

REPT4D  
90/01/23

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

POST :612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS HARD/SOFTWARE & COMP

POST TO UPDATE&DEVELOP ITS DATA BASE ON POTENTIAL AGENTS,  
A BETTER REFERRAL SERVICE TO CDN MANUFACTURERS

ORGANIZE & SUPPORT BUYING/SELLING MISSIONS TO CDN & US.  
IMPROVE KNOWLEDGE OF CDN MFG CAPABILITIES/INCREASE MKT SHARE

INSTRUMENT & PROCESS CONTROLS

CONSULTATIONS WITH INDIVIDUAL COMPANIES  
5 NEW FIRMS COMMITTED TO MARKETING

EMB.-SPONSORED CO PRESENTA'NS TO US GOVT PROSPECTIVE BUYERS  
TOTAL \$1 MILLION PROJECTED EXPORTS

MONITORING/LOBBYING US GOVT PROCUREMENT POLICIES&PROCEDURES  
CDN GOVT & INDUSTRY AWARE OF MARKET ENVIRONMENT & NOT

ADVERSELY AFFECTED BY PROTECTIONIST MEASURES.

MARKET STUDY OF OPPORTUNITIES IN NASA, USGS, EPA  
ACCURATE DETAILED MARKET INFO TO CDN INDUSTRY

PUBLICA'M ADVIS.CDN FIRMS OF MKTG STRAT IN US FED GOVT MKT.  
30 FIRMS TO CONSIDER MARKETING TO US FEDERAL GOVT

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 12 companies asked for help in selling computer  
equipment to the U.S. government.

One company presentation to Federal govt held.

QUARTER: 2 Answered 50 enquiries from Canadian companies  
wanting to sell to U.S. Government; hosted 1  
company presentation at Embassy.

Two companies report new contracts closed in  
fed govt market; three more want to set up Emb.  
presentations.

QUARTER: 3 -----

QUARTER: 4 -----