

REPORT 4
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 435-COPENHAGEN

006-ELECTRONICS EQUIP. & SERV
DENMARK

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

UPDATE INVENTORY OF TRADE CONTACTS TO REFLECT NEW INTEREST/TRENDS.

INCREASED POST EFFICIENCY IN DIRECTING EXPORT ENQUIRIES.

INTRODUCE APPROX. 10 CANADIAN COMPANIES TO MARKET PER QUARTER.

2 - 3 NEW BUSINESS CONNECTIONS PER QUARTER.

IMPROVE GENERAL AWARENESS OF CANADIAN ELECTRONICS SUPPLY CAPABILITY VIA DIRECT MAILING, TRADE SHOW ATTENDANCE, PERSONAL CALLS.

2-3 NEW BUSINESS CONNECTIONS PER QUARTER

CALL ON ELECTRONICS VENDORS PARTICULARLY WESTERN PART OF DENMARK (JUTLAND/FUNEN) TO ESTABLISH CLOSER WORKING RELATIONSHIP WITH SAME (VIS-A-VIS POSSIBLE INTEREST IN PROCUREMENT FROM CANADA).

5 - 6 NEW BUSINESS CONNECTIONS 1988/89.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SEMINAR TO DEMONSTRATE NEW REMOTE SENSING TECHNOLOGY DEVELOPED BY BARRINGER RESEARCH FOR OFF-SHORE OIL AND GAS EXPLORATION.

DEMONSTRATION HELD AT REGIONAL AIRPORT ATTENDED BY DANISH GOV'T OFFICIALS, NORTH SEA OPERATORS & DANISH OIL & GAS PRODUCTION COMPANY.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----