

POST : 415-HAGUE, THE

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

DISCUSS CANADIAN PARTICIPATION IN EUREKA PROJECTS WITH DUTCH
EUREKA SECRETARIAT.

VISIT FLANDERS TECHNOLOGY TRANSFER FAIR AND OTHER PROMINENT TRADE
FAIRS TO MATCH UP CANADIAN AND DUTCH COMPANIES.

ANTICIPATED RESULTS:

CANADIAN PRIVATE SECTOR PARTICIPATION IN 2 OR
3 EUREKA PROJECTS WITH EUROPEAN PARTNERS.

3-4 LICENSING AGREEMENT JOINT VENTURES OR
OTHER FORMS OF INDUSTRIAL COOPERATION.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 COMPUTER SOFTWARE MISSION/SEMINAR TO NETHERLANDS

QUARTER: 2 -FOLLOW UP WITH NETHS AND CDN COMPANIES WHICH
PARTICIPATED IN MINISTER COTE EUREKA MISSION.
-VISIT TRADE FAIRS & IDENTIFY IMPORTERS/AGENTS.

QUARTER: 3 ATTEND TELECOM 87 IN GENEVA TO ADVISE CDN PART.
OF OPPORTUNITIES IN NETHERLANDS.

QUARTER: 4 PROMOTE EUROCOMM 88 TRADE FAIR WITH CANADIAN
EXPORTERS.
IDENTIFY POTENTIAL AGENTS/DISTRIBUTORS

QUARTERLY RESULTS REPORTED:

NO SUPPORT RECEIVED FROM DRIE
ATTENDED "EUROPE SOFTWARE" FAIR

-WROTE TO CDN PARTICIPANTS OF COTE MISSION OF-
FERING FURTHER ASSISTANCE. -WROTE ARTICLE ON PTT
DEREGULA'N. -SENT TRADE QUESTION. TO 150 TELECOM
IMPRTRS. -ATTENDED SECURITY 87 & EUROPE SOFTWARE
87. -ASS. TTS-FINANCED SURVEY RE IT R&D PROJECT.

COUNSELLOR(COMMERCIAL)MET WITH 30+ COMPANIES.
USEFUL INFO GAINED ON THEIR INTEREST IN THE
NETHERLANDS MARKET. FOLLOW UP REQUIRED FOR 8
COMPANIES.

MET WITH EXTOTT/TTT. THEY WILL DO MAILING ON
EUROCOMM 88 TO CANADIAN DATACOM AND TELECOM
EXPORTERS.