

REPORT 4  
89/10/10

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 :532-MELBOURNE

005-ADVANCED TECH. PROD. & SERV  
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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FOLLOW UP REQUIRED ON DECEMBER COMPUTER/COMMUNICATIONS MISSION.

FINALISATION OF SALES ETC. DISCOVERED DURING MISSION.

COMPILE REVIEW OF FORECASTED DEVELOPMENTS BY TELECOM AUSTRALIA & DTC FOR DISTRIBUTION TO CANADIAN COMPANIES.

THIS WILL ENHANCED OUR AWARENESS OF OPPORTUNITIES AND PROVIDE OPENINGS FOR CANADIAN MANUFACTURERS.

ANALYSE/COMPILE REQUIREMENTS FOR PRIVATE SECTOR NETWORKS INDEP. OF TELECOM.

DITTO. (THIS AREA IS GROWING YET MUCH POTENTIAL REMAINS UNEXPLORED.

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FOLLOW UP TO COMPUTER/COMMUNICATIONS MISSION.

TO FINALISE SALES OPPORTUNITIES DISCOVERED DURING MISSION AND TO IDENTIFY NEW AREAS IF INTEREST.

FOLLOW UP TO REMOTE SENSING STUDY SPECIALLY IMAGE PROCESSING SOFTWARE.

TO IDENTIFY FUTURE AREAS OF COLLABORATION BETWEEN CANADIAN AND AUSTRALIAN IMAGE PROCESSING SYSTEM MANUFACTURERS.

TO IDENTIFY SPECIFIC SECTORIAL REQUIREMENTS FOR CANADIAN SOFTWARE I.E. MINING, MEDICAL AND NETWORK MANGEMENT SOFTWARE, IMAGE PROCESSING SOFTWARE (REMOTE SENSING).

TO IDENTIFY NICHE MARKETS OFFERING GOOD POTENTIAL FOR CANADIAN TECHNOLOGY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ONTARIO TRADE MISSION - NEW ZEALAND/AUSTRALIA

ALTHOUGH MISSION FOCUS WAS N.ZEALAND, POST ARRANGED INDIVIDUAL APPOINTMENTS FOR MISSION MEMBERS. ISOLATION SYSTEMS IDENTIFIED SEVERAL PROBABLY CUSTOMERS FOR THEIR DEFENCE SURVEILLANCE EQPT. ASSESSMENT DEV GRP IDENTIFIED REP.

QUARTER: 1 NORTHERN TELECOM PACKET SWITCHING CONTRACT

POST ASSISTED NT PERSONNEL IN MONITORING, ARRANGING APPOINTMENTS TO PROMOTE NT BID FOR CDN \$75 MIL CONTRACT. RESULT TO DATE IS THAT NT IS CURRENTLY SHORTLISTED WITH RECOMMENDATION/DECISION EXPECTED IN AUGUST.

QUARTER: 2 Northern Telecom Packet Switching Contract.

Expected contract between \$50-70 million now due in the next month or so. Our extensive lobbying with telecom also involving the High Comm. has been helpful. Northern Telecom rep who might be optim.now says they have 90% chance of win.bid.