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1988 June
STORAGE

**TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM
PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE**

**QUARTERLY ACTIVITY REPORT
RAPPORT TRIMESTRIEL DES ACTIVITÉS**



**UNITED STATES
ÉTATS-UNIS**

**APRIL - JUNE 1988
(1st QUARTER FY 1988-89)
AVRIL - JUIN 1988
(1er TRIMESTRE, AF 1988-89)**

TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM

Quarterly Activity Report
April - June 1988

Following is the Quarterly Activity Report for the quarter ending June 30, 1988. This report contains a synopsis of activities and results by sector and subsector reported by posts, matched against the proposed activities identified in their 1988/89 post plan. It also contains a report of special unplanned activities that took place during the reporting period.

The purpose of the report is to allow managers in Ottawa and abroad to monitor the progress of program implementation by comparing planned activities in priority sectors with reported quarterly activity highlights and results.

Readers will note that in some cases the section for post inputs for a particular quarter is blank. This occurs when the mission either has not yet undertaken any of the planned activities in that sector or has not reported activities in a sector identified as a priority in the post plan.

PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE

Rapport trimestriel des activités
avril - juin 1988

Voici le Rapport trimestriel des activités du trimestre qui a pris fin le 30 juin 1988. Le Rapport contient un résumé des activités et des résultats déclarés par les missions, par secteur et sous-secteur, qui sont comparés aux projets d'activités indiqués dans les plans de mission de 1988-89. Il s'y trouve également un rapport sur les activités spéciales non planifiées qui ont été accomplies pendant la période visée.

Ce rapport a pour but de permettre aux gestionnaires, à Ottawa et à l'extérieur, de surveiller les progrès accomplis relativement à la mise en oeuvre du programme, en comparant les activités planifiées dans les secteurs prioritaires avec les faits saillants et les résultats déclarés du trimestre.

Le lecteur notera que, dans certains cas, les espaces prévus pour les renseignements provenant des missions ont été laissés en blanc. La raison en est soit que la mission n'a encore entrepris aucune des activités prévues pour ce secteur, soit qu'elle n'en a déclaré aucune dans un secteur indiqué comme prioritaire dans son plan annuel.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 19
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION PLAN
UNITED STATES

POST: 647-ATLANTA

001-AGRI- FOOD PRODUCTS & SERVICE
PUERTO RICO

PLANNING

ACTIVITIES PROPOSED IN POST PLAN:

Mission

ANTICIPATED RESULTS

Page

RETI & PROCESSED FOOD & DRINK

FOLLOW-UP ON PREVIOUSLY MADE CONTACTS IN THE RETAIL AND WHOLESALE SECTOR WITH ONE-ON-ONE INTERVIEWS

Atlanta

ATTAIN KNOWLEDGE OF MARKETS, IMPORTERS, BUYING PATTERNS

1

CONTINUE CONTACT WITH PUERTO RICO DEPT OF AGRICULTURE IN ORDER TO FIND OUT BUYING REQUIREMENTS FOR DAIRY CATTLE

Boston

PROMOTION OF CANADIAN DAIRY REPLACEMENT HERDS

13

INPUT OF INTERMEDIATE INFORMATION ON AGENCIES, ETC. INTO POST COMPUTER

Buffalo

OBTAIN USEFUL INFORMATION ON CONTACTS, MARKETS, TRADE SHOWS, ETC.

22

ONE-ON-ONE INTERVIEWS WITH FOOD IMPORTERS IN THE RETAIL/WHOLESALE SECTOR

Chicago

KNOWLEDGE OF MARKETS, IMPORTERS, BUYING PATTERNS

28

INVESTIGATE & INTERVIEW PERSONS AND/OR AGENCIES THAT CAN PROVIDE INFORMATION RELATIVE TO THE RE-EXPORT OF GOODS FROM PUERTO RICO TO OTHER AREAS OF THE CARIBBEAN

Cleveland

ABILITY TO ASSIGN DOLLAR OR PERCENTAGE FIGURE TO CANADIAN EXPORTS TO PUERTO RICO

41

IMPLEMENT AND ORGANIZE TWO PROMOTIONAL EVENTS WHICH WILL MAKE KNOWN CANADIAN CAPABILITY TO LABORAT COMPANIES IN THE MARKET

Dallas

ESTABLISH INTEREST IN CANADIAN (COMPARE WITH) VALUE ADDED PRODUCTS

48

Detroit

Los Angeles

58

67

TRACKING

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----
QUARTER: 2 -----
QUARTER: 3 -----
QUARTER: 4 -----

Minneapolis

New York, Consulate General

75

83

San Francisco

94

Seattle

103

Washington

111

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 : 619-ATLANTA

001-AGRI & FOOD PRODUCTS & SERVICE
PUERTO RICO

| PLANNING: | ACTIVITIES PROPOSED IN POST PLAN: | ANTICIPATED RESULTS: |
|-----------|---|---|
| | SEMI & PROCESSED FOOD & DRINK | |
| | FOLLOW-UP ON PREVIOUSLY MADE CONTACTS IN THE RETAIL AND WHOLESALE SECTOR WITH ONE-ON-ONE INTERVIEWS. | ATTAIN KNOWLEDGE OF MARKETS, IMPORTERS, BUYING PATTERNS. |
| | CONTINUE CONTACT WITH PUERTO RICO DEPT. OF AGRICULTURE IN ORDER TO FIND OUT BUYING REQUIREMENTS FOR DAIRY CATTLE. | PROMOTION OF CANADIAN DAIRY REPLACEMENT HERDS |
| | INPUT OF INDEPTH INFORMATION ON AGENTS, ETC. INTO POST COMPUTER. | HAVE USEFUL INFORMATION ON CONTACTS, MARKETS, TRADE SHOWS, ETC. |
| | ONE-ON-ONE INTERVIEWS WITH FOOD IMPORTERS IN THE RETAIL/WHOLESALE SECTOR. | KNOWLEDGE OF MARKETS, IMPORTERS, BUYING PATTERNS. |
| | INVESTIGATE & INTERVIEW PERSONS AND/OR AGENCIES THAT CAN PROVIDE INFORMATION RELATIVE TO THE RE-EXPORTER OF GOODS FROM PUERTO RICO TO OTHER AREAS OF THE CARIBBEAN. | ABILITY TO ASSIGN DOLLAR OR PERCENTAGE FIGURE TO CANADIAN EXPORTS TO PUERTO RICO. |
| | IMPLEMENT AND ORGANIZE TWO PROMOTIONAL EVENTS WHICH WILL MAKE KNOWN CANADIAN CAPABILITIES TO LARGEST COMPANIES IN THE MARKET. | ESTABLISH INTEREST IN CANADIAN COMPANIES WITH VALUE ADDED PRODUCTS. |

| TRACKING: | ACTIVITIES UNDERTAKEN IN QUARTER: | QUARTERLY RESULTS REPORTED: |
|------------|-----------------------------------|-----------------------------|
| QUARTER: 1 | ----- | |
| QUARTER: 2 | ----- | |
| QUARTER: 3 | ----- | |
| QUARTER: 4 | ----- | |

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

POST : 619-ATLANTA 001-AGRI & FOOD PRODUCTS & SERVICE PUERTO RICO

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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 : 619-ATLANTA

015-CONSTRUCTION INDUSTRY
PUERTO RICO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTER: 5 -----

QUARTER: 6 -----

ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

FROM CONSTRUCTION COMPANIES TO FORMER COMPANIES IN THE MARKET
IN GENERAL AND OTHERWISE AND SUBSIDIZED EXPORTS WHICH WILL HAVE

IN OTHER PARTS OF THE CONSTRUCTION
INDUSTRY RELATIVE TO THE RE-ENTRY OF GOODS FROM EXPORTED STATES
IMMEDIATELY TO THE MARKET THROUGH AND/OR THROUGH THE CONSTRUCTION

SECTION
ONE-ON-ONE INTERACTIONS WITH LOCAL INDUSTRY IN THE BELT AND BRIDGE

WILL BE IN THE INFORMATION ON VISITS AND TRIP LOGS CONDUCTED
AND ON VISITS TO THE CONSTRUCTION FOR VISITS TO THE
CONSTRUCTION CONTRACT WITH EXPORTED STATES OF VISITORS IN ORDER TO

SECTION WITH ONE-ON-ONE INTERACTIONS
FOR ONE-ON-ONE INTERACTIONS WITH EXPORTED STATES IN THE BELT AND BRIDGE

FOR A SUCCESSFUL EXPORT OF GOODS

ACTIVITIES PROPOSED IN POST PLAN

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN
AT MISSIONS ABROAD FOR FISCAL YEAR 88
QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM

AT THE VARIOUS STAGES
REPRESENTING INTEREST IN CONSTRUCTION COMPANIES WITH

IN CONSTRUCTION EXPORTS TO EXPORTED STATES
WILL BE IN THE INFORMATION ON VISITS AND TRIP LOGS CONDUCTED

SECTION
KNOWLEDGE OF MARKET INDUSTRY AND

FOR EXPORT INTERACTIONS ON CONSTRUCTION MARKETS

FOR EXPORT INTERACTIONS ON CONSTRUCTION MARKETS

FOR EXPORT INTERACTIONS ON CONSTRUCTION MARKETS

FOR EXPORT INTERACTIONS ON CONSTRUCTION MARKETS

FOR EXPORT INTERACTIONS ON CONSTRUCTION MARKETS

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 :619-ATLANTA

016-INDUSTRIAL MACHIN, PLANTS, SERV.
PUERTO RICO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

1) MISC. QUARTERLY RESULTS REPORTED:
2) SALES \$100,000
3) CONTACTS LIST

1) SALES \$100,000
2) CONTACTS LIST

4 NEW CON FIRMS
\$250,000 SALES

COMPETITIVE INFO AND ANALYSIS FOR CON MFRS

15 NEW CON FIRMS
\$500,000 IN SALES

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

GENERAL NEW EXPORT SALES OF VI LEVEL 88 MFR -
LARG CONTACTS FOR VI LEVEL TO COMPANIES
DEVELOP NEW SALES REPRESENTATION AND DIRECT SO-

THE AND SIMULATION PROTECTS
INCREASED PARTICIPATION IN VISA & MFR TRAIN-
IMPROVED ACCESS TO REFERENCE FIRMS

ANTICIPATED RESULTS:

POST :619-ATLANTA

016-INDUSTRIAL MACHIN, PLANTS, SERV.
PUERTO RICO

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN
AT MISSIONS ABROAD FOR FISCAL YEAR 88
QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM

REPORT 4
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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 : 619-ATLANTA

004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

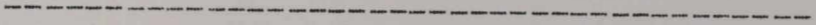
PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

- PREPARE DIRECTORY OF MARKETING REPRESENTATIVES.
- ESTABLISH WORKING GROUP FOR JOINT DEVELOPMENT OF TRAINING AND SIMULATION PRODUCTS.
- POST WILL ORGANIZE AND/OR PARTICIPATE IN SEVERAL PROMOTIONAL EVENTS DESIGNED TO INTRODUCE NEW COMPANIES TO THE MARKET.

- IMPROVED ACCESS TO DEFENCE PRIMES.
- INCREASED PARTICIPATION IN ARMY & NAVY TRAINING AND SIMULATION PROJECTS.
- DEVELOP NEW SALES REPRESENTATION AND DIRECT BUYING CONTACTS FOR AT LEAST 10 COMPANIES.
- GENERATE NEW EXPORT SALES OF AT LEAST \$2 MILLION.



TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 -----
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

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 : 619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

PROGRAMMED CALL PROJECT FOR TELCO'S IN TERRITORY.

1) MISC. SOURCING REQUIREMENTS
\$300,000 IN SALES
2) CONTACTS LIST.

DIRECT MAIL CAMPAIGN TO TELCO'S, MAJOR USERS WITH PRIVATE SYSTEM POTENTIAL WITH TELECOM CATALOG WHEN REPRINTED.

1) SALES \$100,000
2) CONTACTS LIST

FOLLOW-UP CDN. INDUSTRY WHO LAST YEAR PARTICIPATED IN PROMO. EVENTS TO DETERMINE EXPORT SALES RESULTS.

INTRODUCE CDN FIRMS INCLUDING NEW EXPORTERS TO SOUTHEAST USA MARKET THROUGH PARTICIPATION IN TRADE SHOWS.

5 NEW CDN FIRMS
\$250,000 SALES.

COMPUTERS, SOFTWARE & SYSTEMS

COMPLETE VAR & INTEGRATOR DATABASE

COMPETITIVE INFO AND ANALYSIS FOR CDN MFRS.

FOLLOW-UP CDN INDUSTRY WHO PARTICIPATED IN PROMOTIONAL EVENTS TO DETERMINE EXPORT SALES RESULTS.

INTRODUCE CDN FIRMS INCLUDING NEW EXPORTERS TO SOUTHEAST USA MARKET THROUGH PARTICIPATION IN THREE TRADE SHOWS.

15 NEW CDN FIRMS
\$600,000 IN SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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 : 619-ATLANTA

002-FISHERIES, SEA PRODUCTS & SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

IDENTIFICATION AND CONTACT WITH ADDITIONAL BROKERS/DISTRIBUTORS IN TERRITORY.

IDENTIFY REQUIREMENTS, ESTABLISH WORKING RELATIONSHIP WITH INFLUENTIAL PLAYERS.

INPUT OF INDEPTH INFORMATION ON LOCAL CONTACTS INTO COMPUTERS.

HAVE USEFUL INFORMATION ON CONTACTS, MARKETS, TRADE SHOWS, ETC.

ORGANIZE AND IMPLEMENT TWO PROMOTIONAL EVENTS TO INTRODUCE NEW CANADIAN COMPANIES TO MARKET AND ACHIEVE EXPORT SALES.

HAVE FIVE TO TEN NEW CANADIAN COMPANIES SELLING TO MARKET RESULTING IN \$250,000 SALES.

DIRECT MAILING TO KNOWN DISTRIBUTORS AND BROKERS TO INFORM THEM OF CANADIAN CAPABILITIES IN THE SECTOR.

ESTABLISH INTEREST IN CANADIAN COMPANIES WITH VALUE ADDED PRODUCTS IN SOUTHEASTERN MARKET-PLACE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

\$520,000 EXPORTS
3 NEW CAN. FIRMS

5) COMVACIS FISH
7) SWISS \$700,000

5) COMVACIS FISH
\$300,000 IN EXPORTS
7) HIGH CONDUCTING REQUIREMENTS

002-FISHERIES, SEA PRODUCTS & SERV.

UNITED STATES OF AMERICA

REPORT OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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 : 619-ATLANTA

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

FURNITURE & APPLIANCES

INPUT OF RESIDENTIAL CONTACTS -- U.S. AND CANADIAN IN WIN SYSTEM.

INCLUDE 350 FIRMS INTO SYSTEM.

FOLLOW-UP WITH BUYERS ATTENDING MONTREAL FURNITURE SHOW, JUNE 1987. FOLLOW-UP WITH CDN. MANUFACTURERS ASSITED 87/88.

\$500,000 IN SALES.

CONTINUED CONTACT WITH CDN. MANUFACTURERS AND REPS AND SUPPORT PARTICIPATION IN SOUTHERN FURNITURE MARKET, REGIONAL AND CDN. SHOWS AS APPROPRIATE.

10 NEW AGENTS.

WORK WITH REPS IDENTIFIED IN 87/88 WHO ARE SEEKING CANADIAN LINES . ENCOURAGE CDN. MANUFACTURERS TO USE CONSULATE RECEPTION AREA TO EXHIBIT FURNITURE.

\$800,000 IN SALES.

IDENTIFY K. D. REPS AND BUYERS AND ENCOURAGE THEM TO VISIT CDN. MANUFACTURERS IN RTA SHOW, ATLANTA, NOV. 1988

\$1,000,000 IN SALES.

IDENTIFY AND MEET WITH NEW POTENTIAL BUYERS. INVITE APPROPRIATE BUYERS TO CDN. FURNITURE SHOWS - TORONTO/MONTREAL.

15

ALL SUB-SECTORS

CONTINUED IDENTIFICATION OF NEW EFFECTIVE AGENTS FOR ALL CONSUMER ITEMS.

PROJECTED RESULTS ACHEIVED 1987/88. ANTICIPATE ADDITIONAL 30 CAN BE IDENTIFIED IN 88/89.

CONTINUED IDENTIFICATION.

IDENTIFICATION OF APPROPRIATE BUYERS AND/OR AGENTS TO ATTEND FESTIVAL OF FASHIONS AND MODE ACCESSORIES, TORONTO. INCORPORATE INTO WIN SYSTEM. SAME FOR FURS & JEWELLERY.

50 BUYERS

FOLLOW-UP WITH CONTACTS --CDN. & US MADE AT WORLDSTORE '88 AND INCORPORATE IN WIN SYSTEM.

10 CANADIAN
15 U.S.
\$2 MILLION IN SALES.

CONCENTRATE ON MARKET I.D. BY DESIGNATING ONE DAY WEEKLY TO CALL ON AND MEET U.S. REPS AND BUYERS ON RECORD AND TO IDENTIFY NEW POTENTIAL REPS AND BUYERS AND DETERMINE OPPORTUNITIES.

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 : 619-ATLANTA

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 -----
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

RECEIVED 11/20/88
 1. IDENTIFICATION OF KEY CONTACTS IN THE MARKET
 2. IDENTIFICATION OF KEY CONTACTS IN THE MARKET
 3. IDENTIFICATION OF KEY CONTACTS IN THE MARKET
 4. IDENTIFICATION OF KEY CONTACTS IN THE MARKET

QUARTER 1 - 10,000 UNITS
 QUARTER 2 - 15,000 UNITS
 QUARTER 3 - 20,000 UNITS
 QUARTER 4 - 25,000 UNITS

ESTABLISH INTEREST IN
 CONSUMER PRODUCTS
 IDENTIFICATION OF KEY CONTACTS IN THE MARKET
 IDENTIFICATION OF KEY CONTACTS IN THE MARKET
 IDENTIFICATION OF KEY CONTACTS IN THE MARKET

10,000 UNITS
 15,000 UNITS
 20,000 UNITS
 25,000 UNITS

QUARTER 1 - 10,000 UNITS
 QUARTER 2 - 15,000 UNITS
 QUARTER 3 - 20,000 UNITS
 QUARTER 4 - 25,000 UNITS

10,000 UNITS
 15,000 UNITS
 20,000 UNITS
 25,000 UNITS

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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 : 619-ATLANTA

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

BUILDING PRODUCTS

DEVELOP CURRENT INFORMATION ON BUILDING MATERIAL AGENTS AND DISTRIBUTORS IN POST TERRITORY.

IMPROVED MATCHING OF CANADIAN SUPPLIERS WITH APPROPRIATE LOCAL REPRESENTATION. INCORPORATE INTO WIN.

UPGRADE QUANTITY AND QUALITY OF CANADIAN SUPPLIERS ON WIN EXPORTS.

EXPOSE MORE COMPANIES TO OPPORTUNITIES IN POST TERRITORY.

ORGANIZE AND IMPLEMENT THREE PROMOTIONAL EVENTS TO EXPAND EXPORT SALES AND INTRODUCE NEW CANADIAN COMPANIES TO POST TERRITORY MARKET.

ACQUIRE SIXTY NEW CONTACTS (AGENTS, REPS, ETC.) ACHIEVE DIRECT SALES OF \$75000 AND PROJECT ONE YEAR SALES \$300,000

IDENTIFY THE VARIOUS MARKETING/DISTRIBUTE CHANNELS UTILIZE FOR BUILDING PRODUCTS IN THE SOUTH EAST.

IMPROVED COUNSELLING TO CANADIAN BUILDING MATERIALS SUPPLIERS SEEKING TO APPROPRIATELY MARKET THEIR PRODUCTS IN POST TERRITORY. PREPARED BROCHURES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 -----
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

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 : 619-ATLANTA

016-INDUSTRIAL MACHIN, PLANTS, SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE TO BUILD "CONTACT" NETWORK OF BOTH CANADIAN SUPPLIERS AND S. E. U. S. A. AGENTS, DISTRIBUTORS, REPS, ETC.

GET AN ADDITIONAL 200 CONTACTS AND ENTER INTO WIN. DIRECT SALES \$300,000.

DETERMINE IF RESULTS PROJECTED IN ACTIVITIES UNDERTAKEN IN 87/88 WERE ACHIEVED.

REPORT \$400,000 SALES.

ORGANIZE AND IMPLEMENT FIVE PROMOTIONAL EVENTS AS APPROPRIATE TO EXPAND EXPORT SALES AND INTRODUCE NEW CANADIAN COMPANIES TO THE S. E. U. S. A. WAS SET.

ACQUIRE 150 NEW CONTACTS (AGENTS, REPS, ETC.) ACHIEVE DIRECT SALES \$500,000 AND PROJECT ONE YEAR SALES OF \$1 MILLION.

UNDERTAKE BRIEFING (WORKSHOPS) AT POST BETWEEN U.S. END USERS, REPS, ETC AND CANADIAN FIRMS TO INCREASE AWARENESS OF MARKET NEEDS.

FIVE WORKSHOPS.

IDENTIFY AND MEET WITH NEW POTENTIAL BUYERS TO DETERMINE PROJECTS AND OPPORTUNITIES.

