

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 :422-VIENNA

005-ADVANCED TECH. PROD. & SERV
AUSTRIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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IN PROCESS OF COMPLETING AUSTRIAN COMPANIES ELECTRONIC DIRECTORY FOR THE USE OF POTENTIAL CANADIAN EXPORTERS.

NEW POTENTIAL SOURCES FOR CANADIAN EXPORTERS.

CLOSE LIAISON WITH UNIDO/VIENNA AIMED AT INTRODUCING CANADIAN TELECOMMUNICATION COMPANIES IN INTERNATIONAL COOPERATIVE PROJECTS UNDER THE AUSPICES OF SEVERAL UN AGENCIES.

CREATING AND IMPROVING AWARENESS OF CANADIAN CAPABILITIES IN THIS SECTOR THUS INCREASING SALES POSSIBILITIES FOR CANADIAN COMPANIES IN THIRD MARKETS.

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CONTINUING OUR EFFORTS TO INCREASE CANADIAN PRESENCE IN THIS SECTOR IN AUSTRIA.

NEW BUYING CONNECTIONS AND CONSEQUENT SALES INCREASE OF 10-15%.

CLOSE LIAISON WITH FCC (FEDERAL ECONOMIC CHAMBER) AIMED AT SOFTWARE TECHNOLOGY EXCHANGE.

INCREASE AWARENESS OF CANADIAN STATE-OF-ART I-N THIS SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PREPARATION FOR CANADIAN INFORMATICS TRADE MISSION TO AUSTRIA - FALL '88.

PRELIMINARY, INCLUSIVE MARKET STUDIES, WORK COMPLETED;

QUARTER: 2 -----

QUARTER: 3 Canadian software mission to Austria Feb.89

Preparation for subject mission which included preliminary screening of contacts

QUARTER: 4 Canadian Software Mission visited Vienna end of February 1989.
World-Tech-Vienna Fair, 18-22 June, 1989.

Mission an outstanding success. 96 individual meetings held with Austrian counterparts, followed by seven company visits. Preparations for this important fair to be held in June 1989 continue.