

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

POST : 605-DETROIT

005-COMM. & INFORM. EQP. & SERV  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

COMPLETED A MAILING IN MID SEPT. /86 TO SIXTY FIRMS INVOLVED IN ALL ASPECTS OF ELECTRONICS. THIS INITIATIVE WILL BE CONTINUOUSLY REVIEWED AND EXPANDED.

GAIN INSIGHTS INTO MARKET FM DIRECT COMMUNICATIONS WITH DECISION-MAKERS. INCREASE KNOWLEDGE OF CDN GOODS/SERV. & INVESTMENT CLIMATE. INCREASE CDN CONTENT IN U.S. PRODUCTS.

VISITS TO DISTRIBUTORS, REPRESENTATIVES AND MANUFACTURING FIRMS.

GAIN FIRSTHAND KNOWLEDGE OF MARKET & INCREASE OVERALL CANADIAN CONTENT IN TERRITORY.

FOLLOW-UP ON DEC. /86 CANADIAN INVESTMENT AND SOURCING SEMINAR IN ANN ARBOR, MICHIGAN.

IDENTIFICATION OF PROSPECTIVE JOINT VENTURE PARTNERS AND LICENSING AND SALES OPPORTUNITIES.

SEMINAR IN CONJUNCTION WITH THE COMPUTER AND AUTOMATED SYSTEMS ASSOCIATION OF SOCIETY OF MANUFACTURING ENGINEERS (CASA/SME) SEPT. /87.

TARGETING A SECTOR-SPECIFIC ORGANIZATION SUCH AS CASA/SME INCREASES EXPOSURE OF CANADA AS A SUPPLIER AND/OR INVESTMENT OPPORTUNITY.

COMPILE PROFILE LISTING OF ROBOTIC AND ARTIFICIAL INTELLIGENCE FIRMS IN THE TERRITORY FOR DISSEMINATION TO POTENTIAL CANADIAN SUPPLIERS.

WILL SERVE AS REFERENCE GUIDE FOR POTENTIAL EXPORTERS TO THE TERRITORY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROPOSED OUTGOING MISSION TO EXHIBIT AT INT'L PROGRAMMABLE CONTROLLERS CONFERENCE.

POST AND BUREAU CANVASSED AND COULD NOT GET ENOUGH TRYLY CDN FIRMS RELATED TO THEME OF SHOW.

QUARTER: 2 INFO BOOTH PART'N AT MAJOR TECHNOLOGY SHOW AUTOFACT 87 TO BE ORGANIZED AS BASE FOR CDN COS & ORGANIZA'NS TO WORK FM TO KEEP ABREAST OF NEW DVLPMTS IN MFG SECTORS PARTICULARLY THOSE WITH MAJOR ELECTR. CONTROL SYSTEM COMPONENTS.

PROJ. 80% COMPLETE THROUGH TO 18 CDN ORGANIZ'NS HAVING CONFIRMED ATTENDANCE AT SHOW. ALL BOOTH ARRANGEMENTS COMPLETE & PLANS TO UNDERTAKE SIZE-ABLE RECEPTION DURING SHOW AT CONSULATE UNDER WAY. NUMBER OF MAILINGS & VISITS HAVE RESULTED IN

QUARTER: 3 PARTICIPATION IN AUTOFACT 87, ONE OF THE MAJOR TECHNOLOGY SHOWS IN N. A. WITH EMPHASIS ON COMPUTER INTEGRATED MANUFACTURING.

GENERATED OVER 60 QUALIFIED LEADS REQUESTING PRODUCT INFORMATION, MARKETING & SUPPLY CAPABILITY DATA.

QUARTER: 3 A MAJOR TRADE & INVESTMENT DEVELOPMENT MEETING/ RECEPTION AT CONGEN IN CONJUNCTION WITH AUTOFACT '87.

ATTENDANCE EXCEEDED 145 WITH IDEAL MIX OF 60% US PART. VERSUS 40% CDN. ATTENDEES INCLUDED 20 ECONOMIC DEVELOPMENT COMMISSIONERS. SEVERAL GOOD COMMERCIAL CONTACTS ESTABLISHED.

QUARTER: 4 -----