INCREASE AWARENESS OF CANADIAN CAPABILITY AND DETERMINE NEW AREAS OF ACTIVITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

619 - ATLANTA

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

| | |
|--|---|
| <p>EDUCATION, MEDICAL, HEALTH PROD HOSP. & MEDICAL EQUIP, INSTRUM. DIRECT MAIL TO FIRMS HQ'D IN POST TERRITORY WITH VISITS TO THOSE WITH THE GREATEST POTENTIAL. PART. IN IMPORTANT MEDICAL TRADE SHOWS WITH THE GREATEST POTENTIAL FOR INVEST., JV & TECHNOLOGY TRANSFER OPPORTUNI- TIES. ORGANIZE TECH TRANS/JV ORIENTED MISSION OF CDN FIRMS IN CONJUNC-</p> | <p>40 INQUIRIES; 6 MISSION PARTICIPANTS</p> |
| <p>COMM. & INFORM. EQP. & SERV ??????? DIRECT MAIL TO FIRMS HEADQUARTERED IN POST TERRITORY WITH VISITS TO THOSE WITH THE GREATEST POTENTIAL. PARTICIPATE IN IMPORTANT COMMUNICA- TION & COMPUTER TRADE SHOWS.</p> | <p>40 INQUIRIES</p> |
| <p>DEFENCE PROGRAMS, PRODUCTS, SERV OTHER DEFENSE PROD & SERV. UNDERTAKE CORP. LIAISON WITH KEY COMPANIES IN THIS SECTOR. TARGET FLORIDA COS. WITH INTEREST IN POTENTIALLY JV WITH CDN FIRMS AND/OR INVESTING IN CDA. ORGANIZE R&D PROJECTS DEFENCE MISSION OF CDN COM- PANIES TO GEORGIA & FLORIDA IN CONJUNCTION WITH MAJOR EVENTS.</p> | <p>8 CORPORATE LIAISON VISITS; 25 SEMINAR PARTICIPANTS; 10 MISSION PARTICIPANTS</p> |
| <p>INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP. PARTICIPATE IN IMPORTANT NATIONAL OR INTERNATIONAL TRADE SHOWS BEING HELD IN POST TERRITORY.</p> | <p>25 INQUIRIES</p> |
| <p>ELECTRONICS EQUIP. & SERV PRODUCTS & COMPONENTS DIRECT MAIL TO FIRMS HEADQUARTERED IN POST TERRITORY WITH VISITS TO THOSE WITH THE GREATEST POTENTIAL.</p> | <p>25 INQUIRIES</p> |
| <p>NON SECTORALLY ORIENTED ACTIVITIES</p> | |
| <p>ADVERTISE CDA AS AN ATTRACTIVE PLACE TO INVEST IN TARGETTED INVESTMENT ORIENTED PUBLICATIONS.</p> | <p>50 INQUIRIES</p> |
| <p>RECRUIT A PROFESSIONAL INDUSTRIAL COMMISSIONER (ONE MONTH) TO EXAMINE ALL INQUIRIES & FOLLOW-UP ON RELEVANT INQUIRIES WITH PERSONAL CALLS.</p> | <p>10 DIRECT INVESTMENTS</p> |
| <p>IDENTIFY & PROFILE SECTORS IN POST TERRITORY WHICH HAVE SIGNIFICANT & POTENTIAL FOR TECHNOLOGY TRANSFER OPPORTUNITIES WITH CDN FIRMS.</p> | <p>5 SECTOR PROFILES</p> |

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

619 - ATLANTA

UNITED STATES OF AMERICA

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

QUARTER : 2

QUARTER : 3

QUARTER : 4

RESULTS REPORTED

ADDITIONAL 200 CONTACTS AND OTHER INFO
10 DIRECT INVESTMENTS
\$400,000 SALES

130 NEW CONTACTS (AGENTS, REPS, ETC.)
20 MAINTAINING DIRECT SALES \$200,000 AND PROJECTED
SALES OF \$1 MILLION

FIVE WORKSHOPS

52 INVESTORS AWARENESS OF CANADIAN CAPABILITY AND
DETERMINE NEW AREAS OF ACTIVITIES

QUARTERLY RESULTS REPORTED

10 MISSIONS PARTICIPATING
8 COMPANY DIVISIONS ABILE 30 BENEFITS

40 INVESTORS

40 INVESTORS 2 MISSIONS PARTICIPATING

ACTIVITIES ENCLOSED IN FOOTING

UNITED STATES OF AMERICA

PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88

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 :601-BOSTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

- ESTABLISH WORKING RELATIONS WITH MASSACHUSETTS HI-TECH COUNCIL.
- HIRE NEW COMMERCIAL OFFICER
- IDENTIFY KEY PUBLISHERS FOR CANADIAN SOFTWARE COMPANIES.
- IDENTIFY JOINT-VENTURE OPPORTUNITIES FOR SOFTWARE COMPANIES.
- PROMOTE MORE ACTIVELY CDN EXPORTS OF COMPUTER/PERIPHERAL EQUIP., INCLUDING INCREASED ATTENDANCE BY CDN CO'S TO MAJOR SHOWS IN N. E.

- INCREASE KNOWLEDGE OF CDN CAPABILITIES.
- BRING MORE DYNAMISM TO EXPORT PROMOTION IN THIS SECTOR.
- GET 4 CDN COMPANIES LISTED
- CONCLUDE 2 JOINT-VENTURES.
- CONCLUDE 5 REPS. AGREEMENTS FOR COMPUTER/PERIPHERAL EQUIPMENT MANUFACTURERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A)COORDINATE CDN PARTICIPATION AT ELECTRO 88 IN BOSTON.
B)PARTICIPATE AT NATIONAL ELECTRONIC PACKAGING AND PRODUCTION CONFERENCE.

A)37 CDN COYS EXHIBITED PROD & SERV. PARTICIPATION FUNDED THROUGH PEMD(GI). FOLLOW-UP TO BE MADE ON CONTACTS ESTABLISHED. B)10 CDN COYS PARTICIPATED. EACH COY WAS CONTACTED AT SHOW BY POST CO & FOLLOW-UP WILL BE MADE FROM CANADA.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST :601-BOSTON

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

REPORT 4

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

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 : 601-BOSTON

004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

DEFENCE/HI TECH ANNUAL BULLETIN

BRING 20 NEW COMPANIES INTO MARKET. EXPAND SALES FOR CURRENT PARTICIPANTS BY \$10 M.

PARTICIPATE IN HI TECH

FIND 10 NEW COMPANIES FOR NEW ENGLAND MARKET

DETERMINE VALUE OF PROVINCIAL DEFENCE MISSIONS.

DIVERSIFY CANADIAN DEFENCE EXPORT SALES INTO REGIONS ADJACENT TO NEW ENGLAND.

DISTRIBUTE BOSS SYSTEM TO 5 PRIME CONTRACTORS

-LESSEN INQUIRIES THROUGH POST
-INCREASE CANADIAN SALES BY \$10M

PROMOTE CANADIAN ROLE IN AIR DEFENCE INITIATIVE

GAIN GREATER ACCESS TO USAF MARKET FOR RAND D ACTIVITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROMOTE NEW ENGLAND COMPANIES PARTICIPATION AT
CDN DEFENCE SUBCONTRACTOR CONFERENCE IN TORONTO.

BOSTON RECRUITED LARGEST NUMBER(19) OF AMERICAN BUYERS WHO ATTENDED CONFERENCE IN TORONTO. FOLLOW-UP BEING MADE IN II Q FOR DETAILED RESULTS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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 : 601-BOSTON

014-EDUCATION, MEDICAL, HEALTH PROD
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW-UP MARKETING ACTIVITIES RELATED TO DISTRIBUTION OF CMDO TO
250 AREA MEDICAL DEVICE PURCHASING AUTHORITIES COMPLETED IN 1987.

INCREASE CDN EXPORTS BY \$3 MILLION.

ASSESS EFFECTIVENESS OF BIO-TECHNOLOGY SEMINAR FOR QUEBEC COMPA-
NIES ORGANIZED IN BOSTON IN 1987.

DETERMINE IF FORMAT SUITABLE FOR BIO-TECHNO-
LOGY COMPANIES FROM OTHER PROVINCES.

ESTABLISH REPRESENTATION FOR CDN MEDICAL DEVICES COMPANIES.

CONCLUDE 5 REPS AGREEMENT

CONVINCE LARGE GROUP BUYING ORGANIZATION OF MEDICAL PRODUCTS/SER-
VICES TO INCREASE NUMBER OF CDN COMPANIES LISTED.

GET 10 NEW CDN COMPANIES LISTED.

IDENTIFY BIO-TECHNOLOGY COMPANIES INTERESTED IN JOINT-VENTURES

CONCLUDE 2 JOINT-VENTURES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECRUIT NEW ENGLAND PARTICIPATION TO CANADIAN
BIOTECHNOLOGY CONFERENCE IN MONTREAL.

POST RECRUITED 3 SCIENTISTS WHO ATTENDED CONFE-
RENCE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

POST : 601-BOSTON

014-EDUCATION, MEDICAL, HEALTH PROD
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST : 601-BOSTON

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

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 : 601-BOSTON

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:
ALL SUB-SECTORS

- ASSESSMENT OF PARTICIPATION BY CONSUMER PRODUCT MANUFACTURERS IN NEW EXPORTER EVENTS (NEBS)
- PROFESSIONAL MARKET STUDY OF APPAREL INDUSTRY IN NEW ENGLAND.
- POST TO CONDUCT STUDY OF FURNITURE MARKET IN MASSACHUSETTS.
- POST TO ASSESS GIFTWARE AND CRAFTS OPPORTUNITIES IN NEW ENGLAND.

- INCREASED CONSUMER PRODUCT INITIATIVES IN NEW ENGLAND MARKET.
- PERMIT CDN COS WITH LITTLE CURRENT SUCCESS TO ENHANCE OPPORTUNITIES. 10 COMPANIES AND \$1 M.
- FACILITATE INCREASED MARKET PENETRATION BY CANADIAN COMPANIES. EXPECT \$10M IN GROWTH.
- DEVELOP MARKETING STRATEGY INFORMATION FOR THIS SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ORGANIZE 4 NEW EXPORTER TO BORDER STATES FOR REPRESENTATIVES FROM PROVINCE OF QUEBEC, NEW BRUNSWICK, NOVA SCOTIA, PRINCE EDWARD ISLAND AND NEWFOUNDLAND.

A TOTAL OF 107 PERSONS FROM CDA PARTICIPATED IN THE 4 SEMINARS ORGANIZED BY POST. MAJORITY OF COYS WERE IN CONSUMER GOODS SECTOR. ON BASIS OF PREVIOUS NEBS EXPERIENCE, 50% OF COYS SHOULD BE EXPORTING WITHIN 12 MONTHS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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 : 601-BOSTON

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

| | | |
|-----------|---|--|
| PLANNING: | ACTIVITIES PROPOSED IN POST PLAN: | ANTICIPATED RESULTS: |
| | ALL SUB-SECTORS | |
| | ASSIST IN CONSTRUCTION PRODUCTS REVIEW, MAGAZINE PROMOTION OF CANADIAN PRODUCTS | DEVELOP ALTERNATIVE METHODS TO RAISE PROFILE OF CANADIAN COMPANIES |
| | COMMISSION SURVEY OF NEW ENGLAND PRE-BUILT HOUSING MARKET | EXPAND SALES OF CANADIAN FIRMS BY \$10M. IMPROVE THOROUGHNESS OF MARKET INFO. |
| | PROMOTE PARTICIPATION OF NEW EXPORTERS TO BORDER STATES IN NEW ENGLAND MARKET. | -ESTABLISH 10 NEW CDN FIRMS IN MARKET -ASSIST 20 OTHER FIRMS |
| | ASSESS PARTICIPATION IN AMERICA EAST AND THE BIG SHOW | DETERMINE MOST EFFICIENT LONG TERM METHOD OF INTRODUCING COMPANIES TO NEW ENGLAND MARKET |

| | | |
|------------|-----------------------------------|-----------------------------|
| TRACKING: | ACTIVITIES UNDERTAKEN IN QUARTER: | QUARTERLY RESULTS REPORTED: |
| QUARTER: 1 | ----- | |
| QUARTER: 2 | ----- | |
| QUARTER: 3 | ----- | |
| QUARTER: 4 | ----- | |

UNITED STATES OF AMERICA
005-FISHERIES, SEA PRODUCTS & BEVA

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN
AT MISSIONS ABROAD FOR FISCAL YEAR 88

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 : 601-BOSTON

002-FISHERIES, SEA PRODUCTS & SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW-UP ON FIVE SEMINARS ORGANIZED FOR QUEBEC FISHERIES COMPANIES IN NORTHERN QUEBEC AND MAGDELIN ISLANDS.

3 COMPANIES TO ENTER N.E. MARKET.

HIRE NEW COMMERCIAL OFFICER.

CONTINUE TO OFFER EXCELLENT SUPPORT TO INDUSTRY/GOV'S DESPITE LOSS OF COMMERCIAL OFF. WHO HAD WORKED FOR 22 YRS. IN FISHERIES SECTOR.

START PRODUCING MONTHLY MARKET REPORT ON SEAFOOD, INCLUDING PRICE TRENDS.

DISSEMINATE INFORMATION ON MORE TIMELY BASIS TO INDUSTRY AND GOVERNMENT DEPARTMENTS (FED/PROV).

ORGANIZE SEMINAR/RECEPTION FOR AQUACULTURE PRODUCERS FROM CANADA (N.E. BUYERS, PROCESSORS, USERS TO ATTEND).

COMPETITIVE MARKET PENETRATION FOR CANADIAN FARMED PRODUCTS - SALMON, MUSSELS, ETC.

ORGANIZE MAJOR PROGRAM OF VISITS FOR NEW OFFICER RESPONSABLE FOR FISHERIES MARKETING.

INCREASE KNOWLEDGE OF CDN FISHERIES CAPABILITIES/ENVIRONMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 EXTENSIVE VISIT TO ATLANTIC CANADA BY NEW OFFICER RESPONSIBLE FOR FISHERIES.

NEW OFFICER SPENT 13 DAYS TRAVELLING TO EACH OF ATLANTIC PROVINCES TO MEET WITH INDUSTRY AND GOVERNMENT REPRESENTATIVES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

POST : 601-BOSTON

002-FISHERIES, SEA PRODUCTS & SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

POST : 601-BOSTON

002-FISHERIES, SEA PRODUCTS & SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

REPORT 4
88/10/21

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

601 - BOSTON

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV COMPUTERS, SOFTWARE & SYSTEMS
ESTABLISH PERSONAL CONTACT IN EACH COMPANY THAT HAS REQUESTED INFORMA-
TION FOLLOWING AD CAMPAIGN. SERVICE THEIR INQUIRIES THOROUGHLY.

TWO INVESTMENT LEADS.

EDUCATION, MEDICAL, HEALTH PROD HOSP. & MEDICAL EQUIP, INSTRUM.
DURING FOLLOW-UP WITH 150 COMPANIES, DETERMINE THOSE COMPANIES HAVING
INVESTMENT POTENTIAL.

ONE INVESTMENT LEAD IN 88/89. TWO IN 89/90

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
IN CONJUNCTION WITH POST PROGRAM ON TECHNOLOGY INFLOW, PROMOTE JOINT
R&D & EQUITY INVESTMENT AS MECHANISMS TO EFFECT TECHNOLOGY TRANSFER
TO CANADA.

ONE INVESTMENT LEAD IN 88/89.

NON SECTORALLY ORIENTED ACTIVITIES

WORKING WITH CDN INVESTMENT DEALERS, POST IDENTIFIED 25 MONEY MANAGERS
WHO WERE INVITED TO SENIOR EXEC. INVEST. SEMINAR IN OCT/87. EIGHT REPS
FROM BOSTON ATTENDED. DURING NEXT FY POST WILL CONCENTRATE ITS EFFORTS
ON DEVELOPMENT CONTACTS WITH THESE 25 COMPANIES.

BETTER KNOWLEDGE OF CDN INVESTMENT CLIMATE
ADDITIONAL PORTFOLIO INVESTMENT.

WILL BE INFORMED FOR OUR SEMINAR
LIES IN WORKING IN THE YEAR 88 THESE COMING
COMMUNITY REPRESENTATION ON BIO-TECHNOLOGY ACTIVITY
INITIATION HAS VERGED TO CO-SPONSOR WORKING GROUP
UNIVERSITY'S BIOTECH COMMITTEE THE FOLLOWING ORGANI-
ZED BELIEVE COMING AT THE NEXT SEMINAR IN
RECENTLY Hired TECHNOLOGY OFFICER HAS BRINGI-

601 - BOSTON

UNITED STATES OF AMERICA

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

601 - BOSTON

UNITED STATES OF AMERICA

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

DEVELOP CONTACTS IN BIOTECHNOLOGY INDUSTRY/
ACADEMIC COMMUNITY IN NEW ENGLAND AND CANADA.
THIS WORK IS TO PREPARE FOR INVESTMENT OPPOR-
TUNITIES SEMINAR IN BIOTECHNOLOGY SECTOR TO BE
ORGANIZED BY BOSTON IN LATE 88 OR EARLY 89.

RECENTLY HIRED TECHNOLOGY OFFICER HAS ESTABLI-
SHED SEVERAL CONTACTS AT MIT, RESEARCH LABS IN
MASSACHUSETTS BIOTECH COUNCIL. THE LATTER ORGA-
NIZATION HAS AGREED TO CO-SPONSOR MONTREAL URBAN
COMMUNITY PRESENTATION ON BIO-TECHNOLOGY ACTIVI-
TIES IN MONTREAL IN LATE SEPT. 88. THESE CONTACTS
WILL BE IMPORTANT FOR OUR SEMINAR.

QUARTER : 2

QUARTER : 3

QUARTER : 4

601 - BOSTON

UNITED STATES OF AMERICA

88/10/21

PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

REPORT 4A
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88

LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES
WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

POST : 601-BOSTON

FREE TRADE CONF IN CDA. A TOTAL OF 10 OFFICER/DAYS SPENT IN CDA FOR THAT PURPOSE. (2)NOVA SCOTIA RELIED EXTENSIVELY ON CONSULATE GENERAL TO ORGANIZE 7 SAILINGS ON BLUENOSE II FOR CONTACTS IN INDUSTRY, TOURISM, FISHERIES AND GOVERNMENT. (3)POST PARTICIPATED ACTIVELY IN OCEAN TECHNOLOGY CONFERENCE HELD AT UNIVERSITY OF RHODE ISLAND WHEN 7 CDN COMPANIES MADE PRESENTATION TO SPECIALIZED AUDIENCE OF 50 PEOPLE.

TRACKING
QUARTER 1
QUARTER 2
QUARTER 3
QUARTER 4
QUARTER 5
QUARTER 6
QUARTER 7
QUARTER 8

TRACKING
QUARTER 1
QUARTER 2
QUARTER 3
QUARTER 4
QUARTER 5
QUARTER 6
QUARTER 7
QUARTER 8

ANTICIPATED RESULTS:

QUARTERLY RESULTS REPORTED:

QUARTERLY RESULTS REPORTED:

ANTICIPATED RESULTS:

UNITED STATES OF AMERICA
DEPARTMENT OF COMMERCE
BUREAU OF ECONOMIC ANALYSIS

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88

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 : 613-BUFFALO

001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

OUR SOLO FOOD SHOW WHICH ATTRACTS BETWEEN 50-70 FIRMS ANNUALLY
WILL CONTINUE TO BE MAIN ACTIVITY IN SECTOR.

HALF OF EXHIBITORS ARE NEW TO MARKET EACH
YEAR AND 12 MONTH SALES PROJECTIONS EXCEED
\$1 MILLION EACH YEAR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 -----
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

EXHIBITION TO SPECIALIZED AUDIENCE OF 30 PEOPLE
HELD AT INTERNATIONAL DE WAREHOUSE AND WHEN 3 COM COMPANIES MADE
CONSOLE PUBLICITY VISITATION IN DECEMBER TECHNOLOGICAL CONFERENCE
CONDUCTED IN INDIANAPOLIS WITHIN FISHERIES AND COMMERCE
COMBINE EFFORTS TO ORGANIZE A SYMPOSIUM ON DEVELOPMENT OF
COM FOR THE INDIAN MARKET WHICH WILL BE HELD IN INDIANAPOLIS IN
DECEMBER COM IN COM & DEPT OF TO OFFICERS DURING VISIT IN

WHICH COMPLETED SUCCESSFULLY DURING THE REPORTING PERIOD
LISTED BELOW ARE THE RESULTS OF THE ORGANIZED ACTIVITIES

AT MISSIONS ABROAD FOR FISCAL YEAR 88
EXPORT PROMOTION PROGRAM

001-613-BUFFALO

REPORT 4
88/10/21

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 : 613-BUFFALO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

COMPILER/UPDATE LIST OF UPSTATE NEW YORK AGENTS, DISTRIBUTORS FOR:
COMPUTER SOFTWARE/SERVICES.

LIST WILL HELP CANADIAN PARTICIPANTS AT
ROCHESTER COMPUTER SHOW TO DO PRE-SHOW MAIL-
LING AND SHOW FOLLOW-UP.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 -----
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----
- QUARTER: 5 -----

DOWN THE ROAD
MORNING RESULTS WHICH ONLY OCCUR SEVERAL MONTHS
AHEAD IN EDUCATIONAL PROGRAM WITH SOME
RESULTS \$100,000 COM
BEFORE AND ONLY PROJECTED TO MONTHS AFTER IS
ON THE OTHER HAND \$2,100 COM HAVE BEEN

QUARTERLY RESULTS REPORTED:

LEVEL TO START SOLICITING IN CANADA
WILL TO CONTINUE ONE DEPARTMENTAL STAFF CHAIN

ANTICIPATED RESULTS:

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

POST : 613-BUFFALO

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

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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 : 613-BUFFALO

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

THROUGH ANNUAL SPONSORSHIP OF STORE BUYERS TO TORONTO & MONTREAL
(INCLUDING TORONTO FASHION FESTIVAL), WE HOPE TO INCREASE OUR
MARKET PENETRATION.

HOPE TO CONVINC ONE DEPARTMENT STORE CHAIN/
YEAR TO START SOURCING IN CANADA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SENT 8 BUYERS TO THE MONTREAL FURNITURE SHOW,
JUNE 19-22.

ON SITE SALES WORTH \$35,100 CDN. HAVE BEEN
REPORTED AND OUR PROJECTED 12 MONTH SALES IS
ABOUT \$100,000 CDN.

QUARTER: 1 QUEBEC NEBS TO PLATTSBURG, NEW YORK WITH 44
COMPANIES, JUNE 7/88.

NEBS IS AN EDUCATIONAL PROGRAM WITH SOME
MONETARY RESULTS WHICH ONLY OCCUR SEVERAL MONTHS
DOWN THE ROAD.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTER: 5 -----

QUARTER: 6 -----

QUARTER: 7 -----

QUARTER: 8 -----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

COMPLETED SOLIMAN/BERALICE
COMPLETED/BOVIE FISH DE RESERVE NEW YORK VONIS/ DISTRICT/LOWE FOR

FINIS WHO SHOW LONDON-06
BOCHERIE COMPLETED SHOW TO DO LMS SHOW INT-
ITAL HIGH REFE CANADIAN SWITZERLAND VI

COMPLETED SOLIMAN/BERALICE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST : 613-BUFFALO

013-CONSUM & TRADING FOR F 258A

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN
AT MISSIONS ABROAD FOR FISCAL YEAR 88
QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

613 - BUFFALO

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
WE ARE ALREADY HOLDING DISCUSSIONS WITH KODAK AND WOULD LIKE TO
SPONSOR THEM AT CANBIOCON 88 IN MONTREAL.

POTENTIAL FOR ACQUISITION OF CANADIAN
BIOTECH FIRM OR ESTABLISHMENT OF AN RND
FACILITY.

MULTIPLE SECTORS ALL SUB-SECTORS
IF WE ARE GIVEN SUPPLEMENTARY PERSONNEL RESOURCES, WE WILL BE IN A
POSITION TO IMPROVE OUR FOLLOW-UP OF INVESTMENT LEADS.

WE WOULD HOPE TO FINALIZE AN ADDITIONAL
HALF DOZEN INVESTMENT SITUATION IN A
VARIETY OF SECTORS.

