

PROGRAM RESULTS: EUROPE

BUSINESS ACTIVITY

During the July-September 1988 period twenty-seven posts reported the following business activity:

1. 60 EXPORT SALES WORTH \$142 MILLION
2. 71 NEW BUYING CONNECTIONS/AGENCY AGREEMENTS WORTH \$64 MILLION
3. 21 NEW JOINT VENTURES/LICENCING AGREEMENTS WORTH \$22.8 MILLION
4. 8 FOREIGN INDUSTRIAL AND COMMERCIAL INVESTMENTS IN CANADA WORTH \$18 MILLION
5. 4 CANADIAN INVESTMENTS IN TERRITORY WORTH \$13.3 MILLION
6. 6 TECHNOLOGY TRANSFERS WORTH \$13 MILLION

HIGHLIGHTS:

- o \$4.5 million sale of sawmill equipment (Prague)
- o Sale of tobacco combines worth \$800 thousand (Prague)
- o \$100 million sale of aircraft (Dublin)
- o \$10 million transfer of technology to Canada (Vienna)
- o \$7 million sale of military electronics (The Hague)
- o \$5 million sale of personal computers (Milan)

KEY STATISTICS: for the twenty-seven posts reporting workload information

Missions Reporting To

| | | RWT | RBT |
|--------------------------|-------|------|------|
| No. Trade Enquiries | Cdn | 1679 | 5834 |
| | Local | 485 | 5296 |
| No. Investment Enquiries | Cdn | 17 | 202 |
| | Local | 108 | 511 |
| No. Business Visitors | Cdn | 319 | 1426 |
| | Local | 479 | 1219 |