

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 :415-HAGUE, THE

004-DEFENCE PROGRAMS, PRODUCTS, SERV
NETHERLANDS

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

SERVICE INCREASING FLOW OF ENQUIRIES FROM CANADIAN SUPPLIERS RE
DUTCH MARKET.

ALLOW DUTCH OFFICIALS TO EVALUATE NEW DEFENCE
PRODUCTS AND THUS INCREASE CANADIAN MARKET
SHARE.

CONTINUE TO DEVELOP CLOSER CONTACTS WITH SENIOR MILITARY OFFICI-
ALS, NOTABLY PROCUREMENT AND TECHNICAL STAFF IN ALL THREE SERVICES

IMPROVED ACCESS FOR CANADIAN BUSINESSMEN TO
MORE SENIOR LEVELS THAN WAS PREVIOUSLY THE
CASE.

PREPARE RESEARCH DEVELOPMENT & PRODUCTION STEERING COMMITTEE MEE-
TING IN CANADA IN 1988 AND VISIT BY NETHERLANDS DELEGATION TO A
NUMBER OF DEFENCE INDUSTRIES.

IMPROVED CONTACT WITH DUTCH MOD; IMPROVED FLOW
OF INFORMATION LEADING TO GREATER OPPORTUNI-
TIES TO BID ON DUTCH REQUIREMENTS.

DEVELOP COMPUTER DATABASE TO TRACK MARKET PROSPECTS (PROJECTS)
AND CANADIAN INTERESTS.

CURRENT INFORMATION/ADVICE TO CANADIAN EXPOR-
TERS WILL ENHANCE THEIR CHANCES FOR SUCCESS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 TRACK LLAD PROJECT & RECOMMEND SUPPORT FROM
OTTAWA. - ASSIST NEW COMPANIES TO ENTER DUTCH
MARKET, IDENTIFY AGENTS ETC.

DEVELOPED ACTION PLAN TO SUPPORT CANADIAN CO
PURSUING LLAD PROJECT. - ARRANGED RDP INFORMAL
CONSULTATIONS WITH NETHERLANDS MOD.

QUARTER: 2 -----

QUARTER: 3 Support Oerlikon campaign to win Netherlands
Air Force LLAD project.
Support Canadair in remaining on shortlist for
Army RPV project.

Ambassador met State Secretary for Defence and
new Defence Minister to support Oerlikon bid.
Embassy reported extensively on intelligence we
were receiving. Embassy organized briefing at
Army for Canadair CL-227.

QUARTER: 4 Support Oerlikon campaign to win Dutch Airforce
LLAD project.
Support Bendix Avelex in marketing Tow Missile
trainer.

Embassy reported extensively on status of
project and supported Oerlikon's marketing
activities.
Bendix AVElex likely to be invited by Army to
present proposal.