

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 : 437-LONDON

005-COMM. & INFORM. EQP. & SERV
UNITED KINGDOM

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

CONTINUE TO LIAISE WITH INDUSTRY/GOVT DEPARTMENT TO PROMOTE CANADIAN EXPERTISE.

CONVERSION OF OUR RECORDS ON UK DISTRIBUTORS REPRESENTATIVES TO WIN BASED SYSTEM ON COMPUTER.

C. D. TOUR UPDATE ON CANADIAN SECTORAL CAPABILITIES.

PLANNED SERIES OF CALLS ON PROSPECTIVE PARTNER FOR J/V AND INDUSTRIAL COOPERATION ARRANGEMENTS.

EMPHASIS PLACED ON LICENSING/JOINT VENTURES WITH UK COMPANIES.

GREATER PRODUCTIVITY ABILITY TO AUTOMATE MATCHING OF CANADIAN AND UK COMPANIES.

GREATER KNOWLEDGE OF CAPABILITIES, IDENTIFICATION OF UK OPPORTUNITIES.

QUALITY ASSISTANCE TO CANADIAN ENQUIRERS AND MORE TARGETED APPROACH TO INDUSTRIAL TEAMING POSSIBILITIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 ASSIST MDI VNCVR TO ESTABLISH UK SALES OFFICE AND IDENTIFY GOVT AND PRIVATE SECTOR CUSTOMERS.

QUARTER: 3 CO TOUR TO CDA FOR UPDATE OF CDN SECTOR CAPABILITIES. SUPPORT CDN CO. PROMOS IN UK. ORGANIZE CDN PART. AT COMMUNICATIONS 88. EXPAND WINEX-PORTS SYSTEM & COMPUTERIZE CONTACTS LIST.

QUARTER: 4 -----

C\$6MLN EXPORT SALE OF COMPUTERIZED TAXI DISPATCH SYSTEM TO LDN CAB COMPANY; ANNOUNCEMENT MADE AT PRESS CONFERENCE WITH HOP; HEIGHTENED AWARENESS OF CDA AS HI-TECH SUPPLIER.

SUCCESSFUL PART. IN MARKETPLACE 87; GOOD POTENTIAL IDENTIFIED FOR UK. WELL-ATTENDED GANDALF & NORTH TELECOM SEMINARS AT CDA HSE. 9 CDN EXHIBITORS RECRUITED. PHASE II REQUIREMENTS CLEARLY IDENTIFIED & BUDGET IN DISCUSSION WITH EXTOTT.