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

COPIES : 4
COPIES : 3
COPIES : 5

BUCKING
613 - BUFFALO
REPORT #5
RELEAS #2

ACTIVITIES PROPOSED IN POST PLAN

UNITED STATES OF AMERICA

RESULTS ANTICIPATED

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

613 - BUFFALO

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

EASTMAN KODAK BIOTECHNOLOGY INVESTMENT MISSION
TO CANBIOCON, MONTREAL - APRIL 14/88.
NIAGARA PAPER COMPANY INVESTMENT IN NIAGARA
FALLS, ONTARIO

IF E. K. DECIDES TO BUY 50% OF ALLELIX (CDC'S
SHARE THEY COULD BECOME CANADA'S LARGEST PRIVATE
BIOTECHNOLOGY RESEARCH ORGANIZATION.
WE HAVE REPORTED A \$5 MILLION INVESTMENT BY THIS
BUFFALO FIRM IN NIAGARA FALLS, ONTARIO.

QUARTER : 2 SENT 8 BUYERS TO THE MONTREAL FURNITURE SHOW
JUNE 19-22

ON SITE SALES WORTH \$25,100 CDN. HAVE BEEN
REPORTED AND OUR PROJECTED 12 MONTH SALES IS
ABOUT \$100,000 CDN.

QUARTER : 3

QUARTER : 4 VISITORS TO PLATTENBURG, NEW YORK WITH 44
COMPANIES. JUNE 7/88

NIAGARA IS AN EDUCATIONAL PROGRAM WITH SOME
MONETARY RESULTS WHICH ONLY OCCUR ONCE WE GET
DOWN THE ROAD

QUARTER : 5

QUARTER : 6

QUARTER : 7

QUARTER : 8

BY BUREAU OF STATISTICS (INDICATORS)

FOR REGIONAL ORIENTED ACTIVITIES

POSITION TO FOLLOW THE LOGIC OF INVESTMENT TRENDS
IF WE ARE TO ACHIEVE SUBSTANTIAL RESULTS WE MUST BE IN A
STRATEGIC POSITION

ARTICLE OF RECORDS
HAVE BEEN INVESTMENT ACTIVITIES IN A
WE MUST HAVE TO CONVINCE US VISIONARY

STANDS THEN VI CANADIAN AS IN MONTREAL
WE ARE ATTEMPTING HOLDING DISCUSSIONS WITH KODAK WHO WOULD LIKE TO
EVOLUTION MEDICAL RESEARCH FROM BIOPHARMACEUTICALS' BIOTECHNOLOGY

EVOLUTION
BIOTECH WITH AN INVESTMENT OF \$100
COOPERATION FOR ACQUISITION OF CANADIAN

ACTIVITIES UNDERTAKEN IN QUARTER

ACTIVITIES REPORTED

UNITED STATES OF AMERICA

FORECAST OF INVESTMENT ACTIVITIES AND ACTIVITIES REPORTED IN MISSIONS ABROAD FOR FY 88
QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88

REPORT 4A
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88

LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES
WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

POST : 613-BUFFALO

TORONTO DEFENCE CONTRACTORS CONFERENCE - MAY 17-18/88. (10
UPSTATE NEW YORK BUYERS RECRUITED TO ATTEND).
SPEECHES TO CEA IN OTTAWA AND CANADIAN GLASS MANUFACTURERS
IN MONTEBELLO.
PARTICIPATION IN QUEBEC SEGMENT OF CROSS CANADA TRADE
PROMOTION.

TO HAVE ASSOCIATION
STAFF TWO 5 BUREAU...
INCREASED EXPOSURE OF CANADIAN PRODUCTS TO AM
RECRUIT 2 BUYERS
APPOINT 20 AGENTS AND 40 NEW SALES AGREEMENTS
50 NEW VEHICLES AND 30 NEW SVCS CONNECTIONS
MAINTAINING OVERALL PROFILE

INFORMATION FOR CANADIAN INDUSTRY
QUARTERLY RESULTS REPORTED
6 COMPANIES BOUGHT AD SPACE IN INSERT, TOTAL
MEMBERSHIP
GOOD USE IDENTIFY 100 MEM BUYERS
EMERGE OTHERWAYS
AT 2 MIGHTON
RECRUIT 50 BUYERS ESTABLISH ON-SITE SVCS
ACTION 50 COMPLEX LOCAL INDUSTRIES FOR MARKET
3 MEM MEMBERSHIP

TRACKING
QUARTER: IN THE SPORTING GOODS DEALER, INCOMING
QUARTER: MARKET RESEARCH AND DETERMINE BUYERS FROM USA
QUARTER: INCOMING BUYERS MISSION TO ESTABLISH OF REGION TRADE SHOW
QUARTER: INVOLVED IN...
QUARTER: INVOLVED IN...
QUARTER: INVOLVED IN...
QUARTER: INVOLVED IN...

9031 : 905-CHICAGO

UNITED STATES OF AMERICA
013-COMMERCE PRODUCTS

88/10/21
88/10/21

FORECAST OF KEY ACTIVITIES AND UNPLANNED RESULTS DURING MISSIONS ABROAD
MISSIONS ABROAD FOR FISCAL YEAR 88
EXPORT PROMOTION PROGRAM

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 : 602-CHICAGO

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

EXPLORE WITH LOCAL CHICAGO TRADE ASSOCIATIONS & CHICAGO APPAREL/
TRADE CENTER OPPORTUNITIES FOR THESE GROUPS TO ASSIST IN ESTABLISHING BUYER/AGENT CONNECTIONS

APPOINT 3 NEW REPRESENTATIVES

AS FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO TRADE INQUIRIES.

ACTION 20 CDN/35 LOCAL INQUIRIES FOR MARKET ASSISTANCE.

SUPPORT INCOMING BUYERS MISSION TO FESTIVAL OF FASHION TRADE SHOW MARCH 1988/TORONTO

RECRUIT 20 BUYERS. ESTABLISH ON-SITE SALES \$1.5 MILLION

INVESTIGATE OPPORTUNITY TO PRESENT SOLO OUTERWEAR SHOW. WILL CANVAS LOCAL MARKET RECEPTIVITY AND DETERMINE SUPPORT FROM UTW, DRIE AND CANADIAN MANUFACTURERS.

ENSURE OUTERWEAR STUDY/STRATEGY IS PUT TO GOOD USE. IDENTIFY 100 NEW BUYERS. APPOINT 5 NEW REPRESENTATIVES.

ATTEND 10 TRADE SHOWS HELD AT THE CHICAGO APPAREL CENTER TO ASSESS MARKET TRENDS, IDENTIFY POTENTIAL REPS & BUYERS FOR ALL APPAREL LINES.

DEVELOPMENT OF POST PROFILE OF BUYERS AND AGENTS FOR DISTRIBUTION TO CDN. MANUFACTURERS. 15 OUT CALLS.

LEISURE PROD. TOOLS HARDWARE

HAVE 1983 HARDWARE MARKET STUDY UPDATED AND ATTACH GUIDE TO BUYERS IN TERRITORY: SEARS, ACE, COTTER

INFORMATION FOR CANADIAN INDUSTRY.

FOLLOW UP ON INCOMING BUYERS MISSION TO CSGA SHOW, FEB. 88

3 SALES ARRANGEMENTS REPRESENTING INCREMENTAL SALES OF \$100,000

FOLLOW UP TO 1987 PARTICIPATION IN: (A) HARDWARE SHOW; (B) HOME CENTER SHOW; (C) HOUSEWARES SHOW; (D) NATIONAL SPORTING GOODS SHOW, INCLUDING HANDLING RESPONSIVE WORKLOAD

20 NEW AGENTS AND 20 NEW SALES CONNECTIONS WILL BE REPORTED

WRITE/PRODUCE GUIDE TO HOUSEWARES DISTRIBUTION CHANNELS IN THE MIDWEST, ENTITLED "EFFECTIVE HOUSEWARES MARKETING"

5 NEW COMPANIES WILL LOCATE AGENTS/DISTRIBUTOR AS RESULT OF DISTRIBUTION OF STUDY TO CANADIAN INDUSTRY.

COORDINATE AD INSERT FOR SPORTING GOODS INDUSTRY IN JULY ISSUE OF NATIONAL TRADE MAGAZINE.

INCREASED EXPOSURE OF CANADIAN PRODUCTS TO AN INFLUENTIAL AUDIENCE.

FURNITURE & APPLIANCES

AS FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO TRADE INQUIRIES

ACTION 15 CDN/10 LOCAL INQUIRIES 2 OUT CALLS TO TRADE ASSOCIATIONS

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 :602-CHICAGO

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FURNITURE & APPLIANCES

CONTINUE MONITORING/SUPPORTING ANY CANADIAN INTEREST IN RESTAURANT/INTERIOR DESIGN SHOW, MARCH 1989.

TO BE DETERMINED

SUPPORT INCOMING BUYERS PROGRAM FOR CONTRACT FURNITURE (IIDEX 11/88 - TORONTO) AND RESIDENTIAL MONTREAL FURNITURE FAIR 6/88.

RECRUIT 10 BUYERS TO IIDEX. RECRUIT 6 BUYERS TO MONTREAL FURNITURE. INCREASE EXPOSURE TO CANADIAN CAPABILITY.

ASSIST IN IMPLEMENTATION OF NATIONAL STAND AT NATIONAL CASUAL FURNITURE MARKET 9/88 AS DISCUSSED WITH H. W. GUY, JOANNE LEGAULT AND ANGELE LEDUC

APPOINT 20 AGENTS AND 40 NEW SALES AGREEMENTS AGGREGATING \$1 MILLION

RECEPTION HOSTED BY CCG/CHICAGO EXHIBITORS AT NEOCON

INCREASE SALES BY RAISING OVERALL PROFILE. ASSIST AND PROMOTE OLD AND NEW INDUSTRY PLAYERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 AD INSERT IN THE SPORTING GOODS DEALER. INCOMING BUYERS MISSION, MONTREAL FURNITURE FAIR 22-24 JUNE 88. ATTENDED NSGA MANAGEMENT CONFERENCE, 15-18 MAY, FOR RESEARCH ON MARKET STUDY ON SPORTING GOODS INDUSTRY.

6 CDN COMPANIES BOUGHT AD SPACE IN INSERT, TOTAL INSERT 16 PAGES, DISTRIBUTED TO 28,000 SPORTING GOODS RETAILERS. RECRUITED 6 BUYERS AND REPS TO ATTEND.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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 : 602-CHICAGO

001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

MEATS & MEAT BY-PRODUCTS

AS FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO TRADE INQUIRIES.

ACTION 5 CANADIANS/5 LOCAL INQUIRIES

WORK CLOSELY WITH AND SUPPORT PROVINCIAL AUTHORITIES IN MONITORING TRADE/PRODUCT OPPORTUNITIES.

REPORT ON FINDINGS FROM 2 OUT CALLS

SEMI & PROCESSED FOOD & DRINK

INITIATE A SERIES OF 1-ON-1 MEETINGS WITH INSTITUTIONAL FOOD DISTRIBUTORS, BROKERS & ASSOCIATIONS IN CHICAGO RE: BUYING OPERATIONS/PRODUCT OPPORTUNITIES.

DEVELOPMENT OF A MINI-MARKET GUIDE. 8 OUT CALLS.

EVALUATION OF TASTE OF CANADA SOLD FOOD SHOW - SEPT. 1988

EVENT TARGET WAS MINIMUM SALES \$5 MILLION AND 10 REP/BROKERS APPOINTED

AS A FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO TRADE INQUIRIES.

ACTION 50 CDN/40 LOCAL INQUIRIES

ASSIST WITH IMPLEMENTATION OF TASTE OF CANADA FOOD SHOW 9/88 A JOINT PROVINCIAL/FEDERAL INITIATIVE INVOLVING LOCAL OFFICERS OF ONTARIO AND QUEBEC

TARGET RESULTS ARE \$5 MILLION SALES AND 10 REPS APPOINTED.

ASSIST WITH IMPLEMENTATION OF NRA NATIONAL STAND/MAY 88, 10 COMPANIES.

TARGETED ON SITE SALES \$2 MILLION & THE APPOINTED OF 20 BROKERS/REPS RE: FOOD PRODUCT SALES. INCREASE PROFILE.

EVALUATION OF MAJOR FOOD SHOWS IN CHICAGO (NEW) PIZZA SHOW 7/88- FROZEN FOOD SHOW 2/88

WILL SUBMIT FINDINGS AND RECOMMENDATIONS IN REPORT FORM.

AGRICULTURE MACH, EQUIP, TOOLS

DETAILED FOLLOW-UP OF 2 SOLD SHOWS (1) JOHN DEERE MISSION/BEAVER DAM, WISCONSIN WHICH WAS HELD IN CONJUNCTION WITH GOV. OF ONTARIO IN 1986 (2) 1987 MANITOBA COMPONENTS MISSION TO CHICAGO

REPORT EVALUATION FUTURE MISSIONS SUBJECT TO FAVORABLE RECOMMENDATIONS/SUPPORT FROM PIMA

AS FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO TRADE INQUIRIES

10 CANADIAN INQUIRIES/4 LOCAL INQUIRIES 2 OUT CALLS

ATTEND AND AUDIT REGIONAL FARMS SHOWS... CAPITAL CITY FARM SHOW 1/89, WORLD DAIRY EXPO 10/88 & ST. LOUIS FARM SHOW IN 10/88

RECOMMENDATIONS FOR MAXIMIZING CDN PRESENCE

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 :602-CHICAGO

001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

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|---|--|
| <p>PLANNING: ACTIVITIES PROPOSED IN POST PLAN:</p> <p>FOOD HANDLING, PROCESSING EQUIP:</p> <p>AS FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO TRADE INQUIRIES</p> <p>TO ASSIST IMPLEMENTATION OF NRA NATIONAL STAND IN 1988</p> <p>ATTEND AND MONITOR EQUIPMENT/PROCESSING SHOWS. . . I. E. THE AMERICAN MEAT INSTITUTE IN 10/88, DAIRY & FOOD EXPO 9/88, FOOD MARKETING INSTITUTE 5/88 (ONTARIO GOV. STAND), INTERBEV 10/88</p> | <p>ANTICIPATED RESULTS:</p> <p>ACTION 20 CANADIAN/5 LOCAL INQUIRIES</p> <p>TARGET RESULTS ARE 5 REPS TO BE APPOINTED & \$1 MILLION IN EQUIPMENT SALES.</p> <p>RECOMMENDATIONS FOR MAXIMIZING CDN. PARTICIPATION AND PRESENCE</p> |
|---|--|

| | |
|--|---|
| <p>TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:</p> <p>QUARTER: 1 NATIONAL STAND AT NRA SHOW 21-25MAY 88 FEATURING INSTITUTIONAL FOOD EQUIPMENT MANUFACTURERS. WESTERN CANADA FARM PROGRESS SHOW/REGINA/ 21-24 JUNE 88.</p> <p>QUARTER: 2 -----</p> <p>QUARTER: 3 -----</p> <p>QUARTER: 4 -----</p> | <p>QUARTERLY RESULTS REPORTED:</p> <p>12 COMPANIES PARTICIPATED. REPS REGISTERED - 77 ESTIMATED POTENTIAL FUTURE SALES \$3 MILLION. RECRUITED 6 INCOMING BUYERS, DEALERS, DISTRIBUTORS.</p> |
|--|---|

001 903-CHICAGO

UNITED STATES OF AMERICA
019-INDUSTRIAL-MACHINERY-SERVICES

88/10/21
REPORT 4

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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 : 602-CHICAGO

016-INDUSTRIAL MACHIN, PLANTS, SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

MANUFACT & MATERIAL PLANT, EQP.

DETERMINE POTENTIAL FOR EQUIPMENT AND MACHINERY AND UNDERTAKE
POST PRODUCED REGIONAL MARKET STUDY

MAKE TWELVE OUTCALLS ON PUBLIC/PRIVATE SECTOR FIRMS TO PROMOTE
CANADIAN PRODUCTS AND GATHER MARKET DATA

DEVELOP "HOW, WHO WHERE" GUIDE TO MARKETING ENVIRONMENTAL EQUIP-
MENT IN THE WISCONSIN, ILLINOIS AND MISSOURI TERRITORY

DEVELOP "LIST OF BUYERS OF MANUFACTURING EQUIPMENT AND MATERIALS
HANDLING EQUIPMENT" FOR USE BY CANADIAN COMPANIES IN MARKETING
EFFORT.

ASSIST IN IMPLEMENTATION OF CDN TRADE FAIR PARTICIPATION IN CON-
TROL ENGINEERING, MAY 1988; DESIGN ENGINEERING, MARCH 1988; ADVAN-
CED MFG. SYSTEMS, JULY 1988, AND UNDERTAKE RELATED FOLLOW UP
ACTION.

TOOLS & HARDWARE

CONSIDER THE DEVELOPMENT OF A FOLLOW UP PROGRAM TO DEPARTMENTAL
SPONSORED TOOL & DIE MARKET STUDY 1987 ASSUMING THERE IS EXPORTER
INTEREST IN PURSUING MARKET OPPORTUNITIES.

ASSIST IN IMPLEMENTATION OF CANADIAN GOVERNMENT NATIONAL STAND IN
INTERNATIONAL MACHINE TOOL SHOW, SEPTEMBER 1988, AND UNDERTAKE
RELATED FOLLOW UP ACTION.

IDENTIFICATION OF NEW MARKET OPPORTUNITIES.

THREE NEW BUYER CONNECTIONS TO RESULT

INFORMATION FOR CANADIAN EXPORTERS TO LEAD TO
APPOINTMENT OF THREE NEW REPS

INFORMATION FOR CANADIAN EXPORTERS TO LEAD TO
FIVE NEW BUYER CONNECTIONS

20 CANADIAN COMPANIES TO MAKE INITIAL SALES
ARRANGEMENTS WITH U. S. BUYERS & 10 TO APPOINT
AGENTS.

10 CDN COMPANIES TO MAKE INITIAL SALES ARRAN-
GEMENTS WITH U. S. BUYERS AND 10 TO APPOINT
AGENTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 NATIONAL STAND AT MINEXPO FEATURING COMPANIES IN
THE MINING INDUSTRY.
NATIONAL STAND AT NATIONAL PLASTICS EXPOSITION.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

25 COMPANIES PARTICIPATED. REPS REGISTERED - 92
ESTIMATED POTENTIAL FUTURE SALES \$6 MILLION.
18 COMPANIES PARTICIPATED. 1,403 SALES
ENQUIRIES WITH 15 POSSIBLE AGENT APPTS. ESTI-
MATED POTEN'L FUTURE SALES \$5 MILLION.

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 : 602-CHICAGO

004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:
TELECOMMUNICATIONS (INC SPACE)

ANTICIPATED RESULTS:

ORGANIZE INCOMING TROSCOM SURVEY TO TORONTO AND MONTREAL, MAY 1988

TO ESTABLISH THREE BUYING CONNECTIONS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUED FOLLOW-UP WITH PARTS I DEC 85 AERO-SPACE SEM. HELD IN ST. LOUIS. FOLLOW-UP WITH PARTS OF FEB 88 AVSCOM SEM. PART'D IN DEA/AVSCOM DDSP JOINT WORKING GROUP. AVSCOM SURVEY MISSION TO TRNTO AND MTL. LIAISE W/MILITARY COMMANDS

4 BUYING CONNECTIONS. ADD'L \$4.298 MN SALES REPORTED. 2 LOCAL AGENTS HIRED, \$160,000 SALES REPORTED. PROJ. VALUED AT \$1.6 MN APPROVED. POSTPONED-US ARMY LACKS FUNDS UNTIL 31OCT88. ALL COMMANDS VISITED, CALLS MADE ON KEY CONTACTS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

TRACKING: DEPART OF DEFENCE...

QUARTER 1... CONTINUED...

QUARTER 2... ACTIVITIES...

POST : 602-CHICAGO

UNITED STATES OF AMERICA
004-DEFENCE PROGRAMS, PRODUCTS, SERVICES

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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 : 602-CHICAGO

008-TRANSPORT SYS, EQUIP, COMP, SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

AUTOMOTIVE

CONTINUE TO DEVELOP AGENTS, REPS & DISTRIBUTORS IN AFTERMARKET SALES & DISTRIBUTION NETWORK AND ENCOURAGE THEM TO DEAL WITH CANADIAN FIRMS.

IDENTIFY 15 NEW POTENTIAL AGENTS, REPS, AND DISTRIBUTORS FOR CANADIAN COMPANIES.

IDENTIFY KEY BUYERS IN THE AUTOMOTIVE AFTERMARKET FOR CANADIAN COMPANIES TO CALL ON

IDENTIFY TEN NEW POTENTIAL BUYERS

ASSIST IN IMPLEMENTATION OF CANADIAN GOVERNMENT PARTICIPATION IN APAA, AUGUST 88 AND AUTOFACT, OCTOBER 88, TRADE SHOWS & FOLLOW-UP WITH RESPONSIVE WORK LOAD ARISING FROM SHOWS.

10 NEW SALES ARRANGEMENTS AND 10 NEW AGENCY/ REP APPOINTMENTS

SURVEY CURRENT REQUIREMENTS OF TERRITORY MANUFACTURERS FOR USE BY CANADIAN COMPONENT MANUFACTURERS, HIGHLIGHTING AREAS OF OPPORTUNITY

2 BUYING CONNECTIONS ARRANGED

PROMOTE CONSULATE GENERAL AND WIN AS AN "AID IN SOURCING" FOR PURCHASING AGENTS THROUGH THE CHICAGO PURCHASING MANAGEMENT ASSOC

GENERATE 100 LOCAL SOURCING ENQUIRIES FROM PURCHASING AGENTS TO BE FOLLOWED UP BY CDN EXPORTERS.

URBAN TRANSIT

ST. LOUIS LIGHT RAIL PROJECT HAVING TROUBLE GETTING FUNDING RELEASED BY US DOT

\$36 M CAR ORDER EXPECTED AUGUST 88

ONGOING CONTACT AT RTA AND CTA ABOUT RETROFITTING RAIL CARS AND REPLACEMENT FOR CHICAGO PROPERTIES

\$10 M ORDER TO RETROFIT RAIL CARS TO ALLOW HANDICAP ACCESS.

MARINE INDUSTRIES

MARKET GUIDE PROVIDING DISTRIBUTION CHANNELS, AGENTS & DISTRIBUTORS WAS RESEARCHED. DOCUMENTATION IS STILL CURRENT AND GUIDE SHOULD BE COMPLETED.

TEN CANADIAN COMPANIES TO APPOINT NEW AGENTS AND DISTRIBUTORS. \$300,000 NEW BUSINESS INFLUENCED.

SEND BUYERS TO TORONTO BOAT SHOW

FIVE CANADIAN COMPANIES TO MAKE SALES AGGREGATING \$300,000 NEW BUSINESS.

POST : 602-CHICAGO

UNITED STATES OF AMERICA
008-TRANSPORT SYS, EQUIP, COMP, SERV.

