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 :612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
COMPUTERS, SOFTWARE & SYSTEMS	
ENCOURAGING CAPABLE CDN FIRMS TO COMPETE IN THIS MARKET, THROUGH INDIVIDUAL ADVICE AND ASSISTANCE, AND THROUGH GROUP SEMINARS.	10 NEW FIRMS COMMITTED TO MARKETING IN THIS AREA.
ASSISTING ESTABLISHED FIRMS TO MAKE SALES TO FEDERAL GOVT. AGENCIES, THROUGH COMPANY PRESENTATIONS AT THE EMBASSY TO SELECTED SENIOR OFFICIALS.	5 FIRMS TO MAKE TOTAL $250,000 IN SALES
MONITOR DEVELOPMENTS IN FEDERAL GOVT. COMPUTER PROCUREMENT POLICY AND PROJECTS, ADVISE CDN INDUSTRY OF SIGNIFICANT CHANGES, AND ENSURE U.S. OFFICIALS AWARE OF CDN INTERESTS.	CDN GOVT. AND INDUSTRY AWARE OF MARKET ENVIRONMENT AND ARE NOT ADVERSELY AFFECTED BY PROTECTIONIST MEASURES
INFORM USA FEDERAL GOVT. OF EFFECT OF FREE TRADE AGREEMENT SECTION ON PROCUREMENT AS IT RELATES TO THIS SECTOR.	CDN COMPUTER 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.	200 CDN FIRMS PROVIDED WITH SPECIFIC ADVICE ON HOW TO MAKE USE OF NEW OPPORTUNITY.
PROVIDE TOUR OF NEW CHANCERY WITH SPECIFIC FOCUS ON CANADIAN CAPABILITIES SHOWN BY COSICS TO SELECTED SENIOR US FEDERAL OFFICIALS.	REPUTATION OF CANADIAN INDUSTRY CAPABILITY IN THIS SECTOR WILL BE ENHANCED AMONGST DECISION MAKERS.
ALL SUB-SECTORS	
POST TO UPDATE AND FURTHER DEVELOP ITS COMPUTERIZED MANAGEMENT SYSTEM	A MORE EFFICIENT DISTRIBUTOR/AGENT/RETAIL IDENTIFICATION SYSTEM FOR THE SOURCING OF CANADIAN CORPORATE ENQUIRIES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1 POST CONTACTS MANAGEMENT SYSTEM: COMPUTERIZE DATABASE OF REGIONAL REPS/AGENTS/DISTRIBUTORS. PROVIDING ASSISTANCE, AS REQUIRED TO CDN BUSINESSES ON MATTERS OF US CUSTOMS REGS, FCC, ETC.	DIFFICULT & TIME CONSUMING QUALIFICATION OF TERRITORY REPS UNDERTAKED TO SERVICE SPECIFIC CDN COS ENQUIRIES. PROVIDED SIGNIFICANT ASSISTANCE TO ATI TECHN IN SECURING RELEASE OF COMPUTER BOARDS FROM U.S. CUST.; IDENT. & RESEARCHED POSSIB-
QUARTER: 2 -----	
QUARTER: 3 -----	
QUARTER: 4 -----	