

REPORT 4
88/03/16

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

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POST : 414-BRUSSELS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

CREATION OF A STRUCTURE FOR DISTRIBUTION OF CANADIAN SOFTWARE IN BELGIUM WITH THE SUPPORT OF A MANUFACTURER AND A DISTRIBUTOR IN BELGIUM ASSISTED BY A SIMILAR STRUCTURE IN CANADA.

ANTICIPATED RESULTS:

WIDER DISTRIBUTION OF SOFTWARE, PRIMARILY IN THE FIELD OF EDUCATION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 FOCUS ON FLANDERS TECHNOLOGY INTERNATIONAL.

QUARTER: 2 FOLLOW-UP ON FLANDERS TECHNOLOGY.

QUARTER: 3 RENCONTRER LES PRINCIPAUX MANUFACTURIERS CDNS
DANS CE SECTEUR DANS LE CADRE DE "TELECOMS 87"
A GENEVE (OCT)

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

EXCELLENT RESULTS FROM PARTICIPANTS AND VISITING ALBERTA MISSION.

NEGOTIATIONS ONGOING BETWEEN AGENTS AND CANADIAN PARTICIPANTS.

EXPLIQUER LE MARCHE BELGE A NOS FABRICANTS COMMENCER A LEUR TROUVER/SUGGERER DES REPRESENTANTS POSSIBLES - FAIRE LE SUIVI ICI.