REPORT 4 88/07/27

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 : 520-TOKYO

005-COMM. & INFORM. EQP. & SERV

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

COMPUTERS, SOFTWARE & SYSTEMS

MARKETING CANADIAN SOFTWARES (CHINESE WORD PROCESSORS, GEOPHYSICAL SURVEY SOFTWARES).

DEVELOPING COOPERATIONS FOR CANADIAN ELECTRONICS INDUSTRY.

ENCOURAGING JAPANESE COMPANIES TO MAKE INVESTMENT FOR ELECTRONICS INDUSTRY IN CANADA.

MARKETING CANADIAN ELECTRONICS PRODUCTS FOR COOPERATION WITH JAPANESE COMPANIES.

MARKETING CANADIAN SOFTWARES IN JAPANESE MARKET.

ORGANIZING VARIOUS MARKETING AND TECHNICAL SEMINARS FOR CANADIAN MICROELECTRONICS AND SOFTWARES.

ANTICIPATED RESULTS:

TO SET UP JAPANESE AGENTS.

FOLLOW UP JAPANESE POTENTIAL COMPANIES ESPECIALLY TELECOM FIRMS.

FOLLOW UP JAPANESE COMPANIES (HITACHI, MATSU-SHITA, SANYO, SHARP).

TO DEVELOP JOINT VENTURES AND LICENSES.

TO SET UP JAPANESE DISTRIBUTORS.

WESTERN RESEARCH SEMINAR (MAY 1987).

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 SASK, HIGH TECH, MISSION; - COMMUNICATION SHOW;

-TELECOM ADVANCE STUDY.

QUARTER: 2 DEVELOP CO-OPERATION BETWEEN CDN AND JAPANESE TELECOMMUNICATIONS FIRMS. APPROACH JAPANESE COS

TO INVEST IN CANADA; MARKET CANADIAN SOFTWARE.

QUARTER: 3 MARKETING CDN SOFTWARE IN JAPAN. MARKETING TELE-

COM & DATA COMMUNICATION EQUIPMENT.

QUARTER: 4 MARKETING CANADIAN TELECOM AND DATACOM EQUIPMENT IN JAPAN.

QUARTERLY RESULTS REPORTED:

-CO'S PURSUING NICHE MARKETS; -NEW AGENCY AND EXPANDED SALES; -PROGRAM DEVELOPED.

MAJOR TELECOM SEMINAR HELD IN SEPTEMBER. \$18M BUSINESS INFLUENCED THE PROCESS TO CONTINUE IN CANADA LATER IN THE YEAR.

PROGRAMS FOR MICRO TEMPUS, PILOTE AI & ACCUGRAPH CORP FOR SALES OF SOFTWARE. SALES RESULTS ARE EXPECTED IN FOLLOWING QUARTER. FOLLOWUP ON TELECOM SEMINARS IN SEPT 87 INDICATED TWO NEW AGENCIES & SUBSTANTIAL LONG-TERM SALES PROSPECT.

2ND MICROELECTRONICS MISSION TO JAPAN HAD EXCEL-LENT SALES & TECH TRANSFER RESULTS. JAPAN ELECT-RONIC IMPORTERS ASSOC MISSION TO CDA WILL BEGIN TO SHOW RESULTS IN NEXT QUARTER. DATACOM MISSION PROVIDED TWO AGENCIES AND SALES OF \$ 2 MILLION.