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

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 : 602-CHICAGO

008-TRANSPORT SYS, EQUIP, COMP, SERV.
UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ATTENDED CONFERENCE ON SELLING AUTO PARTS TO
JAPANESE FIRMS IN THE U.S.
CANADIAN INTL. AUTOMOTIVE SHOW, 17-19 APR.,
TORONTO. DRAFT MARKET GUIDE FOR THE AUTOMOTIVE
AFTERMARKET.

RECRUITED 6 INCOMING BUYERS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

TO ESTABLISH THREE BUYING CONNECTIONS
VALUED \$300,000 MEN BUSINESS
LINE CANADIAN COMPANIES TO MAKE SWEE
QUARTERLY RESULTS REPORTED
VALUED \$300,000 MEN BUSINESS
LOCAL AGENTS HIRED, \$10,000
PROJ. VALUED AT \$1.6 M APPROX. 1988
ARMY LACKS FUNDS UNTIL 31 OCT 88
CALLS MADE ON KEY CONTACTS
ORDER TO BE RECEIVED BY 15 OCT 88

ORDER EXPECTED 1988

EXHIBITS
LOGGERS TO BE LOGGERS BY SA
700 FOCY SOLICITING EMPLOYERS FROM

5 BUYING CONNECTIONS MAINTAINED

TO NEW BUYERS MAINTAINED AND TO NEW VENDORS

IDENTIFY NEW NEW POTENTIAL BUYERS

DISTRIBUTORS FOR CANADIAN COMPANIES
IDENTIFY 13 NEW POTENTIAL VENDORS

UNCLASSIFIED

ACTIVITIES PROPOSED IN FISCAL YEAR

ANTICIPATED RESULTS

602-CHICAGO

UNITED STATES OF AMERICA
008-TRANSPORT SYS, EQUIP, COMP, SERV.

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN
AT MISSIONS ABROAD FOR FISCAL YEAR 88
EXPORT PROMOTION PROGRAM

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 : 602-CHICAGO

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

REPORT ON NORTH AMERICAN TELECOMMUNICATIONS ASSOCIATION (NATA) CONFERENCE SCHEDULED FOR CHICAGO 1989. OPPORTUNITIES FOR CANADIAN EQUIPMENT MANUFACTURERS.

1 NEW BUYING CONNECTION

COMPUTERS, SOFTWARE & SYSTEMS

PREPARE SOFTWARE MARKETING GUIDE LISTING MAJOR TRADE SHOWS, LOCAL AGENTS AND DISTRIBUTORS.

INCREMENTAL SOFTWARE SALES IN 88/89 EXPECTED TO BE \$150,000 WITH 10 NEW CANADIAN COMPANIES MAKING SALES.

IMPLEMENT CDN PARTICIPATION IN, AND COMPLETE EVALUATION OF 3 TRADE SHOS IN 1988/89 INCLUDING (A) WORLD COMPUTER CONF., (B) PC EXPO, (C) INTERFACE, AND FOLLOW-UP OF INITIATIVES RAISED BY CANADIAN INDUSTRY.

30 NEW BUYING ARRANGEMENTS TO BE ACHIEVED.

REPORT ON DESIGN ENGINEERING SHOW (DES) 89 REGARDING OPPORTUNITIES FOR SUB-CONTACT CIRCUIT BOARD MANUFACTURING IN CANADA. REPORT TO BE DISTRIBUTED TO DRIE AND DRIE REGIONAL OFFICES.

2 NEW BUYING CONNECTIONS

ROBOTICS & ARTIFICIAL INTELL.

DISTRIBUTE RECENTLY COMPLETED MARKET ANALYSIS OF ROBOTICS INDUSTRY. ANALYSIS COMPLETED BY FEDERAL RESERVE BANK OF CHICAGO, NOV. 1987.

2 NEW BUYING CONNECTIONS

WISCONSIN-BASED ASEA, A SUBSIDIARY OF ASEA OF SWEDEN, REPORTEDLY ADDS SIGNIFICANT VALUE TO ITS PROD. IN N. AMERICA. CONTACT ASEA FOR SOURCING REQUIREMENTS, INTEREST IN JOINT VENTURES & LICENSING ARRANGEMENTS (SEE INVEST. SECT. FOR OTHER ACTIV. RELATED TO ROBOTICS)

2 CANADIAN COMPANIES TO MAKE \$1 MILLION SALES IN 2 YEARS. ALSO 1 NEW TECHNOLOGY INFLOW AGREEMENT.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUED FOLLOW-UP ON PC EXPO. DEC 87.

1 COY RESPONDED.
\$4,000 IN SALES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

POS - CHICAGO

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

602 - CHICAGO

UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN ANTICIPATED RESULTS

| | |
|---|---|
| <p>INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP. PARTICIPATE IN INDUSTRIAL TRADE SHOWS AND/OR SEMINARS IDENTIFIED WITH AN INVESTMENT PROMOTION BOOTH STAFFED BY CANADIAN ECONOMIC DEVELOPMENT SPECIALISTS.</p> | <p>EACH TRADE SHOW WILL GENERATE 50-70 INVESTMENT LEADS AND EACH SEMINAR WILL GENERATE 30-40 LEADS.</p> |
| <p>INDUSTRIAL MACHIN, PLANTS, SERV. TOOLS & HARDWARE PARTICIPATE IN INDUSTRIAL TRADE SHOWS AND/OR SEMINARS IDENTIFIED WITH AN INVESTMENT PROMOTION BOOTH STAFFED BY CANADIAN ECONOMIC DEVELOPMENT SPECIALISTS.</p> | <p>EACH TRADE SHOW WILL GENERATE 50-70 INVESTMENT LEADS AND EACH SEMINAR WILL GENERATE 30-40 LEADS.</p> |
| <p>AGRI & FOOD PRODUCTS & SERVICE FOOD HANDLING, PROCESSING EQUIP PARTICIPATE IN INDUSTRIAL TRADE SHOWS AND/OR SEMINARS IDENTIFIED WITH AN INVESTMENT PROMOTION BOOTH STAFFED BY CANADIAN ECONOMIC DEVELOPMENT SPECIALISTS.</p> | <p>EACH TRADE SHOW WILL GENERATE 50-70 INVESTMENT LEADS AND EACH SEMINAR WILL GENERATE 30-40 LEADS.</p> |
| <p>ELECTRONICS EQUIP. & SERV PRODUCTS & COMPONENTS PARTICIPATE IN INDUSTRIAL TRADE SHOWS AND/OR SEMINARS IDENTIFIED WITH AN INVESTMENT PROMOTION BOOTH STAFFED BY CANADIAN ECONOMIC DEVELOPMENT SPECIALISTS.</p> | <p>EACH TRADE SHOW WILL GENERATE 50-70 INVESTMENT LEADS AND EACH SEMINAR WILL GENERATE 30-40 LEADS.</p> |
| <p>EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY PARTICIPATE IN INDUSTRIAL TRADE SHOWS AND/OR SEMINARS IDENTIFIED WITH AN INVESTMENT PROMOTION BOOTH STAFFED BY CANADIAN ECONOMIC DEVELOPMENT SPECIALISTS.</p> | <p>EACH TRADE SHOW WILL GENERATE 50-70 INVESTMENT LEADS AND EACH SEMINAR WILL GENERATE 30-40 LEADS.</p> |
| <p>COMM. & INFORM. EQP. & SERV ROBOTICS & ARTIFICIAL INTELL. PARTICIPATE IN INDUSTRIAL TRADE SHOWS AND/OR SEMINARS IDENTIFIED WITH AN INVESTMENT PROMOTION BOOTH STAFFED BY CANADIAN ECONOMIC DEVELOPMENT SPECIALISTS.</p> | <p>EACH TRADE SHOW WILL GENERATE 50-70 INVESTMENT LEADS AND EACH SEMINAR WILL GENERATE 30-40 LEADS.</p> |
| <p>NON SECTORALLY ORIENTED ACTIVITIES MINISTERIAL SPEAKING ENGAGEMENTS IN CHICAGO, ST. LOUIS, MILWAUKEE AND KANSAS CITY.</p> | <p>10 INVESTMENT LEADS PER CITY.</p> |
| <p>PRIVATE SEMINAR/MEETING TO REACH SELECT JAPANESE BUSINESSMEN IN CHICAGO AREA. COSPONSORS BLAKE CASSELLS, JAPAN-CHICAGO CHAMBER OF COMMERCE, SEKE & JARVIS.</p> | <p>10 INVESTMENT LEADS</p> |
| <p>MIDWEST PORTFOLIO MANAGERS MISSION.</p> | <p>INCREASED INDIRECT INVESTMENT(\$10 MILLION)</p> |

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

UNITED STATES OF AMERICA

602 - CHICAGO

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

INVESTMENT INFO BOOTH AT ADVANCED MANUFACTURING SYSTEMS SHOW, APRIL 19-21, 1988.

BOOTH WAS STAFFED BY PROVINCIAL REPRESENTATIVES FROM ONTARIO, QUEBEC, ALBERTA AND INDUSTRIAL DEVELOPMENT COMMISSIONS FROM 8 MUNICIPALITIES. A TOTAL OF 74 INVESTMENT AND SOURCING LEADS WERE GENERATED.

QUARTER : 2

QUARTER : 3

QUARTER : 4

INFORMATION BOOTH AT CHICAGO AUTOMOTIVE MEETINGS
PROJECT CANCELLED

6021 903-CHICAGO

REPORT CONTAINS INFORMATION REPORTED DURING THE REPORTING PERIOD
PERIOD BEGINNING ON THE DATE AND ENDING ON THE DATE

REPORT #5
88/10/21

UNITED STATES OF AMERICA
MISSIONS ABROAD FOR INVESTMENT PROMOTION PROGRAM

REPORT 4A
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88

LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES
WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

POST : 602-CHICAGO

JEAN ARES, VP, INV'T PROMO'N, INVSTMT CDA SPEECH FOR THE
IND'L DVLPMT RESEARCH COUNCIL ANNUAL MTG., CHICAGO 16MAY88.
LUNCHEON ORGANIZED FOR 20 CHICAGO-BASED INTERMEDIARIES.
MID-AMERICA COMMITTEE/BCNI PROGRAM, 13JUN88. 20 CEO'S FM BCNI
VISITED CHICAGO TO PARTICIPATE IN FTA CONF. ATTENDED BY 400
LOCAL BUSINESS REPRESENTATIVES.
OSLER, HOSKIN & HARCOURT, TORONTO-BASED LEGAL FIRM ORGANIZED
AN INVESTMENT/FTA SEMINAR IN CHICAGO, 10MAY88 WITH OUR
ASSISTANCE.
SPEECHES MADE ON FTA AS PART OF VARIOUS SEM. INCL. US DOC-
DAVENPORT, IA 26MAY-50 PEOPLE, PROV. OF ONT. INV. SEM. DEER-
FIELD, IL 25MAY-140 PEOPLE. U. S. DEPT. COMMERCE, ROCKFORD,
16MAY-30 PEOPLE. PREPARED PRESENTATION FOR CROSS CDA CONF.
ON FTA. CONF. ATTENDED BY 4 OFFICERS COVERING 8 CITIES.
PREPARED INITIAL DRAFT FOR MARKET GUIDE FOR SELLING TO
VETERANS ADMINISTRATION. PARTICIPATED IN PMAC SHOW WITH
INFO BOOTH; GENERATED 16 EXPORT LEADS AND ENABLED US TO
ACQUIRE ROSTER OF MEMBERS. SASKATCHEWAN TOUR WITH DRIE
OFFICE. PLANT TOUR AND MEETINGS WITH CANPOTEX, IPSCO STEEL
AND SASKATCHEWAN MINING DEVELOPMENT CORP.

905 - CHICAGO

88/10/21

INCREASED INDIRECT INVESTMENT (\$10 MILLION)

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 : 603-CLEVELAND

008-TRANSPORT SYS, EQUIP, COMP, SERV.
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

- REVIEW OF G.E. ENGINE PLANT REQUIREMENTS AND BUYING STRUCTURE.
- MAINTAIN CONNECTION WITH PAT REGARDING SYSTEMS LONG-TERM PLAN (YEAR 2000) TO COMPLETE E-W SUBWAY EXTENSION.
- WORK WITH UTW & DRIE TO COMPLETE STUDY OF JAPANESE SOURCING (HONDA & TOYOTA ASSEMBLY PLANTS).

- INCREASE NUMBER OF CANADIAN COMPANIES BIDDING ON G.E. REQUIREMENTS.
- (LONG-TERM) ENABLE CANADIAN COMPANIES TO BID ON TRAIN AND DESIGN REQUIREMENTS.
- DISCOVER EXPORT OPPORTUNITIES FOR CDN DEM SUPPLIERS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INFORMATION BOOTH AT OHIO AUTOMOTIVE WHOLESALERS SHOW

PROJECT CANCELLED.

QUARTER: 2 -----

QUARTERLY RESULTS REPORTED:

QUARTER: 3 -----

1 OF 50 EXHIBITORS IN NAECOM WHICH SAW ALMOST 3,000 VISITORS (MILITARY/INDUSTRIAL/ACADEMIC) AND DISTRIBUTED OVER 1,000 LBS. OF CDN GOVT AND PRIVATE SECTOR BROCHURES TO VISITORS TO CON BOOTH.

QUARTER: 4 -----

PROJECT CANCELLED
2008 CANADIAN EXHIBITORS RECALLED
BOOTH
QUEBEC GOAL AND 1 COMPANY EXHIBITED AT BOOTH B

QUARTERLY RESULTS REPORTED:

SHINE TO EXHIBIT AND DEMONSTRATE
LIONS & PROMOTION TO CANADIAN COMMERCE BY
MGT W/TH LOSS TO RECOVERED VEHICLE'S VOT

SELECTION OF COMPANIES FOR VICE SHOP

QUARTERLY RESULTS REPORTED:

UNITED STATES OF AMERICA
018-INDUSTRIAL MACHINERY EQUIPMENT
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN
AT MISSIONS ABROAD FOR FISCAL YEAR 88
CONSIDERABLE PROGRESS REPORT OF EXPORT PROMOTION PROGRAM

REPORT 4
89/10/21

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 : 603-CLEVELAND

016-INDUSTRIAL MACHIN, PLANTS, SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

DEVELOP MARKET INFORMATION ON STEEL SECTOR CAPITAL EQUIPMENT REQUIREMENTS.

SELECTION OF COMPANIES FOR AISE SHOW.

MARKETING STUDY ON THE BUYING PATTERNS OF SELECTED LOCAL COMPANIES FOR INDUSTRIAL MACHINERY.

WILL ALLOW POST TO RECOMMEND APPROPRIATE ACTIONS & PROMOTION TO CANADIAN COMPANIES WISHING TO EXPAND INTO TERRITORY

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INFORMATION BOOTH AT TRI STATE INDUSTRIAL SHOW. RECRUITED EXHIBITORS FOR NATIONAL INDUSTRIAL FASTENER SHOW. SME TOOL & MFG. CONFERENCE & EXPO-INFO BOOTH

QUEBEC GOVT. AND 1 COMPANY EXHIBITED AT POST'S BOOTH. FOUR CANADIAN EXHIBITORS RECRUITED. PROJECT CANCELLED.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

POST : 603-CLEVELAND

UNITED STATES OF AMERICA
016-INDUSTRIAL MACHIN, PLANTS, SERV.

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN
AT MISSIONS ABROAD FOR FISCAL YEAR 88
QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM

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 : 603-CLEVELAND

004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

| | | |
|-----------|---|--|
| PLANNING: | ACTIVITIES PROPOSED IN POST PLAN: | ANTICIPATED RESULTS: |
| | ALL SUB-SECTORS | |
| | USAF/AFWAL PERSONNEL VISITED SELECTED CANADIAN COMPANIES TO REVIEW THEIR R&D WORK. RESULTS OF THIS DIALOGUE WILL TAKE TIME TO EVALUATE. | MORE COOPERATIVE R&D CONTRACTS FOR CANADIAN COMPANIES FOLLOWED BY RESULTANT PRODUCT SALES TO US PRIME CONTRACTORS. |
| | INCREASED IMPORTANCE OF CANADA/USAF(ASD/AFWAL) COOPERATIVE R&D WORKING GROUP IN CONJUNCTION WITH CONTINUING R&D REVIEW TEAM VISITS. | MORE R&D COOPERATIVE PROJECTS, IMPROVED DIALOGUE BETWEEN CANADIAN FIRMS AND ASD/AFWAL, EVENTUALLY INCREASED EXPORTS. |
| | MARKET IDENTIFICATION OF SMALL AND MEDIUM SIZE COMPANIES ON CONTRACTS WITH DEPT. OF DEFENSE OR MAJOR DEFENSE CONTRACTORS. | WILL ALLOW DEFENSE SPECIALISTS OPPORTUNITY TO IDENTIFY CANADIAN EXPERTISE MOST LIKELY TO COMPLEMENT LOCAL RESOURCES. |

| | | |
|-----------|--|--|
| TRACKING: | ACTIVITIES UNDERTAKEN IN QUARTER: | QUARTERLY RESULTS REPORTED: |
| | QUARTER: 1 INFORMATION BOOTH AT NATIONAL AEROSPACE AND ELECTRONICS CONFERENCE. | 1 OF 80 EXHIBITORS IN NAECON WHICH SAW ALMOST 5,000 VISITORS(MILITARY/INDUSTRIAL/ACADEMIC). WE DISTRIBUTED OVER 1,000 LBS. OF CDN GOVT' AND PRIVATE SECTOR BROCHURES TO VISITORS TO CDN BOOTH. |
| | QUARTER: 2 ----- | |
| | QUARTER: 3 ----- | |
| | QUARTER: 4 ----- | |

PLANNING: ACTIVITIES PROPOSED IN POST PLAN

003-603-CLEVELAND

UNITED STATES OF AMERICA

004-DEFENCE PROGRAMS, PRODUCTS, SERVICES

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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 : 603-CLEVELAND

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

- WESTINGHOUSE VENDOR DAY IN MONTREAL - PITTSBURG.
- MARKET IDENTIFICATION OF BUSINESS/INDUSTRIAL SOFTWARE USERS
- MARKETING STUDY ON THE BUYING PATTERNS OF SELECTED LOCAL COMPANIES FOR WORKPLACE AUTOMATION PRODUCTS
- REVIEW OF REQUIREMENTS OF MAJOR BUYERS IN AREA. (CINCINNATI BELL, AT & T, CABLE OPERATORS)

- SOURCING OF PCB REQUIREMENTS AND POWER SUPPLY BASE SOLO SHOW IN 89/90 ON FINDINGS.
- WILL ALLOW POST TO RECOMMEND APPROPRIATE ACTION AND PROMOTIONS TO CANADIAN COMPANIES WISHING TO EXPAND IN TERRITORY.
- INCREASE THE NUMBER OF CANADIANS BIDDING ON PROJECTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 INFORMATION BOOTH AT ELECTRO'88.
INFORMATION BOOTH AT INSTRUMENT SOCIETY OF AMERICA SHOW.
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

- PROJECT CANCELLED.
- THREE FIRMS EXHIBITED AT POST'S BOOTH.

POST : 603-CLEVELAND

UNITED STATES OF AMERICA
005-DEFENSE INFORMATION PRODUCTS SERV

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN
AT MISSIONS ABROAD FOR FISCAL YEAR 88
QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

603 - CLEVELAND

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV ROBOTICS & ARTIFICIAL INTELL.
CORPORATE LIAISON CALLS ARE 1 OF THE MOST USEFUL METHODS OF LEARNING
ABOUT CORPORATE PROPOSED MEDIUM & LONG TERM PLANS FOR EXPANSION OF
OPERATIONS.

MAKE DIRECT VISITS TO 25 MAJOR INDUSTRIES
IN TERRITORY.

COMM. & INFORM. EQP. & SERV COMPUTERS, SOFTWARE & SYSTEMS
USE PRESENCE AT TRADE SHOWS AS METHOD OF IDENTIFYING POTENTIAL PROS-
PECTS.

KEEP IDEA OF FUTURE EXPANSION PROSPECTS IN
MINDS OF INTERVIEW COMPANIES.

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
INCLUDE IN PRESENTATION TO BUSINESS COMMUNITY A DISCUSSION ON CDA'S
INVESTMENT CLIMATE AND PROGRAM.

INFORM BUSINESS COMMUNITY OF CDA'S IN-
TEREST IN INCREASED FOREIGN INVESTMENT.

ELECTRONICS EQUIP. & SERV ALL SUB-SECTORS
FOLLOWUP THE SERIES OF INVESTMENT SEMINARS WHICH WERE HELD IN FY 86/87
AND 87/88 WITH INDIVIDUAL CALLS TO ATTENDEES.

DEVELOP A SHORT LIST OF POTENTIAL
INVESTORS.

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

603 - CLEVELAND

UNITED STATES OF AMERICA

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

REPORT #5 QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
88/10/21 TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

603 - CLEVELAND UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER RESULTS REPORTED

QUARTER : 1

INVESTMENT PROMOTION ACTIVITIES HELD IN CONJUNCTION WITH FTA PROMOTION. HOM MADE APPROXIMATELY 25 PRESENTATIONS, SPEECHES AND VISITS, ON BEHALF OF FTA CHAMBER OF COMMERCE, CONGRESSMEN, SENATORS, STATE GOVERNORS, MEDIA, EDITORIAL BOARDS AND OTHER KEY INFLUENCERS AND APPEARED ON RADIO AND TV.

BETTER AWARENESS ON PART OF LEADERS IN TERRITORY OF BUSINESS CLIMATE IN CANADA, CANADIAN GOVERNMENT'S PRO-INVESTMENT POLICIES, AND CANADA'S DESIRE TO IMPROVE TRADE RELATIONS AND INCREASE BILATERAL TRADE THROUGH FTA.

QUARTER : 2

QUARTER : 3

QUARTER : 4

603 - CLEVELAND

UNITED STATES OF AMERICA

REPORT #5 QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
88/10/21 TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

REPORT 4A
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88

LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES
WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

POST : 603-CLEVELAND

POST ASSISTED IN RECRUITING COMPANIES FOR CAMPUS MARKET EX-
PO'88 - 8 COMPANIES EXHIBITED. (2) ORGANIZED CDN PAVILLION
AT AMERICAN CERAMICS SOCIETY CONVENTION - 9 CANADIAN EXHIBI-
TORS PARTICIPATED. PROJECTED 12 MONTH SALES \$5 MILLION. RE-
CEPTION HOSTED BY HOM TO WHICH KEY PARTICIPANTS ATTENDED.
(3) ORGANIZED CANADIAN PARTICIPATION IN PENNSYLVANIA FOOD
MERCHANTS ASSOCIATION SHOW - 12 MONTH SALES PROJECTIONS \$2.2
MILLION. (4) ORGANIZED AND HOSTED CANADA WEEK IN PITTSBURGH
WHICH INCLUDED WINE PROMOTION BY 4 WINERIES RESULTING IN
U.S. \$35,000 SALES AND INUIT SCULPTURE PROMOTION NETTING
U.S. \$10,000 SALES. (5) POST RECRUITED 22 BUYERS FOR THE
MONTREAL FURNITURE SHOW. SALES TOTALLED U.S. \$400,000. IN
TERRITORY FURNITURE PROMOTION IN COLUMBUS, CINCINNATI, AND
LOUISVILLE.

