

PROGRAM RESULTS: EUROPE

BUSINESS ACTIVITY

During the January-March 1988 period twenty-eight posts reported the following business activity:

1. 114 EXPORT SALES WORTH \$119 MILLION
2. 189 NEW BUYING CONNECTIONS/AGENCY AGREEMENTS
3. 41 NEW JOINT VENTURES/LICENCING AGREEMENTS WORTH \$20.5 MILLION
4. 7 FOREIGN INDUSTRIAL AND COMMERCIAL INVESTMENTS IN CANADA WORTH \$110 MILLION
5. 6 CANADIAN INVESTMENTS IN TERRITORY WORTH \$38.5 MILLION
6. 15 TECHNOLOGY TRANSFERS WORTH \$2.2 MILLION

HIGHLIGHTS:

- o Investments in Canadian paper industry worth \$93 million (Helsinki)
- o \$25 million investment in territory for production of frozen french fries (Paris)
- o \$13 million Canadian investment in alumina production (Dublin)
- o \$8 million sale of flight simulator (Oslo)
- o \$3 million sale of packaging machinery (London)
- o New buying connection and \$3 million sale of pulp wood (Milan)

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

		<u>Missions Reporting To</u>	
		<u>RWT</u>	<u>RBT</u>
No. Trade Enquiries	Cdn	7400	1560
	Local	7106	617
No. Investment Enquiries	Cdn	374	0
	Local	683	3
No. Business Visitors	Cdn	1844	266
	Local	2097	333