

REPORT 4  
88/02/02

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

page 161

POST : 422-VIENNA

005-COMM. & INFORM. EQP. & SERV  
AUSTRIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WORKPLACE AUTOMATION

TO INCREASE CANADIAN COMPANIES' PRESENCE IN THIS MARKET.

ESTABLISHMENT OF NEW BUYING CONNECTIONS AND  
THEREFORE INCREASE IN SALES.

TO ATTEND INTERNATIONAL EXHIBITION & SYMPOSIA OUTSIDE OF POST  
TERRITORY.

PERSONAL CONTACTS AND INCREASE IN KNOWLEDGE  
OF STATE-OF-ART IN THIS SECTOR.

TO INCREASE NUMBER OF PERSONAL CALLS ON POTENTIAL AUSTRIAN CUSTOMERS  
AND/OR TECHNOLOGY TRANSFER SEEKERS.

INCREASE OF AWARENESS IN CANADIAN CAPABILITIES  
IN THIS AREA AND CONSEQUENTLY POTENTIAL  
INCREASES IN SALES.

TELECOMMUNICATIONS (INC SPACE)

TO INCREASE CANADIAN COMPANIES PRESENCE IN AUSTRIAN MARKET.

NEW BUYING CONNECTIONS, AGENCIES, ETC. HENCE  
INCREASE IN EXPORTS.

TO ATTEND INTERNATIONAL EXHIBITIONS, SYMPOSIA, CONVENTIONS ETC.  
OUTSIDE OF POST TERRITORY.

TO ESTABLISH PERSONAL CONTACTS AND INCREASE  
KNOWLEDGE OF STATE-OF-ART IN THIS SECTOR.

TO INCREASE NUMBER OF PERSONAL CALLS ON POTENTIAL AUSTRIAN  
CUSTOMERS AND/OR TECHNOLOGY TRANSFER SEEKERS.

INCREASE OF AWARENESS IN CDN CAPABILITIES IN  
THIS AREA AND CONSEQUENTLY POTENTIAL INCREASE  
IN SALES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----