

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

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POST :415-HAGUE, THE

SECTOR :004-DEFENCE PROGRAMS,PRODUCTS,SERV
NETHERLANDS

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

SERVICE INCREASING FLOW OF ENQUIRIES FROM CDN SUPPLIERS
ALLOW DUTCH OFFICIALS TO EVALUATE NEW DEFENCE PRODUCTS &

THUS INCREASE CDN MARKET SHARE

DEVELOP CLOSER CONTACTS WITH SR. MILITARY OFFICIALS
IMPROVED ACCESS FOR CDN BUSINESSMEN TO MORE SENIOR LEVELS

THAN WAS PREVIOUSLY THE CASE

PREPARE RESEARCH DEV'T & PRODUCTION STEERING COMMITTEE
IMPROVED CONTACT WITH DUTCH MOD, IMPROVED FLOW OF INFO

LEADING TO GREATER OPPORTUNITIES TO BID ON DUTCH REQUIREMENT

DEV. COMPUTER DATABASE TO TRACK MARKET PROSPECTS
TIMELY INFO/ADVICE TO CDN EXPORTERS WILL ENHANCE THEIR

CHANCES FOR SUCCESS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Organize DirGen Defence Programs Branch visit
Attend HITEC conference in Ottawa
Follow up with Dutch MOD and individual services
re ongoing projects

Successful visit of DirGen Defence Programs
Organized State Secretary for Defence and del
visit to ARMX
Organized Army simulation team visit of ARMX
Supported Diemaco, Canadair, J.D. Hepburn, etc

QUARTER: 2 Assist Canadair in their efforts to be included
on Army RPV shortlist.
Assist Diemaco in their efforts to be included
on Army rifle shortlist.

Arranged meetings for Canadair and Diemaco
with Army and Netherlands MOD.
Introduced Canadian manufacturer of battle-
field telecom antennae to Dutch agent who is
pursuing ongoing project.

QUARTER: 3 Assist Canadair to pursue Army RPV project
Assist Leblanc & Royle to pursue battlefield
antennae project

Arranged meeting for General Manager of Canadair
with Major General in charge of RPV project.

Leblanc & Royle presented proposal worth
\$19 million.

QUARTER: 4 Organize visit of Assoc Minister of Nat'l
Defence to Netherlands.

Assoc. MND supported marketing campaigns of Cdn
companies.

Assist Canadian companies bidding on sonar
project.

Cdn coys made presentations on sonar to Dutch
Navy
Attended Atlantic Hitec