION).

PROGRAM TO INCREASE AWARENESS OF CDN SUPPLY CAPABILITY USING DIRECT MAIL, ATTENDANCE AT TRADE SHOWS, SELECTED COMPANY CALLS.

ANTICIPATED RESULTS:

5 - 6 NEW BUYING CONNECTIONS.

INCREASED MEDIA FOCUS (ARTICLE) ON CDN INFORMATICS CAPABILITIES - IMPROVE CDA'S IMAGE AS HIGH TECH EQUIPMENT SOURCE.

4 NEW BUYING CONNECTIONS PER QUARTERS.

DANISH REQUEST FOR OUR ASSISTANCE IN SOURCING TO INCREASE 15%.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 INCOMING COMPUTER JOURNALIST TO CDA JUNE 87. MOBILE DATA INT'L. PRODUCT DEMONSTRATIONS MAY 87 SEMI-TECH MICROELECTRONICS - ACADZ INC. REPORTING RE DANISH SATELLITE TV LIBERALISATION MARKET ASSESSM. FOR POTENT. MEMBERS FALL 8 MISSION

QUARTER: 2 -REPORT ON CHARACTERISTICS AND PROSPECTS - DANISH COMPUTER MARKET.
-PREPARE FOR INCOMING MISSION EARLY OCTOBER.

QUARTER: 3 INFORMATICS MISSION TO DENMARK OCTOBER 87

QUARTER: 3 ATTENDANCE AT TELECOM 87 GENEVA

QUARTER: 4 ATTENDANCE AT CEBIT 88 IN HANOVER

QUARTERLY RESULTS REPORTED:

CDN. EXPOSE -ARTICLES EXPECTED PUBLISHED AU. 88
NEW POTENT CUSTOMERS IDENTIF. SALES OFFICE ESTAB.
DISTRIBUTOR EXPECTED BY AUG 87. EXPECTED ANNUAL SALES: \$120,000. COMPLETED.
COMPLETED.

-REPORT COMPLETED.
-MISSION SCHEDULE AND LOGISTICS COMPLETED.

43 BUSINESS MEETINGS ARRANGED FOR 8 INCOMING CDN COS. SALES ANTICIPATED IN RANGE OF \$400,000, HOWEVER PRODUCT EVALUATION & CONTRACT NEGOTIATIONS STILL ONGOING. OTHER SALES IN SECTOR \$120,000.

BRIEFED CDN PART. ON DEVELOPMENTS IN DANISH MKT. INTRODUCED DANISH COS. TO CDN EXHIBITORS AT SHOW PROVIDED DANISH TELECOM & TELECOM INDUSTRY WITH INFORMATION ON NEW CDN PRODUCTS EXHIBITED.

-BRIEFED CDN PARTICIPANTS ON DANISH MARKET
-INTRODUCED DANISH CO'S TO CDN EXHIBITORS.
-PRE SHOW MAILING TO POTENTIAL DANISH PARTICIPANTS PROVIDING INFO ON CDN INDUSTRY AND ON CDN EXHIBITORS.