CDN HAS 47 COS IN THE NAT'L STAND SITE SALES
\$401,000 WITH 12 MONTH PROJECTIONS IN EXCESS OF
\$1 MILLION AND 100,000 VISITORS FROM CANADA
CONVULS FIEL WHO VOLTE CANADIAN COMUNITES DE
DEB INCORPORATED DIVISION IN QUEBEC VERMONT HAS
LTD WEBSITE DIVISION IN QUEBEC VERMONT HAS
NICE WITH DATA & LIAISON & REPORTING OF DATA
AND REFERENCE TO THE COS WHO DID NOT PARTICIPATE
TO OTHER CONCURRENT COMMITMENTS
ON THE WEBSITE DIVISION SPECIFICALLY SHEETS
TO INCREASE THE NUMBER OF CANADIAN COMPANIES
CONVULS RECORDED IN THE TERRITORY
CINCINNATI AND LOUISVILLE INCREASE NUMBER OF COS
TO INCREASE SALES OF CANADIAN MANUFACTURED
TO INCREASE SALES AND VISITS
TO INCREASE SALES AND VISITS
BE ADDED TO THE COMPLETED SALES LIST
MONTREAL MANUFACTURERS HAVE AN OBLIGATION TO
TO IDENTIFY NEW & EXISTING PROSPECTS THERE SA
IN THE MEDIUM TERM
EMI AND SERVICES (APPROXIMATELY \$100 MILLION)
SALES AND FINANCING OF CDN FIRM HAVE BEEN
INCREASED EXPENSE FOR CDN GOODS AND SERVICES
INDUSTRIAL SOURCES
IMPROVING MARKET INTELLIGENCE FOR GOVERNMENT

UNITED STATES OF AMERICA
603-CLEVELAND

ACTIVITIES UNDERTAKEN IN QUARTER
UNITED STATES OF AMERICA
QUARTERLY RESULTS REPORTED

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 : 604-DALLAS

008--TRANSPORT SYS, EQUIP, COMP, SERV.
UNITED STATES OF AMERICA

| PLANNING: | ACTIVITIES PROPOSED IN POST PLAN: | ANTICIPATED RESULTS: |
|-----------|--|---|
| | PERIODIC MEETINGS WITH KEY TRANSIT STAFF AND BOARD MEMBERS IN AUSTIN, HOUSTON, NEW ORLEANS, CORPUS CHRISTI AND OTHERS TOTAL 6 PER YEAR | ONGOING MARKET INTELLIGENCE FOR GOVERNMENT/ INDUSTRY SOURCES. |
| | PARTICIPATION IN REGIONAL TRANSPORTATION CONFERENCES AND SEMINARS (SWTA, TXPT). | INCREASED EXPOSURE FOR CDN GOODS AND SERVICES |
| | ON GOING LIASON AND MEETINGS WITH DALLAS (DART) IN RELATION TO ANTICIPATED EQUIPMENT PURCHASES. | SALES AND FINACING OF CDN LIGHT RAIL EQUIPM- ENT AND SERVICES (APPROXIMATELY \$100 MILLION) IN THE MEDIUM TERM. |
| | TRADE SHOWS ARE A VITAL ELEMENT IN IDENTIFYING AND MAXIMIZING EXPOSURE TO BOTH DOMESTIC & FOREIGN CLIENTS. OUR ACTIVITIES WILL INCLUDE: PARTICIPATION OTC 88 WITH TARGET OF EXPANDING EXHIBITION PARTICIPATION TO MORE THAN 40. | TO IDENTIFY NEW & EXISTING PROJECTS WHERE CA- NADIAN MANUFACTURERS HAVE AN OPPORTUNITY TO BE ADDED TO THE QUALIFIED PARTS LIST. |
| | WORK BOAT SHOW PARTICIPATION TO INCLUDE 10 CANADIAN FIRMS. -A PROGRAM OF CALLS ON OFFSHORE DRILLING CONTRACTORS AND MULTINATIONAL OIL COMPANIES. -WE WILL BE CONCENTRATING ON OPPORTUNITIES IN THE PROPULSION. | TO INCREASE SALES AND AGENTS. |
| | PROGRAM OF CALLS ON THIRD COUNTRY PROCUREMENT OFFICES TO ENCOURAGE CANADIAN SOURCING. | TO INCREASE SALES AND AGENTS. |
| | POST INITIATED FAIRS AND MISSIONS ARE A MAJOR FACTOR IN MAXIMIZ- ING BUSINESS OPPORTUNITIES AND INDUSTRY EXPOSURE. NATIONAL BUS- INESS AIRCRAFT ASSOCIATION SHOW: OUR TARGET IS TO RECRUIT 8 NEW EXHIBITORS FROM CANADIAN INDUSTRY. | TO INCREASE SALES OF CANADIAN MANUFACTURED AIRCRAFT AND PARTS. INCREASE NUMBER OF CDN COMPANIES REPRESENTED IN THE TERRITORY. |
| | HELICOPTER ASSOCIATION INTERNATIONAL SHOW: OUR TARGET IS TO HAVE AT LEAST 10 NEW CDN EXHIBITORS FOR THIS SHOW. WE WILL BE MAKING A SERIES OF CALLS ON COMMERCIAL AEROSPACE MANUFACTURERS AND SUPPLIERS. | TO INCREASE THE NUMBER OF CANADIAN COMPANIES ON THE MANUFACTURERS SPECIFICATION SHEETS. |
| | PURCHASING AGENTS CONVENTION - WICHITA, KANSAS. | TO MEET THE MAJOR PURCHASING DECISION-MAKERS IN THE BUSINESS, DRAW UP A USEFUL AEROSPACE CONTACT LIST AND ADVISE CANADIAN COMPANIES OF CONTACTS AND OPPORTUNITIES. |

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 : 604-DALLAS

008-TRANSPORT SYS, EQUIP, COMP, SERV.
UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 OFFSHORE TECHNOLOGY CONFERENCE, HOUSTON, TX, AEROSPACE AND
MAY 2-5/88 WITH TARGET OF EXPANDING EXHIBITOR PARTICIPATION TO MORE THAN 40.

CDA HAD 45 COS IN THE NAT'L STAND. SITE SALES OF \$401,000 WITH 12 MONTH PROJECTIONS IN EXCESS OF \$20 MILLION. 150 PLUS VISITORS FROM CANADA.

QUARTER: 1 PARTICIPATION IN REGIONAL TRANSPORTATION CONF. AND LIAISON AND MEETINGS WITH DART OFFICIALS. PURCHASING AGENTS CONVENTION WICHITA, KS MAY/88.

ORG INFO BOOTH AT TX PUBLIC TRANSP CONF IN DAL-LAS & DISTR LITERATURE FM 8 CDN COS. PERIODIC MTGS WITH DART & LIAISON & REPORTING ON DART BOND REFERENDUM (JUNE 88). DID NOT PARTICIPATE DUE TO OTHER CONCURRENT COMMITMENTS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

604-DALLAS

UNITED STATES OF AMERICA
604-DALLAS

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN
AT MISSIONS ABROAD FOR FISCAL YEAR 88
QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM

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 : 604-DALLAS

001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FAIRS ARE AN IMPORTANT ELEMENT OF OUR TRADE PROMOTION ACTIVITIES IN THIS SECTOR. THESE FAIRS ARE POST INITIATED AND POST ORGANIZED

SEVERAL NEW AGENCY/DISTRIBUTOR AGREEMENTS TO BE SIGNED.

ORGANIZED AND RECRUIT APPROPRIATE COMPANIES TO PARTICIPATE IN THE TEXAS RETAIL GROCERS ASSOCIATION SHOW (JUNE 1988). OUR FIRST PARTICIPATION; TARGET IS 10 NEW COMPANIES.

" " " " " " " "

ASSIST IN RECRUITING COMPANIES FROM FOOD AND RESTAURANT EQUIPMENT SECTORS FOR PARTICIPATION IN THE TEXAS RESTAURANT ASSOCIATION SHOW (JUNE 1988). TARGET IS 20 COMPANIES.

FAIRS ARE IMPORTANT ELEMENT OF OUR TRADE PROMOTION ACTIVITIES IN THIS SECTOR. THEY ARE THE BEST MEDIUM TO REACH THE LARGEST NUMBER OF AGENTS AND END USERS.

SEVERAL NEW AGENCY/DISTRIBUTOR AGREEMENTS. PROJECTED SALES OF \$750,000 MILLIONS.

NATIONAL EXHIBIT AT 31 AGRICULTURAL MACHINERY AND EQUIPMENT SHOW, GREAT BEND, KS (APRIL 88). COORDINATE SHOW EXHIBIT DETAILS WITH UTE. TARGET IS 25 EXHIBITORS INCLUDING 10 NEW ONES.

SEVERAL NEW AGENCY/DISTRIBUTOR AGREEMENT TO BE SIGNED.

ORGANIZED AND RECRUIT CDN COMPANY PARTICIPATION IN AMARILLO FARM AND RANCH SHOW (NOV. 88). TARGET IS 10 NEW EXHIBITORS/PARTICIPANTS. THIS FAIR IS POST INITIATED AND POST ORGANIZED.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ORGANIZE & RECRUIT COS FRO TX RETAIL GROCERS ASSOC SHOW (JUNE 88). TARGET WAS 10 NEW COS. RECRUIT FOOD COS TO PARTICIPATE IN TX RESTAURANT ASSOC. SHOW (JUNE 88). TARGET WAS 20 COMPANIES.

14 COS PARTICIPATED IN BOOTH (TRGA, HOUSTON JUNE 5-7/88). 6 COS DEMONST'D PROD FM OUR INFO BOOTH. ESTIMATED SALES FOR NEXT 12 MONTHS \$500,000. BOOTH WON TRGA AWARD FOR BEST MULTI-PROD DISPLAY. 9COS PROV PROD SAMPLES FOR TRA SHOW (HSTN JUNE

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
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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 : 604-DALLAS

004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

A COMPREHENSIVE SURVEY OF THE DEFENCE INDUSTRY, AEROSPACE AND ELECTRONICS, IN KANSAS, OKLAHOMA AND TEXAS.

2 OUTGOING MISSIONS TO POST TERRITORY AND 1 INCOMING BUYER MISSION.

ANTICIPATED RESULTS:

INVENTORY OF SECTOR CONTACTS IN 3 STATES. OVERVIEW OF DEFENCE INDUSTRY IN 3 STATES.

INCREASED THE NO. OF CN FIRMS BIDDING & ELIGIBLE TO BID AT U. S. LOGISTICS BASES IN REGION & TO PRIME & SUB-PRIME CONTRACTORS. INITIATE NEW SALES BOTH IN QTY & RANGE & INCREASE OVE/

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 TWO OUTGOING MISSIONS TO TERRITORY AND 1 INCOMING BUYERS MISSION TO BE ARRANGED.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

SUCCESSFULLY COMPLETED DEFENCE/AEROSPACE REPAIR AND OVERHAUL MISSION TO KANSAS AND OKLAHOMA. 10 SIGNIFICANT SUBCONTRACT LEADS AND \$500,000 SUB-CONTRACTED SALES OVER THE NEXT YEAR.

AGENCY REPRESENTATIVE AGREEMENTS WERE CONCLUDED AS A DIRECT RESULT.

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

UNITED STATES OF AMERICA

004-DEFENCE PROGRAMS, PRODUCTS, SERV

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN
AT MISSIONS ABROAD FOR FISCAL YEAR 88
QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 604-DALLAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUPPORT CANADIAN COMPANIES IN THEIR EFFORTS TO BECOME QUALIFIED SUPPLIERS/SUBCONTRACTORS FOR THE SPACE STATION PROGRAM BY WORKING CLOSELY WITH SPAR AEROSPACE AND THE CANADIAN INDUSTRY.

EXPAND THE NUMBER OF CANADIAN COMPANIES SUPPLYING NASA SUBCONTRACTORS.

ENCOURAGE ACTIVE PARTICIPATION (6-8 COMPANIES) IN THE POST INITIATED/PST ORGANIZED SPACE TELECOM SHOW AND THE INSTRUMENT SOCIETY OF AMERICA SHOW.

INCREASED NUMBER OF LOCAL REPRESENTATIVES FOR CANADIAN COMPANIES. INCREASED SALES.

SUPPORT CANADIAN COMPANIES IN NEW EFFORTS TO OVERCOME ACCESS PROBLEMS.

INCREASED SALES.

A SYSTEMATIC PROGRAM OF MAILINGS AND FOLLOW UP CALLS ON MAJOR ELECTRONICS, COMPUTER AND OFFICE MACHINE MANUFACTURERS.

INCREASED SALES OF CANADIAN COMPONENTS. IDENTIFICATION OF POTENTIAL INVESTORS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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 : 604-DALLAS

011-OIL & GAS EQUIPMENT, SERVICES
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PROGRAM OF CALLS ON MAJOR U.S. GAS TRANSMISSION, PIPELINE AND
END-USER COMPANIES TO DISCUSS FTA ENERGY PROVISIONS.

INCREASED SALES OF NATURAL GAS.

SOLICIT 6-8 CANADIAN PARTICIPANTS/EXHIBITORS FOR THE 1988 SOCIETY
OF PETROLEUM ENGINEERS SHOWS.
RECRUIT INCOMING BUYERS TO THE NATIONAL PETROLEUM SHOW.

NEW AGENCIES AND SOFTWARE SALES.

DISCUSS WITH MAJOR U.S. FIRMS THE VALUE OF CANADIAN SOURCING FOR
TURNKEY PROJECTS USING CCC, CIDA AND EDC.

MAJOR CANADIAN EQUIPMENT AND SERVICES SOURC-
ING FOR THIRD COUNTRY PROJECTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 THIRD COUNTRY PROCUREMENT OFFICE CALLS.

ACCOMPANIED 6 OIL & GAS EQUIP BUYERS TO NAT'L
PETROLEUM SHOW IN CALGARY. AT LEAST 15 NEW
AGENT/REPRESENTATIVE AGREEMENTS WERE CONCLUDED
AS A DIRECT RESULT.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

PLANNING

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

POST : 604-DALLAS

UNITED STATES OF AMERICA
011-OIL & GAS EQUIPMENT, SERVICES

REPORT 4
88/10/21

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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 : 604-DALLAS

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

RECRUITMENT OF INCOMING BUYERS TO CANADA FOR MONTREAL INTERNATIONAL FUR FAIR (MAY 1988).
RECRUITMENT OF BUYERS FOR CANADIAN FESTIVAL OF FASHION (MARCH 1989).
EXPAND CONTRACTS WITH AGENTS AND SALES REPRESENTATIVES ON BEHALF OF CANADIAN APPAREL AND TEXTILE COMPANIES THROUGH SYSTEMATIC PROGRAM OF CALLS IN DALLAS AND OTHER CITIES.
THIS MKT IS FUNDAMENTALLY TIED TO SHOWS & MISSIONS. WE INTEND TO EXPAND THE NUMBER OF BUYERS THROUGH INCOMING MISSIONS AND BY USE OF THE AD BUYERS THROUGH INCOMING MISSIONS AND BY USE OF THE AD BUYER VISIT PROGRAM TO CDN FACILITIES AS OPPORTUNITIES ARISE.

ANTICIPATED RESULTS:

NEW EXPORT SALES AND NEW AGENCY AGREEMENTS TO BE SIGNED.
NEW AGENCY AGREEMENTS TO BE SIGNED.
NEW AGENCY AGREEMENTS AND DIRECT SALES TO RETAIL LEVEL.
TO MAINTAIN AND EXPAND SOLID FOOTHOLD IN THE U.S. SOUTHWEST.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 TO MAINTAIN & EXPAND A SOLID FOOTHOLD (FURNITURE) IN THE U.S. SOUTHWEST THROUGH A NUMBER OF INCOMING BUYER MISSIONS & VISITS.
QUARTER: 2 -----
QUARTER: 3 -----
QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

2 BUYERS RECRUITED - MONTREAL FURNITURE MARKET JUNE 19-22/88. HOME GOODS RETAILING MAGAZINE MAILING SENT TO 33 HOME FURNISHING/RETAILERS.

UNITED STATES OF AMERICA
013-013 P 013 EQUIPMENT SERVICES

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

604 - DALLAS

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

AGRI & FOOD PRODUCTS & SERVICE MACHINERY AND EQUIPMENT
THROUGH A SYSTEMATIC PROGRAM OF VISIT AND FOLLOW UP WITH MAJOR PRODUC-
TION, TRANSMISSION AND SERVICE COMPANIES IN THE ENERGY FIELD.

3 NEW INVESTMENTS IN CANADA BY MARCH 1989.

ELECTRONICS EQUIP. & SERV PRODUCTS & COMPONENTS
THE SELECTIVE PURCHASE OF MAILING LISTS OF MAJOR ELECTRONIC AND COMPU-
TER MANUFACTURERS WITH EMPHASIS ON TEXAS: TO BE FOLLOWED BY A DIRECT
MAIL CAMPAIGN AND THEN A SERIES OF PERSONAL CALLS.

IDENTIFICATION OF 10 REAL POTENTIAL
INVESTORS IN CANADA.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
SUBSEQUENT TO MAILING TO THE MEDICAL INDUSTRY IN THE FALL OF 1987, TO
IDENTIFY AND SELECT 2-4 POTENTIAL CANDIDATES TO SEND TO CANBIOCAN AND
TO MEET WITH CANADIAN INDUSTRY.

TO ESTABLISH DISCUSSION BETWEEN AT LEAST
ONE CANADIAN AND TEXAS COMPANY FOR PATENT
LICENSING OF JOINT VENTURE IN THE BIO-
TECHNOLOGY FIELD.

NON SECTORALLY ORIENTED ACTIVITIES

TO HOLD TWO GENERAL SEMINARS ON TRADE AND INVESTMENT. ONE IN DALLAS
MAY 1988 TO REACH A RANGE OF POTENTIAL INVESTORS AND ONE IN ANOTHER
STATE - YET TO BE DETERMINED - PROBABLY KANSAS.

TO RAISE THE PROFILE OF CANADA AS A GOOD
PLACE TO INVEST. TO REACH A RANGE OF
INVESTORS.

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

604 - DALLAS

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

SELECTIVE PURCHASE OF MAILING LISTS OF MAJOR ELECTRONIC AND COMPUTER MANUFACTURERS IN TEXAS; TO BE FOLLOWED BY DIRECT MAILING AND SERIES OF CALLS.
FTA SEMINAR IN MAY 1988 INCLUDED DISPLAYS OF INVESTMENT LITERATURE AND DISPLAYS AND PARTICIPATION BY THE PROVINCES OF ONTARIO, ALBERTA AND QUEBEC.

LETTER DRAFTED. ACTUAL MAILOUT OF "CANADA: ELECTRONICS PRODUCTS FOR WORLD MARKETS" TO 230 U.S. ELECTRONICS MANUFACTURERS IN THE SOUTHWEST OCCURRED IN EARLY JULY.
147 ATTENDEES AT DAY-LONG CONFERENCE.

QUARTER : 2

QUARTER : 3

QUARTER : 4

604 - DALLAS
REPORT #5
88/10/21

ACTIVITIES UNDERTAKEN IN QUARTER
UNITED STATES OF AMERICA
RESULTS REPORTED

REPORT 4A
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88

LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES
WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

POST : 604-DALLAS

- VISIT OF MINISTER MCKNIGHT IN LIEU OF MINISTER MASSE TO OTC.
- SMU SEMINAR ON CANADA - US FREE TRADE (MAY 24/88).
- FTA PRESENTATIONS IN WESTERN CANADA (JUNE/88).
- RECRUITMENT & LIAISON WITH 6 COS FOR SPONSORED TRIP TO WESTERN CDA FARM PROGRESS SHOW (JUNE 88).
- (5) PREPARATION OF LOCAL IMPORT CONTACTS FOR PEAT MARWICK STUDY ON SEVERAL COMMODITY SECTORS.
- (6) POST PROVIDED 2 SPEAKERS, IN ADDITION TO FUNDING 3 ATTENDEES, TO CDN INT'L AUTO SHOW, MTL, APR 17-19/88.
- (7) HOUSTON/DALLAS COMPUTER LAN NETWORK RECONFIGURED; DUN & BRADSTREET DATABASE LOADED ONTO THE TRADE COMPUTER.
- (8) REPORT ON NEW MEXICO NATURAL GAS CONCERN IN RESPONSE TO FREE TRADE AGREEMENT.
- (9) ATTENDED TX INDEPENDENT PRODUCERS & ROYALTY OWNERS ASSOC. ANNUAL CONVENTION TO MONITOR PROTECTIONIST VIEWS OF GAS INDUSTRY.
- (10) CANADA - U.S. CHAMBER OF COMMERCE MEETING/NEW MEXICO.

ANTICIPATED RESULTS

INCREASED SUBCONTRACTING OPPORTUNITIES FOR CANADIAN COMPANIES

ADDITIONAL OPPORTUNITIES FOR CANADIAN PARTICIPATION IN U.S. R & D PROJECTS AND SUBSEQUENT PRODUCTION

10% ADDITIONAL SALES OPPORTUNITIES

OF FIBRE-OPTIC-FIBRE OPTIC NETWORKS WITH US & A NUMBER OF OTHER COUNTRIES IN THE FUTURE DIVISION LISTED UNDER 'CDN' WHICH WOULD BE EXCELLENT FOR EXPORT TO US MARKET FROM CANADA THROUGH THE RECEIVING USER STATES & THE VOID OF THE US MARKET POLICY OF CH FIBRE OPTIC NETWORKS

INCREASED CANADIAN AWARENESS OF MARKET POTENTIAL

WILLIAM BIRKBECK, SENIOR VICE PRESIDENT AND MANAGER OF CANADIAN POLYMER RESEARCH AND DEVELOPMENT IN THE POLYMER INDUSTRY IN CANADA

MEMBER IN CANADA

FIELD OF RESEARCH FROM CANADIAN SUBSIDY-INDUSTRIAL SUBSIDY AND TRADE POLICIES IN REGARD TO INFORMATION RELATING TO CANADA

INITIATION
PLANS FOR USE BY CANADIAN FIRMS IN RESEARCH AND DEVELOPMENT OF POLYMER RESEARCH

ANTICIPATED RESULTS

UNITED STATES OF AMERICA

604-DALLAS

FORCES OF THE US ACTIVITIES AND ANTICIPATED RESULTS IN MISSIONS ABROAD FOR FISCAL YEAR 88

OF THE US ACTIVITIES AND ANTICIPATED RESULTS IN MISSIONS ABROAD FOR FISCAL YEAR 88

FORCES OF THE US ACTIVITIES AND ANTICIPATED RESULTS IN MISSIONS ABROAD FOR FISCAL YEAR 88

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 : 605-DETROIT

008-TRANSPORT SYS, EQUIP, COMP, SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

AUTOMOTIVE

REVIEW AND INTERVIEW AGENTS/REPS FOR THE AUTOMOTIVE SECTOR.

