

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

154

POST :427-MUNICH

005-ADVANCED TECH. PROD. & SERV
GERMANY WEST

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 3 Participation in Electronics.

2.Preparation of a report on charges in FRG telecommunications market expected as a result of Bundespost reorganisation.

13 Cdn cos participated. on-site sales \$77k. Anticipated sales \$15.5mn. 500 serious enquiries handled. 3 agents appointed.106 pending Cdn participation. Covered by CBC TV for prog."Venture"
2.Report completed and distributed.

QUARTER: 4 Participation at CEBIT.

To secure space for Canadian participation at I.A.A. Frankfurt in September 89.

24 cos part'd at the Cdn nat'l stand & at least 3 others exhibited on their own or with German prtnrs. Agents pdg/apptd 103/35.On-Site sales \$5.5 mn, expected nxt 12 mths \$39.2 mn. Fair auth. have assigned approx. 90 sq. to Cdn Govt.