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

WATER TRANSPORT

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CONTRACTOR OF

COMPUTERS HARD/SOFTWARE & COMP

POST TO UPDATE&DEVELOP ITS DATA BASE ON POTENTAL 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

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

PUBLICA'N 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:

- QUARTER: 1 12 companies asked for help in selling computer equipment to the U.S. government.
- QUARTER: 2 Answered 50 enquiries from Canadian companies wanting to sell to U.S. Government; hosted 1 company presentation at Embassy.
- QUARTER: 3 -----

QUARTER: 4 -----

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ADVERSELY AFFECTED BY PROTECTIONIST MEASURES.

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ADDIEST CON EXPORTERS TO NET THEIR PROD TO BCD BY AND, MCTO

CONTRACTOR OF AT THEORY ATTENDED AND AND A TO HOM HOME

QUARTERLY RESULTS REPORTED:

One company presentation to Federal govt held.

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

> 400 & BITC Windows to Alfent 400 1000 Comparison Farms 400

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ANALYS & STREET,

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