ACQUIRE A "SHORT LIST" OF QUALITY REPRESENTATIVES FOR USE BY CANADIAN FIRMS IN MICHIGAN/INDIANA

DIRECT INVOLVEMENT BY OFFICIALS FROM OTTAWA TO VISIT WITH SENIOR MANAGEMENT OFFICERS OF THE MAJOR AUTOMOTIVE MANUFACTURERS IN OUR TERRITORIES.

DELIVER INFORMATION PERTAINING TO CANADA'S AUTOMOTIVE STRATEGY AND TRADE POLICIES IN LIEU OF LEARNING SAME FROM CANADIAN SUBSIDIARIES.

ISSUANCE OF "AUTOMOTIVE NEWSLETTER" (QUARTERLY) WITH DISTRIBUTION UP TO 600 CANADIAN PARTS AND COMPONENT MANUFACTURERS.

KEEP CANADIAN INDUSTRY ADVISED OF NEW DEVELOPMENTS IN TERRITORY.

ENHANCED LIAISON WITH PARTS MANUFACTURERS, SUPPLIERS AND OEM'S AS WELL AS ASSOCIATIONS WITHIN OUR TERRITORY.

ALLOW U. S. INDUSTRY AN UNDERSTANDING AND KNOWLEDGE OF CANADIAN POLICIES (TRADE) AND AUTOMOTIVE STRATEGIS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 VISITATIONS OF OFFICIALS FM OTTAWA TO SENIOR MANAGEMENT OFFICIALS OF THE AUTO INDUSTRY. ENHANCE LIAISON WITH MAJOR PARTS SUPPLIERS TO AUTO INDUSTRY IN TERRITORY.

DIR. OF GSTM MET W/OFFICIAL OF GM & FORD WHERE POLICY DISCUS'NS REGARDING FREE TRADE & THE AUTO PACT TOOK PLACE. EXCEL. COOP'N & INFO GAINED FROM OEM'S. PART'D IN CORP. LIAISON VISIT W/PRES., CEO OF LIBBEY-OWENS-FORD, AS WELL AS E. V. P. MKTG. /SALE

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

605-DETROIT

WHICH COMBINED PROPOSED RESOURCES DURING THE REPORTING PERIOD
CARRIED OUT THE SELECTED EXPORT PROMOTION ACTIVITIES

88/10/21

VI MISSIONIS VINCENDI LIT. LIBERT. LEVI 88
G.M. (1988) 10/21

REPORT 4
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
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POST :605-DETROIT

004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE TO IDENTIFY AND CULTIVATE KEY CONTACTS AT COMPANIES INVOLVED IN U.S. MILITARY PRODUCTION AT PRIME CONTRACTOR AND MAJOR SUBCONTRACTOR LEVELS, FOR INTRODUCTION TO CANADIAN BUSINESS AND GOVERNMENT REPRESENTATIVES, AS APPROPRIATE.

INCREASED SUBCONTRACTING OPPORTUNITIES FOR CANADIAN COMPANIES.

THROUGH DDSA WORKING GROUP AT TACOM AND CONTACTS AT NAVAL AVIONICS (NAC) AND NAVAL WEAPONS SUPPORT CENTERS (NWSC) IDENTIFY AND RECOMMEND POTENTIAL JOINT DEVELOPMENT PROJECTS.

ADDITIONAL OPPORTUNITIES FOR CANADIAN PARTICIPATION IN U.S. R & D PROJECTS AND SUBSEQUENT PRODUCTION.

WORK CLOSELY WITH COMPETITION ADVOCATES AT TACOM, NAC AND NWSC TO INCREASED AWARENESS OF DDSA, OPSA AND CANADIAN INDUSTRIAL CAPABILITIES.

10% ADDITIONAL SALES OPPORTUNITIES.

ESTABLISHED PROGRAM TO EXHIBIT, ON REGULAR BASIS, CANADIAN VEHICLES, PRODUCTS AND TECHNOLOGY AT TACOM THROUGH COOPERATION OF THE FOREIGN INTELLIGENCE DIVISION.

ENHANCED AWARENESS OF CANADIAN PRODUCTS AND CAPABILITIES. ADDITIONAL JOINT DEVELOPMENT POSSIBILITIES.

DISTRIBUTE POST-PRODUCED PROFILE OF TERRITORY DEFENCE MARKET TO GOVERNMENT AND INDUSTRY IN CANADA.

INCREASED CANADIAN AWARENESS OF MARKET POTENTIAL.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:
RESULTS FOR QUARTER 1, 2, 3, AND 4
WAS REPORTED TO BE COMPLETED BY 1988

REPORT 4
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :605-DETROIT

001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

UPDATE OF DETROIT GROCERY PRODUCT MARKET. PROMOTIVE SECTOR.

EXPECTED TO BE COMPLETED BY FIRST QUARTER 1988.

SEVEN INFORMAL PRESENTATIONS OF FOOD PRODUCTS TO AGENYS, BROKERS, HOTEL FOOD MANAGERS, INCLUDING SEAFOOD WHOLESALERS AND RESTAURANT OWNERS.

INCREASED PROFILE FOR PROCESSED FOODS SECTOR, AND ENTRY OF 8 NEW PRODUCTS INTO MARKET.

WINE PROMOTION AT ANNUAL ASSOCIATED FOOD DEALERS ASSOCIATION IN DETROIT WITH SIMILAR PROGRAM IN INDIANAPOLIS.

3 NEW WINE PRODUCTS INTRODUCED INTO TERRITORY

SOLO FOOD PRESENTATION FEATURING 30 CANADIAN PROCESSED FOOD AND BEVERAGE MANUFACTURERS.

INTRODUCED NEW PRODUCT LINES TO U.S. AGENTS, BROKERS AND WHOSALERS, DISTRIBUTORS, FOOD STORE PURCHASING PERSONNEL IN TERRITORY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

- QUARTER: 1 -----
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

INCREASED PROFILE FOR PROCESSED FOODS SECTOR, AND ENTRY OF 8 NEW PRODUCTS INTO MARKET.

ALL SUB-SECTORS

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST :605-DETROIT

001-AGRI & FOOD PRODUCTS & SERVICE

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FISCAL YEAR 88

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 ORGANIZED 12'X20' BOOTH AT ROBOT 12/VISION '88
TRADE SHOW WITH WIN EXPORT DEMO. TWO CANADIAN
COMPANIES (I-CAM TECHNOLOGIES AND MODULAR VISION
SYSTEMS) COST-SHARED BOOTH AS WELL.

80 REQUESTS FOR TRADE & INVSTMT INFO. WERE
GATHERED. I-CAM GATHERED 70 LEADS WITH THREE
REQUESTS FOR QUOTES. M.V.S. GATHERED OVER 100
LEADS AND HAVE RECEIVED SEVEN REQUESTS FOR
QUOTATIONS SINCE PARTICIPATING.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTER: 5 -----

QUARTER: 6 -----

QUARTER: 7 -----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

WORKING ON THE INDUSTRY
BOOTH STAFF AND LEADER TO MAINTAIN US-TO-DATE INFORMATION BACK-UP
MEET WITH LEADING MEMBERS OF GOVERNMENT AND TRADE ASSOCIATIONS

AND CURRENT ACTIVITIES OF INTEREST IN REGION
RELATIVE TO REGISTRATION ASSOCIATION PROGRAM

ARRIVE OF NEW PC/MC DEVELOPMENT
MACHINE TO MAXIMIZE CURRENT REPRESENTATION - IN EARLY STAGES
CONTACT LEADING DISTRIBUTORS/DEVELOPERS OF LOGICAL EQUIPMENT AND

A NEW APPOINTMENT

PRODUCTS FOR LOGIC DEVELOPMENT
PRODUCTS AND (3) SECONDARY MANUFACTURING EQUIPMENT AND BUILDING
SCHEDULES FOR COMPANIES IN (1) LOGIC & BOARD (2) COMPACT BOARD

\$100,000 IN NEW BUSINESS

WVA

EQUIPMENT AND MACHINERY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

POST : 605-DETROIT

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

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN
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POST : 605-DETROIT

009-FOREST PRODUCTS, EQUIP, SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

EQUIPMENT AND MACHINERY

N/A

CANVAS MAJPR COMPANIES IN (1) PULP & PAPER (2) COMPOSITE WOOD PRODUCTS AND (3) SECONDARY MANUFACTURING FURNITURE AND BUILDING PRODUCTS FOR SALE OPPORTUNITIES.

\$100,000. IN NEW BUSINESS.

CONTACT LEADING DISTRIBUTORS/DEALERS OF FORESTRY EQUIPMENT AND MACHINERY TO MAXIMIZE CANADIAN REPRESENTATION - IN PARTICULAR AREAS OF NEW PLANT DEVELOPMENT.

6 NEW APPOINTMENTS.

MEET WITH LEADING MEMBERS OF GOVERNMENT AND TRADE ASSOCIATIONS BOTH STATE AND FEDERAL TO MAINTAIN UP-TO-DATE INFORMATION BACKGROUND ON THE INDUSTRY.

DETAILS OF LEGISLATION, ASSOCIATION PROGRAMS AND CURRENT ACTIVITIES OF INTEREST IN SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTER: 5 -----

QUARTER: 6 -----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST : 605-DETROIT

009-FOREST PRODUCTS, EQUIP, SERVICES
UNITED STATES OF AMERICA

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

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 : 605-DETROIT

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUE UPGRADING CONTACTS IN RESIDENTIAL AND CONTRACT FURNITURE INDUSTRY.

CONTINUING PROMOTION OF IIDEX. SUCCESSFULLY RECRUITED THREE COMPANIES TO MONTREAL FURNITURE MARKET, TWO NEW TO THE SHOW.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

605 - DETROIT

UNITED STATES OF AMERICA

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

605 - DETROIT

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP.
EXPOSURE TO AUTOMOTIVE SECTOR I.E. INVESTMENT SEMINAR IN REGION
(DETROIT, INDIANAPOLIS).

NEW INVESTMENT ESTABLISHED IN CANADA
(IDENTIFY 2ND TIER SUPPLIERS).

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
CONDUCT INTERVIEWS WITH SENIOR EXECUTIVES OF AUTO INDUSTRY (BOTH PARTS
MANUFACTURERS & ASSEMBLERS) TO SOLICIT THEIR VIEWS & COMMENTS RE TRADE
POLICIES, POTENTIAL IRRITANTS, ETC.

DOCUMENTED REPORTS TO BE FORWARDED TO
OTTAWA REGARDING REACTION FROM INDUSTRY
TOWARDS CANADA.

COMM. & INFORM. EQP. & SERV. ELECTRONIC COMPONENTS
ENCOURAGE POTENTIAL JOINT VENTURES IN CONJUNCTION WITH CANADIAN FORCES
TANK ACQUISITION PLANS AND IN DEVELOPMENT OF ARMORED FAMILY OF VEHIC-
LES FOR USA ARMY.

IDENTIFICATION OF SEVERAL POTENTIAL JOINT
VENTURE ARRANGEMENTS.

COMM. & INFORM. EQP. & SERV. WORKPLACE AUTOMATION
PARTICIPATE IN FOUR DETROIT BASED TRADE SHOWS BY SETTING UP INFORMA-
TION BOOTH IN CONJUNCTION WITH INVESTMENT CANADA PERSONNEL.

IDENTIFY POTENTIAL PROSPECTS & INCREASE
AWARENESS OF NEW DEVELOPMENTS IN AUTO
INDUSTRY IN CANADA.

DEFENCE PROGRAMS, PRODUCTS, SERV. ARMAMENTS & VEHICLES
MAILING CAMPAIGN DIRECTED AT THE COMPUTER AND ELECTRONICS INDUSTRY IN
TERRITORY.

IDENTIFY DIRECT INVESTMENT AND POTENTIAL
JOINT VENTURE PARTNERS.

NON SECTORALLY ORIENTED ACTIVITIES

CONSULTANT'S STUDY AS TO HOW TO EXPAND INVESTMENT IN CANADA OF CROSS-
BORDER INVESTMENT FUND FLOW FROM FINANCIAL INSTITUTIONS IN TERRITORY.

DEVELOPMENT OF AN INVESTMENT DEVELOPMENT
PROGRAM SPECIFICALLY AIMED AT FINANCIAL
INSTITUTIONS IN TERRITORY.

MAINTAIN REGULAR CONTACT WITH LAYERS, ACCOUNTANTS, BROKERS, PORTFOLIO
MANAGERS IN ORDER TO KEEP THEM APPRISED OF CHANGES IN INVESTMENT POLI-
CY.

ENHANCED AWARENESS OF CANADA'S INVESTMENT
CLIMATE & OPPORTUNITIES AVAILABLE TO THEIR
OWN CLIENTS.

CONDUCT SERIES OF INTERVIEWS BETWEEN CORP. SENIOR EXEC. IN TERRITORY AND
HOM/STC TO EXCH. VIEWS RELATING TO TRADE PROM. INDUSTRIAL DEVELOP., BUSI-
NESS STRATEGY, EXPORT ACTIVITIES & OTHER PERTINENT ISSUES.

GATHER MKT INTELLIGENCE WHICH WILL BE FOR-
WARDED TO OTT. & OTHERS AS USEFUL BACKGROU-
ND INFO. IN FORMULATING APPROPRIATE POLICY
TO PROMOTE CDN INTEREST.

REPORT 4A
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
FORECAST OF KEY INVESTMENT

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88

ROAD FOR FY 88
SIGN & ACTUAL PLAN

LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES
WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

POST : 605-DETROIT

WORKED WITH & ASSISTED DRIE/TRNTO (N. BACCHUS) IN R&D PROGR.
UNDERTAKEN BY DIFFRACTO (TIM PRYOR), WINDSOR, IN COOP'N WITH
G. M. WARREN TECH CENTER.
POST PARTICIPATED IN 2-DAY U. S. S. B. A. SPONSORED INT'L TRADE
SEM. DURING U. S. EXPORT TRADE WEEK. POST MAINTAINED BOOTH TO
DISSEMINATE INFO ON F. T. A. IN ADD'N, HOM PARTICIPATED AS KEY-
NOTE SPEAKER WITH U. S. TRADE AMBASSADOR PETER MURPHY & OUT-
LINED MERITS OF F. T. A. S. T. C. WAS KEYNOTE LUNCHEON SPEAK-
ER AT INTL BUS. FORUM SPONSORED BY ST. CLAIR COMMUNITY, PORT
HURON, MI. S. T. C. ALSO CHAIRED PANEL DISCUSSION REGARDING
MECHANICS OF DOING BUS. W/CDA UTILIZING LOCAL BUS. PEOPLE
W/EXPERTISE IN CDA/U. S. TRADE. SUCCESSFULLY RECRUITED TWO
FIRST TIME ATTENDEES TO WESTERN CDA FARM PROGRESS SHOW.
ATTENDED AIA SHOW (AFTERMARKET) IN MTL & HOSTED 2 BUYERS TO
SHOW. PARTICIPATED IN HOSTING FREE TRADE SEM. (MAY 9) &
FIELDING MANY QUESTIONS RE AUTO SECTOR.
ASSISTED GOVT OF ONT. IN 2 INVSTMT SEM. (1) GRAND RAPIDS
(2) SAGINAW.
PARTICIPATED IN CROSS-CDA FREE TRADE CONFERENCES WITH PRE-
SENTATIONS GIVEN IN LDN, KITCHENER AND ST. CATHARINES.

DEFENCE PROGRAMS, EMPLOYEES SERV. ARRANGEMENTS & VEHICLES
GOVERNMENTING CAMPAIGN CONDUCTED AT THE COMPUTER AND ELECTRONICS INDUSTRY IN
TERRITORY.

NON SECTORAL/ACTIVITIES

CONDUCTED A SERIES OF INTERVIEWS WITH SENIOR EXEC IN TERRITORY AND
REPORTED TO EXCH VIEWS RELATING TO TRADE FROM INDUSTRIAL DEVELOP, BUSI-
NESS STRATEGY, EXPORT, ACQUISITION & OTHER PERTINENT ISSUES.

MAINTAIN REGULAR CONTACT WITH LAYERS, ACCOUNTANTS, BROKERS, PORTFOLIO
MANAGERS, INVESTMENT CONSULTANTS WHO DEAL WITH RELEVANT
INVESTMENT BEHAVIOR IN INDUSTRY IN TERRITORY

CONDUCTED A SERIES OF INTERVIEWS BETWEEN CDA SENIOR EXEC IN TERRITORY AND
REPORTED TO EXCH VIEWS RELATING TO TRADE FROM INDUSTRIAL DEVELOP, BUSI-
NESS STRATEGY, EXPORT, ACQUISITION & OTHER PERTINENT ISSUES.

INVESTMENT ESTABLISHED IN CANADA
(BUYER AND TIER SUPPLIERS)

REPORTED RESULTS TO BE FORWARDED TO
INDUSTRY REACTION FROM INDUSTRY

IDENTIFICATION OF SEVERAL POTENTIAL JOINT
VENTURE PARTNERS

IDENTIFY POTENTIAL PROSPECTS & INITIAL
PHASES OF NEW DEVELOPMENTS IN AUTO
INDUSTRY IN CANADA.

IDENTIFY DIRECT INVESTMENT AND POTENTIAL
JOINT VENTURE PARTNERS

DEVELOPMENT OF AN INVESTMENT DEVELOPMENT
PROGRAM SPECIFICALLY AIMED AT FINANCIAL
INSTITUTIONS IN TERRITORY.

DEVELOPMENT COMMISSIONERS
RELEVANT TO CDA & ON REGIONAL INVESTMENT
INDUSTRY IN TERRITORY. THE STRONGEST & MOST ACTIVE INVESTMENT
INDIVIDUALS IN CDA EXCELLENCE TOWER WERE RECRUITED
RE INTO GO GOAL WERE IN VICTORY VI BEHAVIOR IN

GATHER NXT INTELLIGENCE WHICH WILL BE FOR-
WARDED TO CDA & OTHERS AS USEFUL BACKGROUN-
D INFO FOR CONSIDERING APPROPRIATE POLICY
TO PROMOTE CDA INTEREST.

605 - DETROIT

88/10/21
88/10/21

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 : 606-LOS ANGELES

008-TRANSPORT SYS, EQUIP, COMP, SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 BUYERS' MISSION TO CDN INTERNATIONAL AUTOMOTIVE SHOW, MONTREAL, APRIL 17-19/88.

INTRODUCED 3 AUTOMOTIVE AFTERMARKET REPS/DISTRIBUTORS TO CDN MFTRS. THEY MADE CONTACT WITH MFTRS AND ARE PRESENTLY NEGOTIATING WITH APPROX 10 CDN COMPANIES.

QUARTER: 2 -----

INCREASE CANADIAN AWARENESS OF US CONTRACTS

QUARTER: 3 -----

INCREASE US AWARENESS OF CANADIAN EXPORTERS

QUARTER: 4 -----

INCREASE CANADIAN AWARENESS OF US CONTRACTS

INCREASE US AWARENESS OF CANADIAN EXPORTERS

INCREASE CANADIAN AWARENESS OF US CONTRACTS

INCREASE US AWARENESS OF CANADIAN EXPORTERS

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INCREASE US AWARENESS OF CANADIAN EXPORTERS

INCREASE CANADIAN AWARENESS OF US CONTRACTS

INCREASE US AWARENESS OF CANADIAN EXPORTERS

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST : 606-LOS ANGELES

UNITED STATES OF AMERICA
008-TRANSPORT SYS, EQUIP, COMP, SERV.

REPORT 4

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN
AT MISSIONS ABROAD FOR FISCAL YEAR 88
QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM

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 : 606-LOS ANGELES

004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

| | | |
|------------|---|--|
| TRACKING: | ACTIVITIES UNDERTAKEN IN QUARTER: | QUARTERLY RESULTS REPORTED: |
| QUARTER: 1 | OUTGOING DEFENSE PRODUCTS TRADE MISSION TO SAN DIEGO AND PHOENIX DURING AIR/SPACE AMERICA. INCOMING U. S. TRADE MISSION TO VANCOUVER - EBCO AEROSPACE OPEN HOUSE. | 15 NEW BUYING CONNECTIONS. 3 MAJOR NEW BUYING CONNECTIONS FOR CANADIAN FIRMS. |

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTER: 1 -----

QUARTER: 2 -----

1,903,000
 PROTECTED PURCHASES BY THE STATES TRILLED THE
 807,748 OF DIVERS
 6,071,988 BEING LIND IN SEVEN HUNDRED THOUSAND
 SUCCESSFUL PARTICIPATION ON THE PART OF 43 CON

ASIA
 WIMMEL' BELEGO MORE CONTACTS WITH THE IND-
 TO MAINTAIN KNOWLEDGE OF NEW PRODUCTS IN THE

ANTICIPATED RESULTS:

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

POST : 606-LOS ANGELES

004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

REPORT 4

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN
 AT MISSIONS ABROAD FOR FISCAL YEAR 88
 QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM

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 : 606-LOS ANGELES

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ATTENDANCE OF TRADE FAIRS AND BOATING EVENTS.

TO MAINTAIN KNOWLEDGE OF NEW PRODUCTS IN THE MARKET. DEVELOP MORE CONTACTS WITHIN THE INDUSTRY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 AMERICAN BOOKSELLERS ASSOCIATION CONVENTION EXHIBIT.

SUCCESSFUL PARTICIPATION ON THE PART OF 43 CDN PUBLISHERS RESULTING IN SEVERAL HUNDRED THOUSAND DOLLARS OF ORDERS.

QUARTER: 1 MONTREAL FURNITURE SHOW - INCOMING BUYERS.

