

REPORT 4
88/10/21

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 : 706-WASHINGTON, OAS

005-COMM. & INFORM. EQP. & SERV
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

ENCOURAGING CAPABLE CDN FIRMS TO COMPETE IN THIS MARKET, THROUGH INDIVIDUAL ADVICE AND ASSISTANCE, AND THROUGH GROUP SEMINARS.

FIVE NEW FIRMS COMMITTED TO MARKETING IN THIS AREAS.

ASSISTING ESTABLISHED FIRMS TO MAKE SALES TO FEDERAL GOVERNMENT AGENCIES, THROUGH COMPANY PRESENTATIONS AT THE EMBASSY TO SELECTED SENIOR OFFICIALS.

TWO FIRMS TO MAKE TOTAL \$200,000 IN SALES.

MONITOR DEVELOPMENTS IN FEDERAL GOVERNMENT COMMUNICATIONS PROCUREMENT POLICY & PROJECTS, ADVISE CDN INDUSTRY OF SIGNIFICANT CHANGES, AND ENSURE U.S. OFFICIALS AWARE OF CDN INTERESTS.

CDN GOVERNMENT & INDUSTRY AWARE OF MARKET ENVIRONMENT & ARE NOT ADVERSELY AFFECTED BY PROTECTIONIST MEASURES.

INFORM USA FEDERAL GOVERNMENT OF EFFECT OF FREE TRADE AGREEMENT ON PROCUREMENT AS IT RELATES TO THIS SECTOR.

CDN COMMUNICATIONS FIRMS WILL BE ENCOURAGED TO BID ON CONTRACTS IN NEWLY OPENED RANGE OF \$25,000 TO \$171,000 EXEMPT FROM BUY-AMERICA.

PRODUCE BROCHURE ADVISING CDN FIRMS OF OPPORTUNITIES RESULTING FROM FTA IN AREA OF GOVT. PROCUREMENT.

50 CDN FIRMS PROVIDED WITH SPECIFIC ADVICE ON HOW TO MAKE USE OF NEW OPPORTUNITY.

PRODUCE ANALYSIS OF MARKET OPPORTUNITIES CREATED BY MAJOR PROJECTS TO BE CONDUCTED BY NASA (SPACE STATION) & DEPT. OF COMMERCE (SATELLITE-BASED WEATHER PROGRAM & REMOTE-SENSING FOR VARIOUS USES).

CDN INDUSTRY PROVIDED WITH ACCURATE & IN-DEPTH INFORMATION AS TO NEW MARKETS AVAILABLE.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----