

REPT4D
90/06/26

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

89

POST :437-LONDON

SECTOR :005-ADVANCED TECH. PROD. & SERV
UNITED KINGDOM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:COMPUTERS HARD/SOFTWARE & COMP

OVERVIEW OF UK MARKET

ASSIST CDN COMPANIES TO IDENTIFY MORE CLEARLY OPPORTUNITIES

CONVERSION OF EXISTING CONTACT/CO. IN SECTOR TO WIN
POTENTIAL AGENTS

CO-PROMOTIONAL COMPANY SEMINARS AT CANADA HOUSE
NEW SALES OFFICE FOR CDN FIRMS IN THE UK

PREPARATION OF UK MARKET REPORTS - CIRCULATE TO CDN INDUSTRY
HEIGHTENED INTEREST IN UK MARKET BY CDN SUPPLIERS

IDENTIFICATION OF UK BUYERS FOR PEMD/MISSION TRIPS TO CDA
INTRODUCE NEW CDN SUPPLIERS TO UK MARKET

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Installation of phase II WIN equipment, testing,
debugging it and training new users.
British Electronics Week Info Booth.
UK launch of DBA Communications & Senstar UK at
Canada House.

Phase II WIN equipment now installed and working
but residual equipment and software problems remain.
British Electronics Week very successful
with about 40 Investment/Sourcing leads. Both
company launches very successful.

QUARTER: 2 a) Updating of sector papers on telecoms and
informatics export opportunities.
b) Lay groundwork for repeat of highly successful
Canada/UK Marketplace.

a) Update completed.
b) Approval received from Ottawa for March 90
Canada/UK Marketplace in London.

QUARTER: 3 1. Preparation & planning for Marketplace 90.
2. Preparation & planning for implementation of
new WIN Version 4.

1. Initial planning & preparations completed -
event well on track.
2. Post ready for new WIN 4.00

QUARTER: 4 1. Canada-UK Marketplace.
2. Preparation for WIN 4.
3. Preparation for Communications'90 trade fair.

1. V.successful event with 46 participants
anticipating \$7m in biz over next 18 months.
2. Successful training course in Feb; arrival of
WIN 4 delayed. WIN file server failure problem.
3. Exhibitor list, catalogue entry & ads done.