PROJECTED PURCHASES BY THE BUYERS INVITED ARE 1,605,000.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

UNITED STATES OF AMERICA
004-DEFENSE PRODUCTS
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN
AT MISSIONS ABROAD FOR FISCAL YEAR 88
EXPORT PROMOTION PROGRAM

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 : 606-LOS ANGELES

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

| | | |
|-----------|--|--|
| PLANNING: | ACTIVITIES PROPOSED IN POST PLAN: | ANTICIPATED RESULTS: |
| | MARKET REPORT ON VERTICAL SOFTWARE. | |
| | REPORT ON OS/2 ADOPTION IN S. CALIFORNIA | INFORMATION ON OS/2 ADOPTION TO BETTER TARGET BUSINESS ACTIVITY. |

| | | |
|------------|-----------------------------------|-----------------------------|
| TRACKING: | ACTIVITIES UNDERTAKEN IN QUARTER: | QUARTERLY RESULTS REPORTED: |
| QUARTER: 1 | ----- | |
| QUARTER: 2 | ----- | |
| QUARTER: 3 | ----- | |
| QUARTER: 4 | ----- | |

606 - LOS ANGELES

ACTIVITIES UNDERTAKEN IN POST PLAN

UNITED STATES OF AMERICA

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

606 - LOS ANGELES

UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN ANTICIPATED RESULTS

| | | |
|---|----------------------------------|---|
| COMM. & INFORM. EQP. & SERV | ALL SUB-SECTORS | |
| IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLIGENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS). | | IDENTIFY INTEREST IN INVESTING IN CANADA. |
| DEFENCE PROGRAMS, PRODUCTS, SERV | ALL SUB-SECTORS | |
| IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLIGENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS). | | IDENTIFY INTEREST IN INVESTING IN CANADA. |
| ELECTRONICS EQUIP. & SERV | ALL SUB-SECTORS | |
| IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLIGENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS). | | IDENTIFY INTEREST IN INVESTING IN CANADA. |
| EDUCATION, MEDICAL, HEALTH PROD | ALL SUB-SECTORS | |
| IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLIGENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS). | | IDENTIFY INTEREST IN INVESTING IN CANADA. |
| INDUSTRIAL MACHIN, PLANTS, SERV. | MANUFACT & MATERIAL PLANT, EQP. | |
| IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLIGENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS). | | IDENTIFY INTEREST IN INVESTING IN CANADA. |
| PETROCHEM & CHEM PROD, EQP, SERV | PLASTICS PRODUCTS, EQUIP, SERVIC | |
| IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLIGENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS). | | IDENTIFY INTEREST IN INVESTING IN CANADA. |
| NON SECTORALLY ORIENTED ACTIVITIES | | |
| TAX REFORM - BRIEFING OF INVESTMENT INTERMEDIARIES AT TIME OF LEGISLATION. | | BETTER APPRECIATION BY PROSPECTIVE INVESTORS OF CDN BUSINESS CLIMATE. |
| VIP VISITS - E. G. HON. DONALD MACDONALD | | BETTER APPRECIATION BY PROSPECTIVE INVESTORS OF CDN BUSINESS CLIMATE. |

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

REPORT #5
88/10/21

606 - LOS ANGELES

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER RESULTS REPORTED

QUARTER : 1

"PARTNERS IN PROSPERITY" RECEPTION WITH PEAT MARWICK - ORANGE COUNTY.
"PARTNERS IN PROSPERITY" SEMINAR - PHOENIX, ARIZONA.
"PARTNERS IN PROSPERITY" RECEPTION - TUCSON, ARIZONA.

MADE DIRECT CONTACT WITH 17 NEW PROSPECTIVE INVSTRS & STRENGTHENED TIES TO FACILITATORS IN ORANGE COUNTY FINAN'L COMMUNITY. MADE OR IMPROVED CONTACTS WITH 40 COS IN THE METRO. PHOENIX AREA AS WELL AS WITH STATE & LOCAL OFFICIALS, THE ACADEMIC COMMUNITY, INVSTMT ADVISORS ETC. A GOOD EX. OF COOP'N W/POST PUBLIS AFFAIRS PROG. RECEP'N BEFORE 1ST TUCSON INTL TRADE FAIR PROVIDED DIRECT CONTACT W/30 FIRMS, IN WHICH CAN BE ADDED 10 WHO MADE CONTACT THROUGH OUR BOOTH

QUARTER : 2

QUARTER : 3

QUARTER : 4

REPORT 4A
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88

LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES
WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

POST : 606-LOS ANGELES

PARTICIPATION OF THE DEPUTY CONSUL GENERAL IN FREE TRADE
BUSINESS OPPORTUNITY CONFERENCES IN VANCOUVER, EDMONTON,
MONTREAL AND TORONTO.
VISIT OF PREMIER GRANT DEVINE OF SASKATCHEWAN - PHOENIX,
MAY 12 IN CONJUNCTION WITH PARTNERS IN PROSPERITY SEMINAR.
SPEECH TO CAL STATE FULLERTON ON CANADA-U. S. RELATIONS.

ELECTRONICS EQUIP. & SERV. ALL SUB-SECTORS
IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLI-
GENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS)

EDUCATION, MEDICAL, HEALTH PROD. ALL SUB-SECTORS
IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLI-
GENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS)

INDUSTRIAL MACHIN. PLANTS, SERV. MANUFACT & MATERIAL PLANT, ESP.
IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLI-
GENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS)

PETROCHEM & CHEM PROD-ESP, SERV. PLASTICS PRODUCTS, EQUIP, SERVICE
IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLI-
GENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS)

VIP VISITS - E.G. NON DONALD McDONALD
ACTIVITIES UNDERWAY IN GUYANA

IDENTIFY INTEREST IN INVESTING IN CANADA

IDENTIFY INTEREST IN INVESTING IN CANADA

IDENTIFY INTEREST IN INVESTING IN CANADA

IDENTIFY INTEREST IN INVESTING IN CANADA

IDENTIFY INTEREST IN INVESTING IN CANADA

BETTER APPRECIATION BY PROSPECTIVE INVEST-
ORS OF CANADIAN BUSINESS CLIMATE

POST : 606-LOS ANGELES

UNITED STATES OF AMERICA

EXPORT PROMOTION PROGRAM REPORT OF INVESTMENT ACTIVITIES AND RESULTS
FOR THE QUARTER ENDED 30 SEPTEMBER 1988

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 :618-MINNEAPOLIS

001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

IN COOPERATION WITH WESTERN CDN. DRIE OFFICES, DEVELOP EDUCATIO-
NAL SEMINARS/NEBS MISSIONS FOR PROSPECTIVE FOOD PRODUCTS EXPORT-
ERS.

EXPLORE POSSIBILITIES OF FOOD SALES TO MILITARY THROUGH SUPER
VALU DISTRIBUTION SYSTEM.

AGRICULTURE MACH, EQUIP, TOOLS

FARM EQUIPMENT SEMINAR MINOT, NORTH DAKOTA, JAN'88.

ANTICIPATED RESULTS:

ENHANCED EXPORT READINESS FOR SMALL MANUFAC-
TURERS.

MARKET PENETRATION.

INCREASED EFFECTIVENESS OF FARM EQUIPMENT
MANUFACTURERS PARTICIPATION IN THE NORTH
DAKOTA MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ORGANIZATION OF SOLO FOOD AND BEVERAGE SHOW,
APRIL 19, 1988.
PLANNING AND RECRUITMENT FOR HUSKER HARVEST
DAYS, SEPTEMBER 13-15, 1988.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

41 CANADIAN FIRM PARTICIPATED, ESTIMATED SALES
\$2 MILLION.
13 PARTICIPANTS HAVE BEEN RECRUITED TO DATE.

POST : 618-MINNEAPOLIS

UNITED STATES OF AMERICA

REPORT 4

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

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 : 618-MINNEAPOLIS

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

FOLLOW UP WITH 1987 FESTIVAL OF CDN. FASHION WITH DIRECT MAIL CAMPAIGN TO KEY CLOTHING BUYERS AND SHOW F. O. C. F. VIDEOTAPE.

INCREASE BUYER AWARENESS OF CDN. FASHION.

CANADIAN FASHION IN-STORE PROMOTION AT CEDRIC'S (OCT. 15 THROUGH NOV. 15, 1987).

PROMOTE SALES OF CDN. FASHION AND FURS TO CONSUMERS.

RECRUIT BUYERS FOR 1988 FESTIVAL OF CANADIAN FASHION (TORONTO, MARCH, 1988).

PROMOTE SALES OF CDN. CLOTHING (ESPECIALLY "DESIGNER" FASHION).

WORK IN COOPERATION WITH NY CONGEN TO INFORM KEY BUYERS IN MNPLS. TERRITORY OF CDN. SHOWROOMS AND REPS BASED IN NY.

EXPAND MARKETING RANGE FOR CDN. CLOTHING EXPORTERS. PROMOTE SALES OF CDN. FASHION.

ASSESS FEASIBILITY OF APPAREL NEBS MISSIONS AND CDN. FASHION EXHIBIT AT CONSULATE.

PROVIDE CDN. CLOTHING MFCTRS. WITH MULTIPLE WAYS TO START EXPORTING.

GENERATE DIRECTORY OF RETAILERS IN MNPLS. POST TERRITORY.

PROVIDE LIST TO DISTRIBUTE TO CDN. MFCTRS. LOOKING TO SELL IN TERRITORY. ALSO, USE FOR TARGETED MAILINGS BY POST.

LEISURE PROD. TOOLS HARDWARE

DIRECT MAIN CAMPAIGN TO KEY HARDWARE BUYERS TO PROMOTE CDN. HARDWARE TRADE SHOW IN TORONTO (FEB. 1988)

PROMOTE EXPOSURE AND SALES OF CDN. HARDWARE PRODUCTS TO LOCAL TRADE.

DIRECT MAIL/TELEPHONE CAMPAIGN TO KEY SPORTING GOODS BUYERS TO PROMOTE CSGA SHOW (MONTREAL, FEB. 1988). ALSO RECRUIT BUYERS FOR INCOMING MISSION.

INCREASE SALES OF CDN. SPORTING GOODS RELATED PRODUCTS IN POST TERRITORY.

COMPILE DIRECTORY OF HARDWARE RETAILERS IN POST TERRITORY.

SINGLE SOURCE OF REFERENCE FOR POST'S USE AS WELL AS THAT OF NEW AND ESTABLISHED CDN. EXPORTERS.

MEET INDIVIDUALLY OR AS A GROUP WITH HARDWARE/HOUSEWARE KEY CONTACTS (REPS AND BUYERS) TO ACCESS MOST EFFECTIVE METHOD OF REACHING THE LOCAL TRADE.

WILL TREMENDOUSLY HELP OUR EFFORTS IN PLANNING HARDWARE/BUILDING PRODUCTS REP LOCATOR.

FURNITURE & APPLIANCES

IN COLLABORATION WITH THE WINNIPEG FURNT. WEST ORGAN., DEVELOP A COMPREHENSIVE PROG. TO ADVANCE THE EXPORT READINESS OF WESTERN CDN. RESIDENTIAL FURNT. MFGRS. OVER THE NEXT 5 YRS. TO INCLUDE SURVEYS, SEMINARS, NEBS MISS., INCOMING BUYERS, TRADE SHOWS.

ENHANCED COMPETITIVENESS, PENETRATION OF NW U. S. MARKET.

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 : 618-MINNEAPOLIS

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

HIGH PROFILE GALA EVENT FOR MPLS. AREA INTERIOR DESIGNERS PRIOR TO NEOCON TRADE SHOW.

INCREASED VISIBILITY FOR CDN. MANUFACTURERS AT NEOCDN AND IN LOCAL DESIGN COMMUNITY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 RECRUIT BUYERS FOR MTL FURNITURE SHOW, JUNE 89. COMPILER DIRECTORY OF HARDWARE RETAILERS. MEET WITH KEY HARDWARE CONTACTS TO PLAN LOCAL VENUE FOR CDN MARKETING. GENERATE DIRECTORY OF APPAREL RETAILERS IN TERRITORY.

RECRUITED BUYERS FOR MTL FURN. SHOW. COMPILED DIRECTORY OF HARDWARE/BLDG. PRODS RETAILERS IN TERRITORY & MET W/KEY CONTACTS TO PLAN SOLO SHOW ADDED CHILDREN'S CLOTHING & FURRIERS TO DIRECTORY OF LOCAL APPAREL RETAILERS.

QUARTER: 2 -----

QUARTERLY RESULTS REPORTED:

QUARTER: 3 -----

SUCCESSFULLY RECRUITED 12 PROCUREMENT AND ENGINEERING PERSONNEL FROM PNC CORP., HONEYWELL, ROCKWELL INTL (COLLINS RADIO DIV.), AND UNITED TECHNOLOGIES. MET WITH KEY CONTACTS TO PLAN SOLO SHOW ADDED CHILDREN'S CLOTHING & FURRIERS TO DIRECTORY OF LOCAL APPAREL RETAILERS.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

INCREASED NUMBER OF COMPANIES BEING VISITED
INCREASING CANADIAN FINES
INCREASED THE NUMBER OF SALES REPRESENTATIVES
TO OBTAIN COMPETITIVE BIDDERS
SALES REPRESENTATIVES TO INCREASE BUSINESS AND FINES
INTRODUCE CDN VENDORS TO THE TERRITORY

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 : 618-MINNEAPOLIS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

DEVELOP TRADE INFORMATION MAILING ON REGULAR PERIODIC BASIS USING "NEWSLETTER" FORMAT.

INTRODUCE CDN VENDORS AS AN OPPORTUNITY FOR SALES REPS. TO INCREASE BUSINESS AND FIRMS TO OBTAIN COMPETITIVE SOURCES.

HOLD SALES REPRESENTATIVE CONFERENCE IN IOWA AND NEBRASKA.

INCREASE THE NUMBER OF SALES REPS/AGENTS CARRYING CANADIAN LINES.

DEVELOP SEMINAR ON UTILIZING CANADIAN SOURCES FOR PRESENTATION TO TWIN CITY PURCHASING MGMT. ASSOC.

INCREASE NUMBER OF COMPANIES USING CANADIAN SOURCING.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 COORDINATE CANADIAN EXHIBIT AT MIDWEST ELECTRONICS EXPO '88, MAY 4 - 5, 1988.

12 CDN COS EXHIBITED, PLUS AN INFO BOOTH. HOSTED BREAKFAST ATTENDED BY MANUF. REPS. & CANADIAN EXHIBITORS. NEGOTIA'NS STARTED FOR 3 REP AGREEMENTS. ON-SITE SALES OF ABOUT \$20,000 (U. S.).

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

MEET INDIVIDUALLY OR AS A GROUP WITH HARDWARE/HOUSEWARE KEY CONTACTS (REPS AND BUYERS) TO ACCESS MOST EFFECTIVE METHOD OF REACHING THE LOCAL TRADE.

WILL PROBABLY HELP OUR EFFORTS IN PLANNING HARDWARE/BUILDING PRODUCTS REP LOCATOR.

COOPERATION WITH THE WINNIPEG FURNITURE WEST ORGAN. DEVELOP A COMPREHENSIVE PROG. TO ASSESS THE EXPORT READINESS OF WESTERN CAN. RESIDENTIAL PLANNING NUMBER OF BUYERS TO INCLUDE SURVEYS, SEMINARS, NEWS PESS., INCLUDING BUYERS, TRADE SHOWS.

ENHANCED COMPETITIVENESS. PENETRATION OF U.S. MARKET.

618-MINNEAPOLIS

005-COMM. & INFORM. EQP. & SERV

88/10/21

UNITED STATES OF AMERICA

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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 : 618-MINNEAPOLIS

004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

| PLANNING: | ACTIVITIES PROPOSED IN POST PLAN: | ANTICIPATED RESULTS: |
|-------------------------|--|--|
| ELECTRICAL & ELECTRONIC | | |
| | PREPARE SURVEY OF OPPORTUNITIES AT DEFENCE COMPANIES IN SECTOR/ SUB-SECTOR. | DEVELOP INCREASED INTEREST AND NUMBER OF CDN FIRMS CONTACTING DEFENCE CONTRACTORS IN TERRITORY. |
| | HOLD PROCUREMENT SEMINAR FOR HONEYWELL DEFENCE PRODUCTS DIVISION. | CURRENT DISCUSSIONS INDICATE A PREFERENCE BY HONEYWELL FOR AN INCOMING MISSION WHICH WILL ID ADDITIONAL QUALIFIED VENDORS. |
| | CONDUCT CORPORATE LIAISON TYPE CALLS WITH PRIME CONTRACTORS AND SUB CONTRACTORS IN TERRITORY. | INCREASE AWARENESS OF DEFENCE CONTRACTORS IN CANADIAN CAPABILITIES FOR THE SECTOR. |

| TRACKING: | ACTIVITIES UNDERTAKEN IN QUARTER: | QUARTERLY RESULTS REPORTED: |
|------------|---|---|
| QUARTER: 1 | RECRUIT FOR SUBCONTRACTING CONFERENCE II, TORONTO, ONTARIO, MAY 17-18, 1988. | SUCCESSFULLY RECRUITED 12 PROCUREMENT AND ENGINEERING PERSONNEL FM FMC CORP., HONEYWELL, ROCKWELL INTL. (COLLINS RADIO DIV.), AND UNISYS. FOLLOW-UP DISCUSSION WITH CONTACTS INDICATE CONFERENCE II WAS A SUCCESS. |
| QUARTER: 2 | ----- | |
| QUARTER: 3 | ----- | |
| QUARTER: 4 | ----- | |

PLANNING: ACTIVITIES PROPOSED IN POST PLAN

POST - MINNEAPOLIS

UNITED STATES OF AMERICA

FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

618 - MINNEAPOLIS

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV HOSP. & MEDICAL EQUIP, INSTRUM.
FOLLOW-UP ON LEADS RESULTING FROM INDUSTRY VISITS, DIRECT MAIL CAM-
PAIGN AND MEDICAL ALLEY MEETING & RECEPTION HELD NOV. 12, 1987 AT
CONSULATE.

5-10 SERIOUS INVESTMENT OR TECHNOLOGY
TRANSFER INQUIRIES.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
FOLLOW-UP ON LEADS RESULTING FROM INDUSTRY VISITS, DIRECT MAIL CAM-
PAIGN AND MEDICAL ALLEY MEETING & RECEPTION HELD NOV. 12, 1987 AT
CONSULATE.

5-10 SERIOUS INVESTMENT OR TECHNOLOGY
TRANSFER INQUIRIES.

COMM. & INFORM. EQP. & SERV COMPUTERS, SOFTWARE & SYSTEMS
ONE ON ONE INTERVIEWS WITH POTENTIAL INVESTORS. FOLLOW-UP ON LEADS
DEVELOPED THROUGH CURRENT DRIE U. S. ELECTRONICS MEDIA CAMPAIGN AND
WITH HIGH TECH SEMINAR SCHEDULED FOR MARCH '89.

5 SERIOUS INVESTMENT INQUIRIES.

AGRI & FOOD PRODUCTS & SERVICE SEMI & PROCESSED FOOD & DRINK
PURCHASE OF AGRI-BUSINESS MARKETING LIST FOLLOWED BY: 1. DIRECT MAIL
CAMPAIGN AND 2. CALLS ON COMPANIES RESPONDING POSITIVELY TO CAMPAIGN.

10-15 SERIOUS INVESTMENT INQUIRIES.

AGRI & FOOD PRODUCTS & SERVICE FEED, FERTILIZER & VET PRODUCTS
PURCHASE OF AGRI-BUSINESS MARKETING LIST FOLLOWED BY: 1. DIRECT MAIL
CAMPAIGN AND 2. CALLS ON COMPANIES RESPONDING POSITIVELY TO CAMPAIGN.

10-15 SERIOUS INVESTMENT INQUIRIES.

NON SECTORALLY ORIENTED ACTIVITIES

FOLLOW-UP ON LEGAL/FINANCIAL/BANKING CONTRACTS ESTABLISHED AT INVEST-
MENT SEMINAR SCHEDULED SPECIFICALLY FOR THESE PROFESSIONS IN MARCH
1988.

IMPROVE KNOWLEDGE BASE OF PROFESSIONALS
ADVISING COMPANIES ON INVESTMENT DECISIONS

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

UNITED STATES OF AMERICA

618 - MINNEAPOLIS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

FOLLOW-UP ON HEALTH CARE DIRECT MAIL CAMPAIGN.
DOING BUSINESS WITH CANADA SEMINARS, SIOUX CITY,
IOWA AND DAVENPORT, IOWA MAY 24 & 26, 1988.
AGRI-BUSINESS DIRECT MAIL CAMPAIGN.

RESULTS DISAPPOINTING. ONLY 2 GOOD LEADS
DEVELOPED TO DATE.
SUCCESSFUL EVENTS; SEVERAL PROMISSING LEADS
DEVELOPED; EXCELLENT CONTACTS ESTABLISHED.
POSTPONED AGAIN PENDING RECEIPT OF D. R. I. E.
PUBLICATION.

QUARTER : 2

QUARTER : 3

QUARTER : 4

TO INCREASE CANADIAN PRESENCE IN NEARBY AND
SURROUNDING AREAS.
TO INTRODUCE A MINIMUM OF 25 FIRMS TO
MILITARY SALES SYSTEMS.
TO INTRODUCE AS MANY NEW FIRMS AS POSSIBLE TO
THE FOOD SERVICE OR INSTITUTIONAL MARKET IN
OUR AREA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

QUARTERLY RESULTS REPORTED

QUARTER : 1
QUARTER : 2
QUARTER : 3
QUARTER : 4

PRODUCED THROUGHOUT THE QUARTER
MAINTAINED VI V HIGH LEVEL & CONTINUED SIGNIFICANT POSITIVE
RESULTS FOR OVERSEAS AND MEXICO INITIATIVES ON THE L I V
WAVE 57
L I V CONFERENCE IN EVANSTON ILLINOIS ST AND IN MINNEAPOLIS

WHICH COMBINED OVERSEAS RESULTS DURING THE REPORTING PERIOD
LISTED BELOW ARE THE SPECIFIC AND/OR ORGANIZED ACTIVITIES

AT MISSIONS ABROAD FOR FISCAL YEAR 88
ON MAY 24 AND 26, 1988 IN SIOUX CITY AND DAVENPORT, IOWA

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REPORT 4A
89/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88

LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES
WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

POST : 618-MINNEAPOLIS

F. T. A. CONFERENCE IN SASKATOON JUNE 21 AND IN WINNIPEG
JUNE 24.
REQUESTS FOR SPEECHES AND MEDIA INTERVIEWS ON THE F. T. A.
REMAINED AT A HIGH LEVEL & CONSUMED SIGNIFICANT POST
RESOURCES THROUGHOUT THE QUARTER.

3-10 SERIOUS INVESTMENT OR TECHNOLOGY
TRANSFER INQUIRIES.

3-10 SERIOUS INVESTMENT OR TECHNOLOGY
TRANSFER INQUIRIES.

