

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 :612-WASHINGTON

005-ADVANCED TECH. PROD. & SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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ENCOURAGING CAPABLE CDN FIRMS TO COMPETE IN THIS MARKET, THROUGH
INDIVIDUAL ADVICE AND ASSISTANCE, AND THROUGH GROUP SEMINARS.

10 NEW FIRMS COMMITTED TO MARKETING IN THIS
AREA.

ASSISTING ESTABLISHED FIRMS TO MAKE SALES TO FEDERAL GOVT. AGEN-
CIES, THROUGH COMPANY PRESENTATIONS AT THE EMBASSY TO SELECTED
SENIOR OFFICIALS.

5 FIRMS TO MAKE TOTAL \$250,000 IN SALES

MONITOR DEVELOPMENTS IN FEDERAL GOVT. COMPUTER PROCUREMENT POLICY
AND PROJECTS, ADVISE CDN INDUSTRY OF SIGNIFICANT CHANGES, AND ENSU-
RE U.S. OFFICIALS AWARE OF CDN INTERESTS.

CDN GOVT. AND INDUSTRY AWARE OF MARKET ENVIR-
ONMENT AND ARE NOT ADVERSELY AFFECTED BY PRO-
TECTIONIST MEASURES

INFORM USA FEDERAL GOVT. OF EFFECT OF FREE TRADE AGREEMENT SECT-
ION ON PROCUREMENT AS IT RELATES TO THIS SECTOR.

CDN COMPUTER FIRMS WILL BE ENCOURAGED TO BID
ON CONTRACTS IN NEWLY OPENED RANGE OF \$25,000
TO 171,000 EXEMPT FROM BUY-AMERICA

PRODUCE BROCHURE ADVISING CDN FIRMS OF OPPORTUNITIES RESULTING
FROM FTA IN AREA OF GOVT. PROCUREMENT.

200 CDN FIRMS PROVIDED WITH SPECIFIC ADVICE
ON HOW TO MAKE USE OF NEW OPPORTUNITY.

PROVIDE TOUR OF NEW CHANCERY WITH SPECIFIC FOCUS ON CANADIAN
CAPABILITIES SHOWN BY COSICS TO SELECTED SENIOR US FEDERAL OFFI-
CIALS.

REPUTATION OF CANADIAN INDUSTRY CAPABILITY IN
THIS SECTOR WILL BE ENHANCED AMONGST DECISION
MAKERS.

ALL SUB-SECTORS

POST TO UPDATE AND FURTHER DEVELOP ITS COMPUTERIZED MANAGEMENT
SYSTEM

A MORE EFFICIENT DISTRIBUTOR/AGENT/RETAIL I-
DENTIFICATION SYSTEM FOR THE SOURCING OF
CANADIAN CORPORATE ENQUIRIES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 POST CONTACTS MANAGEMENT SYSTEM: COMPUTERIZE
DATABASE OF REGIONAL REPS/AGENTS/DISTRIBUTORS.
PROVIDING ASSISTANCE, AS REQUIRED TO CDN BUSI-
NESSES ON MATTERS OF US CUSTOMS REGS, FCC, ETC.

DIFFICULT & TIME CONSUMING QUALIFICATION OF TER-
RITORY REPS UNDERTAKEN TO SERVICE SPECIFIC CDN
COS ENQUIRIES. PROVIDED SIGNIFICANT ASSISTANCE
TO ATI TECHN IN SECURING RELEASE OF COMPUTER
BOARDS FROM U.S.CUST.; IDENT. & RESEARCHED POSSIB-

QUARTER: 2 Continuing to advise Cdn firms on procedures &
opportunities in mkt to U.S. federal government

Assisted in planning of sem. sponsored jointly
by EXTOTT & Ont. govt. promoting oppor. in U.S.
fed. govt. procurement. Gave pres. on Emb assis.
to Cdn exporters in this mkt to over 200 firms
who attended seminar