

POST : 437-LONDON

005-COMM. & INFORM. EQP. & SERV
UNITED KINGDOM

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

CONTINUE TO LIAISE WITH INDUSTRY/GOVT DEPARTMENT TO PROMOTE
CANADIAN EXPERTISE.

CONVERSION OF OUR RECORDS ON UK DISTRIBUTORS REPRESENTATIVES TO
WIN BASED SYSTEM ON COMPUTER.

C. O. TOUR UPDATE ON CANADIAN SECTORAL CAPABILITIES.

PLANNED SERIES OF CALLS ON PROSPECTIVE PARTNER FOR J/V AND INDUS-
TRIAL COOPERATION ARRANGEMENTS.

EMPHASIS PLACED ON LICENSING/JOINT VENTURES
WITH UK COMPANIES.

GREATER PRODUCTIVITY ABILITY TO AUTOMATE
MATCHING OF CANADIAN AND UK COMPANIES.

GREATER KNOWLEDGE OF CAPABILITIES, IDENTIFI-
CATION OF UK OPPORTUNITIES.

QUALITY ASSISTANCE TO CANADIAN ENQUIRERS AND
MORE TARGETED APPROACH TO INDUSTRIAL TEAMING
POSSIBILITIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 ASSIST MDI VNCVR TO ESTABLISH UK SALES OFFICE
AND IDENTIFY GOVT AND PRIVATE SECTOR CUSTOMERS.

QUARTER: 3 CO TOUR TO CDA FOR UPDATE OF CDN SECTOR CAPABI-
LITIES. SUPPORT CDN CO. PROMOS IN UK. ORGANIZE
CDN PART. AT COMMUNICATIONS 88. EXPAND WINEX-
PORTS SYSTEM & COMPUTERIZE CONTACTS LIST.

QUARTER: 4 COORDINATION AND ORGANIZATION OF INFO BOOTH AT
BRITISH ELECTRONICS WEEK. - COORDINATION AND
ORGANIZATION OF NATIONAL STAND AT COMMS 88.
- IMPLEMENTATION OF PHASE II WIN EXPORT SYSTEM.

C\$6MLN EXPORT SALE OF COMPUTERIZED TAXI DISPATCH
SYSTEM TO LDN CAB COMPANY; ANNOUNCEMENT MADE AT
PRESS CONFERENCE WITH HOP; HEIGHTENED AWARENESS
OF CDA AS HI-TECH SUPPLIER.

SUCCESSFUL PART. IN MARKETPLACE 87; GOOD POTENTIAL
IDENTIFIED FOR UK. WELL-ATTENDED GANDALF & NORTH
TELECOM SEMINARS AT CDA HSE. 9 CDN EXHIBITORS RE-
CRUITED. PHASE II REQUIREMENTS CLEARLY IDENTIFIED
& BUDGET IN DISCUSSION WITH EXTOTT.

1) BOOTH DREW SOME 40 SOURCING AND INSTMT ENQS.
- COCOTT MIN MACDONALD INVITED TO INAUGURATE
COMMS AND DELIVER KEYNOTE ADDRESS AT OPENING DAY
LUNCHEON. - PROBLEMS PERSIST WITH WIN EXPORT
EQUIPT INVOLVING CONSID. EXPEND. OF POST N/Y RES