5 SERIOUS INVESTMENT INQUIRIES

10-15 SERIOUS INVESTMENT INQUIRIES

10-15 SERIOUS INVESTMENT INQUIRIES

NON-BUSINESS ORIENTED ACTIVITIES:

FOLLOW-UP ON LEGAL/FINANCIAL/BANKING CONTRACTS ESTABLISHED AT INVESTOR-
MEET SEMINAR SCHEDULED SPECIFICALLY FOR THESE PROFESSIONALS IN MARCH
1988

IMPROVE KNOWLEDGE BASE OF PROFESSIONALS
ADVISING COMPANIES ON INVESTMENT DECISIONS

AGRI-BUSINESS DIRECT MAIL CAMPAIGN
1000 AND BUSINESS LIST FOR APRIL 24 & 27 1988
AGRI-BUSINESS WITH COMPANY MEMBERSHIP SIGNUP CALL
LONDON-06 ON NEW IN COME DIRECT MAIL CAMPAIGN

IMPLEMENTED VOYIN LENDING RECEIPT OF D B T F
DELETED EXCEPTED CONTACTS ESTABLISHED
SUCCESSFULLY EARLIER SELEBY PROMISING FEEDS
DELETED TO DATE
RESULTS DISAPPOINTING ONLY 3 GOOD FEEDS

TRACKING: ACTIVITIES DESCRIBED IN QUARTERLY REPORT

RESULTS REPORTED

POST - MINNEAPOLIS

UNITED STATES OF AMERICA

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 :608-NEW YORK, CONSULATE GENERAL

001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

TAP HAS DECIDED TO CONTINUE BUYER IDENTIFICATION PROGRAM.

OUR BASIS OF CURRENT PROGRAM EXPECT 50 TO 75 FOOD VENDORS WILL HAVE PROSPECTIVE DIRECT BUYERS IDENTIFIED TO THEM.

WE WISH TO UNDERTAKE AN IDENTIFICATION SURVEY OF FOOD BROKERS AT SOUTHERN NEW JERSEY WHICH FALLS TO US WITH THE CLOSING OF PHILADELPHIA.

SUFFICIENT INTEREST WILL PROMPT ORGANIZATION OF FOOD SHOWING IMPORTANT ATLANTIC CITY MARKET POSSIBILITY IN CONJUNCTION WITH PROVINCES.

FOLLOW-UP WITH CANADIAN EXHIBITORS FROM 87 ALBANY SOLO FOOD SHOW.

TO INCREASE CANADIAN PRESENCE IN ALBANY AND SURROUNDING AREAS.

US MILITARY MARKET FOR FOODSTUFF IS VIRTUALLY BILLION OF \$'S AND GO AFTER THE MILITARY MARKET FOR FOODSTUFF THROUGH ESTABLISHMENT OF CONTACTS AND IDENTIFICATION OF SPECIALISTS FOR THIS AREA.

TO INTRODUCE A MINIMUM OF 25 FIRMS TO MILITARY SALES SYSTEMS.

CONCENTRATED EFFORT IN THE FOOD SERVICE PRODUCTS AREA ESPECIALLY TO DETERMINE THE POTENTIAL FOR CANADIAN COMPANIES.

TO INTRODUCE AS MANY NEW FIRMS AS POSSIBLE TO THE FOOD SERVICE OR INSTITUTIONAL MARKET IN OUR AREA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

- QUARTER: 1 -----
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:
INTRODUCTION OF CANADIAN COMPANIES TO KEY CONTACTS IN CONJUNCTION WITH BROKERS OF FOOD SHOWING THROUGH ATLANTIC CITY MARKET
CANADIAN COMPANIES WITH APPROPRIATE TECHNICAL SUPPORT WILL BE PLACED TO RECEIVE BIDDING FOR FOOD SERVICE PRODUCTS THROUGH THE DIRECT TO CONTACT MARKET IN ALBANY AND SURROUNDING AREAS IN 5 YEARS PERIOD

IDENTIFICATION OF NEW CANADIAN COMPANIES WITH CAPABILITIES TO SUPPLY OUR MILITARY MARKET'S & D PROJECTS.

MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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 : 608-NEW YORK, CONSULATE GENERAL

002-FISHERIES, SEA PRODUCTS & SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

TAP HAS DECIDED TO CONTINUE BUYER IDENTIFICATION PROGRAM.
SCHEDULE CALLS UPON PROSPECTIVE OUTLETS FOR REPRESENTATION.

OUR BASIS OF CURRENT PROGRAM EXPECT 50 TO 75
FOOD VENDORS WILL HAVE PROSPECTIVE DIRECT BU-
YERS IDENTIFIED TO THEM. TO OBTAIN ADDITIONAL
SALES VOLUME.

WE WISH TO UNDERTAKE AN IDENTIFICATION SURVEY OF FOOD BROKERS AT
SOUTHERN NEW JERSEY WHICH FALLS TO US WITH THE CLOSING OF PHILAD-
ELPHIA.

SUFFICIENT INTEREST WILL PROMPT ORGANIZATION
OF FOOD SHOW IN IMPORTANT ATLANTIC CITY MARKET
POSSIBILITY IN CONJUNCTION WITH PROVINCES.

OUR FISHERIES RECEPTION IS TO BE CONTINUED EVERY OTHER YEAR
AND IS TO BE PROVINCIALLY FUNDED.

INTRODUCE 5 NEW PRODUCERS TO 10-15 NEW BROKER
/WHOLESALERS.

US MILITARY MARKET FOR FOODSTUFF IS VIRTUALLY BILLIONS OF \$'S.
THERE IS A RIGID PROCUREMENT PROCESS.

INTRODUCE A MINIMUM OF 25 FIRMS TO MILITARY
SALES SYSTEMS.

WIDE ETHNIC MIXTURE COULD PROVIDE OPPORTUNITIES FOR UNDER-
UTILIZED SPECIES FROM CDA. PLAN A SURVEY OF FISH BROKERS TO
IDENTIFY DESIRABLE BUT HITHERTO NOT OFFERED CANADIAN SPECIES.

VERY DIFFICULT TO DETERMINE

EXPLORE TO GREATER EXTENT THE FOOD SERVICE PRODUCTS SECTOR.
THROUGH INCREASED TELEPHONE SURVEY AND PROGRAM OF SPECIAL
MEETINGS WITH DISTRIBUTORS AND BROKERS.

TO INTRODUCE AS MANY NEW FIRMS TO THE FOOD
SERVICE OR INSTITUTIONAL MARKET IN TERRITORY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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 : 608-NEW YORK, CONSULATE GENERAL

004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE & MARINE

WHILE FAIRS AND MISSION PROGRAMMES FOR POST ARE JUST BEING STARTED, RESULTANT FOLLOW UP EFFORTS WITH PARTICIPANTS ARE EXPECTED TO CONTINUE FOR SOME TIME.

NEW BUSINESS OPPORTUNITIES WITH U.S. PRIMES.

POST PARTICIPATES IN HITECH CONFERENCE ON AN ANNUAL BASIS & PROVIDES GUIDANCE TO CANADIAN FIRMS WISHING TO ENTER DEFENCE MARKET HERE.

NEW BUSINESS OPPORTUNITIES WITH U.S. PRIMES.

POST WILL INCREASE LIAISON WITH DEFENCE CONTRACTORS RELATIVE TO ENSURING THEIR PARTICIPATION IN PLANNED EVENTS AND RAISING THEIR LEVEL OF AWARENESS AS TO CANADIAN CAPABILITIES.

BETTER RESPONSE TO SOLICITATIONS FOR FAIRS & MISSIONS PLUS INCREASED LEVEL OF BID OPPORTUNITIES FOR CANADIAN FIRMS.

THROUGH OUR MONITORING OF AWARDS OF MAJOR DEFENCE CONTRACTS TO FIRMS IN TERRITORY, WE WILL ENCOURAGE PROCUREMENT IDENTIFICATION VISITS TO CANADA IN THE STYLE OF WESTINGHOUSE AND RCA.

DEPENDING ON DRIE OFFICES ABILITY TO IDENTIFY NEW CANADIAN COMPANIES WORKING TO MIL SPEC AN EXERCISE SUCH AS DESCRIBED CD. INTRODUCE 6-10 NEW SUPPLIERS.

COUNSEL 30-40 CANADIAN SUPPLIERS ON ENTERING THE TERRITORY AEROSPACE DEFENCE MARKET.

ANTICIPATE INCREASED NUMBERS OF CDN. FIRMS WILL BE REQUESTED TO BID ON AEROSPACE PROJECTS.

ELECTRICAL & ELECTRONIC

UNDER AUSPICES OF NEWLY ESTABLISHED WORKING GROUP AT CECOM, FORT MONMOUTH, IDENTIFY SUITABLE PROJECTS TO BE PURSUED UNDER THE DEFENCE DEVELOPMENT SHARING PROGRAM (DDSP)

INCREASED PARTICIPATION OF CANADIAN FIRMS IN R & D PROJECTS AT CECOM LEADING TO CONTRACT AWARDS IN RANGE OF \$5MILLION IN NEXT 5 YEARS.

CONTINUE TO CALL ON SENIOR MILITARY AND CIVILIAN OFFICIALS (IN PARTICULAR NEW ARRIVALS) IN THE PROCUREMENT AND TECHNICAL DIRECTORATES TO BRIEF THEM ON CANADIAN CAPABILITIES.

IMPROVED ACCESS OF CANADIAN COMPANIES TO KEY DECISION MAKERS.

WORK WITH THE CANADIAN COMMERCIAL CORPORATION AND CECOM, FORT MONMOUTH TO ENSURE THAT COMPANIES WITH GOOD PROSPECTS ARE ON RESPECTIVE BIDDERS MAILING LISTS.

CANADIAN COMPANIES WITH APPROPRIATE TECHNOLOGIES, WILL BE WELL PLACED TO RECEIVE BID SETS THUS BECOMING AWARE OF NEW OPPORTUNITIES.

ESTABLISHMENT OF WORKING GROUP FOR THE IMPLEMENTATION OF THE DDSP AT U.S. ARMY ARMAMENT RESEARCH, DEVELOPMENT AND ENGINEERING CENTRE (ARDEC), PICATINNY ARSENAL, NEW JERSEY.

INCREASED AWARENESS OF CANADIAN FIRMS LEADING TO CONTRACT AWARDS IN RANGE OF \$2MILLION \$ IN 5 YEARS PERIOD.

ORGANIZATION OF VISIT OF MEMBERS OF THE NEWLY ESTABLISHED WORKING GROUP TO DEFENCE FACILITIES IN CANADA.

IDENTIFICATION OF CANADIAN COMPANIES WITH CAPABILITIES TO WORK ON JOINTLY FUNDED R & D PROJECTS.

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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 : 608-NEW YORK, CONSULATE GENERAL

004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

INTRODUCTION OF EIGHT NEW COMPANIES TO CECOM AND ARDEC.

FIRMS WILL HAVE OPPORTUNITY TO BID ON UP-COMING PROJECTS, ESTIMATED TO BE VALUED IN EXCESS OF \$5 MILLION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PARTICIPATION IN VISIT OF MAJOR GENERAL BILLY THOMAS, COMMANDING GENERAL, US ARMY CECOM & FORT MONMOUTH TO MONTREAL AND OTTAWA, APRIL 4TH - 6TH.

BRIEFINGS WERE GIVEN BY EXTOTT/TDU & NDHQ. MAJOR GEN. THOMAS LEFT WITH CLEARER INDICA'N OF CDN. CAPABILITIES & HAS SINCE SHOWN VERY ACTIVE SUPPORT FOR CNGNY'S PROMO'L ACTIVITIES AT CECOM E.G. CDA DAY AT FT. MONMOUTH, WORKING GROUP MEETING

QUARTER: 1 PLANNING, ORGANIZATION AND PARTICIPATION IN CANADA DAY AT FORT MONMOUTH, JUNE 30TH - TABLE TOP DEFENCE SHOW TARGETTED AT BASE PERSONNEL.

OBJ. WAS TO RECRUIT 15 CDN PARTICIPANTS BUT EVENT WAS OVERSUBSCRIBED WITH 18 CDN PARTICIPANTS. EXH. HAD EXPOSURE TO OVER 350 BASE PERSONNEL & POTENTIAL FOR CDA/US DVLPMT PROJECTS WERE EXPLORED AND WILL BE PURSUED IN MONTHS AHEAD.

QUARTER: 1 FINALIZE COORDINATION AND PARTICIPATION IN PROGRAM FOR CANADA-US SUBCONTRACTING CONFERENCE IN TORONTO, MAY 17TH - 18TH.

EVENT ATTRACTED SOME 110 CDN. DEFENSE COMPONENT MFTRS & 125 REPRESENTATIVES FM 80 MAJOR U.S. MILITARY PRIME CONTRACTORS IN ONE AND ONE HALF DAY SESSION IN TORONTO. FEEDBACK FM PARTICIPANTS INDICATES THAT EVENT SHOULD BE REPEATED IN '89.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
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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 : 608-NEW YORK, CONSULATE GENERAL

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

EXPAND OUR DATA BASE OF SUITABLE DISTRIBUTION AND SALES AGENTS FOR CANADIAN SUPPLIERS OF TELECOMMUNICATIONS RELATED PRODUCTS.

INCREASED NUMBER OF REPS. AND DISTRIBUTORS IN NY-NJ-CT TERRITORY.

CONTINUE INVESTIGATION OF SUITABLE TRADESHOWS/SEMINARS ETC, EVALUATING THEIR EFFECTIVENESS FOR PARTICIPATION BY CANADIAN SUPPLIERS.

INCREASE BUSINESS OPPORTUNITIES FOR CANADIAN SUPPLIERS THROUGH GREATER MARKET EXPOSURE.

UTILIZE "WIN" TO IDENTIFY & CONTACT MORE CANADIAN SUPPLIERS INVITING THEIR PARTICIPATION IN TELECOMMUNICATIONS TRADESHOWS AS WELL AS VISIT PROSPECTS HERE WITH GOVERNMENT ASSISTANCE AS APPROPRIATE.

INCREASED BUSINESS OPPORTUNITIES FOR CANADIAN ENTREPRENEURS.

IMPROVE OUR DATA BASE OF TELECOMMUNICATIONS COMPANIES TO SHOW THE SPECIFIC PRODUCTS NOW HANDLED BY THEM.

FACILITATE QUICKER AND CLOSER MATCH BETWEEN TELECOMMUNICATIONS COMPANIES AND CANADIAN SUPPLIERS.

DEVELOP AND BUILD OUR CONTACTS WITH KEY TELECOMMUNICATIONS ACCOUNTS IN OUR TERRITORY.

PROVIDE CANADIAN SUPPLIERS WITH MORE INFORMATION ENHANCING THEIR SELLING STRATEGY.

DEVELOP A MARKET INTRODUCTION PACKAGE TO ASSIST NEW CANADIAN COMPANIES WISHING TO ENTER THE NYC AREA MARKETS.

INCREASE CONFIDENCE LEVEL OF NEW CANADIAN ENTREPRENEURS BY PREPARING THEM FOR THIS MARKET AND INCREASING THEIR PROBABILITY OF SUCCESS.

COMPUTERS, SOFTWARE & SYSTEMS

EXPAND OUR DATA BASE OF SUITABLE DISTRIBUTION AND SALES AGENTS FOR CDN SUPPLIERS OF SOFTWARE.

INCREASED NUMBER OF REPS. AND DISTRIBUTORS IN THE NY-NJ-CT TERRITORY.

IDENTIFY, EVALUATE APPLICABLE TRADE SHOWS/SEMINARS, ETC. FOR PARTICIPATION BY CDN SUPPLIERS.

INCREASE MARKET OPPORTUNITIES FOR CANADIAN SUPPLIERS THROUGH GREATER MARKET EXPOSURE.

UTILIZE "WIN" TO IDENTIFY & CONTACT MORE CDN SUPPLIERS INVITING THEIR PARTICIPATION IN COMPUTER/SOFTWARE TRADE SHOWS AS WELL AS VISIT PROSPECTS HERE WITH GOVERNMENT ASSISTANCE AS APPROPRIATE.

INCREASE BUSINESS OPPORTUNITIES FOR CDN ENTREPRENEURS.

IMPROVE OUR DATA BASE OF REPRESENTATIVES/DISTRIBUTORS TO SHOW THE SPECIFIC PRODUCTS NOW HANDLED BY THEM.

FACILITATE QUICKER AND CLOSER MATCH BETWEEN REPS/DISTRIBUTORS AND CDN SUPPLIERS.

DEVELOP AND BUILD OUR CONTACTS OF VARS (VALUE ADDED RESELLERS) FOR COMPUTER SOFTWARE AND RELATED PRODUCTS.

INCREASE CONFIDENCE LEVEL OF NEW CDN ENTREPRENEURS BY PREPARING THEM FOR THIS MARKET AND INCREASING THEIR PROBABILITY OF SUCCESS.

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 : 608-NEW YORK, CONSULATE GENERAL

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

DEVELOP A MARKET INTRODUCTION PACKAGE TO ASSIST NEW CDN COMPANIES
WISHING TO ENTER THE NYC AREA MARKETS.

INCREASE CONFIDENCE LEVEL OF NEW CDN ENTREPRE-
NEURS BY PREPARING THEM FOR THIS MARKET AND
INCREASING THEIR PROBABILITY OF SUCCESS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ASSISTANCE IN PLANNING AND ORGANIZATION OF PC
EXPO NEW YORK, JUNE 21ST - 23RD.

10 CDN EXH. PARTICIPATED IN THIS WELL ATTENDED
SHOW. SOME BUSINESS WAS WRITTEN ON SITE & PRO-
JECTIONS ARE FOR \$10-15 MN \$ OF NEW BUSINESS IN
THE NEXT 24 MTHS. RECEPTION HOSTED BY CNGNY WAS
WELL ATTENDED BY TRADE & MANY VALUABLE NEW

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

UNITED STATES OF AMERICA
005-COMM. & INFORM. EQP. & SERV
608-NEW YORK, CONSULATE GENERAL

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

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 : 608-NEW YORK, CONSULATE GENERAL

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

CONTINUE TO SEEK SUPPORT FOR ONGOING EVENTS PROGRAM AS OUTLINED IN POST STRATEGY THROUGH EXPANSION OF CANADA APPAREL CENTRE AND CANADIAN SELECTION EVENTS OF POST.

INCREASE IDENTIFIABLE BUSINESS INFLUENCE BY 20%.

CONTINUE MARKET & TRADE SHOW EVALUATION FOR SPECIALIZED CATEGORIES: PRIORITY CHILDRENS WEAR, PLUS BRIDAL, SPECIAL SIZES, PRIVATE LABELS, UNIFORMS, MEN'S CASUAL, ACTIVE WEAR WITH VIEW TO INCREASED TRADE SHOW PARTICIPATION.

INCREASE NUMBER OF EXHIBITORS IN APPROPRIATE SHOWS FROM 0-3 TO 5-10.

DISTRIBUTE 500 MARKETING HANDBOOKS AND EXPANSION OF RECIPIENT LIST EVERY TWO YEARS TO 1) NEWLY IDENTIFIED CO'S. 2) CDN FASHION PRESS AND REGIONAL OFFICES 3) NEW COMERS TO OFFICE 4) AS UPDATE TO COMPANIES IN PROCESS OF ESTABLISHING.

IDENTIFICATION OF THIRTY COMPANIES CAPABLE OF EXPORTING BUT NOT DOING SO. 2) PROVISION OF INFO NEEDED TO UPGRADE ANOTHER FIFTY WHO MAY ALREADY BE INTERESTED BUT NOT YET CAPABLE.

DEVELOP MEANS OF PROMOTING PROPOSED BOOKLET OR LIST OF RESOURCES OF LICENSING/CONTRACTUAL MANUFACTURING TO END USERS. USE NEW PRIVATE LABEL SHOWS AS VEHICLE.

INTRODUCE 10 COMPANIES WITH PRIVATE LABEL CAPABILITIES TO VIABLE USERS.

DEVE'T OF APPAREL SECTION IN WIN EXPORTS. ESTAB. PERSONAL CONTACT PROGRAM WITH BUYERS, AGENTS.

EST. 1000 COMPANIES, 500 CANADIANS
50 BUYERS - 20 AGENTS.

IDENTIFY AND START TO RESOLVE LOGISTICAL PROBLEMS RELATED TO EXPORTING & SHIPPING APPAREL, E.G. CUSTOMS/BONDING, ETC. TIE-IN WITH NEBS.

ADD SECTION TO MARKETING GUIDE.

FURNITURE & APPLIANCES

CONTINUING TO FIND GOOD MANUFACTURERS' REPRESENTATIVES FOR NEW EXPORTERS, & TO MAINTAIN CONTACT WITH THOSE REPRESENTATIVES WHO ARE ALREADY WORKING WITH CANADIAN MFGRS., VISITING 20 LOCAL SHOWROOMS AT LEAST ONCE A QUARTER.

INCREASE THE MARKET FOR OFFICE FURNITURE IN THIS AREA BY APPROXIMATELY 10%.

INTRODUCE 4 NEW EXPORTERS IN THE CANADA ROOM TO SHOW THEIR NEW PRODUCTS TO THE ARCHITECTURAL, AND INTERIOR DESIGN COMMUNITY.

CREATE A HIGHER PROFILE FOR CDN PRODUCTS BOTH WITH THE SPECIFIER AND THE END-USER.

MAINTAINING CONTACT WITH THE ARCHITECTURAL & INTERIOR DESIGN TRADE MAGAZINES & WITH "FURNITURE TODAY", THE ONLY WEEKLY FURNITURE NEWSPAPER. THERE ARE 6 IMPORTANT PUBLICATIONS BASED HERE REQUIRING CONTACT EVERY OTHER MONTH.

MUCH BETTER COVERAGE IN THE MAGAZINES & THE NEWSPAPERS FOR NEW CANADIAN PRODUCTS & TRADE SHOWS IN CANADA.

ONGOING PROGRAMS OF INTRODUCING NEW MANUFACTURER'S PRODUCTS, BY VISITING REPRESENTATIVES SHOWROOMS IN THE CITY & AT THE NEW CENTER IN LONG ISLAND CITY, NY.

INCREASE EXPORTS WHICH, IN TURN, WILL HELP TO IMPROVE THE PRODUCTIVITY OF THE CANADIAN INDUSTRY.

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 : 608-NEW YORK, CONSULATE GENERAL

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE & MARINE

FOLLOW-UP ON IIDEX, TORONTO, NOVEMBER 1987 BY INTERVIEWING THOSE 20 DESIGNERS WHO WILL BE ATTENDING FOR THE FIRST TIME.

GREATER AWARENESS OF CANADIAN PRODUCTS AND CAPABILITIES WHICH WILL LEAD TO EXPANDED EXPORT SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECRUIT U. S. BUYERS AND ATTEND THE MONTREAL FURNITURE MARKET, JUNE 18TH - 22ND.

RECRUITED 22 BUYERS (OBJECTIVE WAS 20) TO PARTICIPATE IN SHOW. BUYERS WERE IMPRESSED WITH QUALITY OF FURNITURE AND POTENTIAL BUSINESS IN THE RANGE OF \$6 MILLION SHOULD BE WRITTEN IN THE NEXT 12 MONTHS.

QUARTER: 1 PARTICIPATE IN FIRST PRIVATE LABEL TRADE SHOW IN NEW YORK AT JACOB JAVITS CONVENTION CENTER, JUNE 1ST - 4TH.

CDN APPAREL CENTER OF CNGNY HAD 400 SQ. FT. BOOTH/SHOWROOM/INFO CENTER WITH OVER 200 SAMPLES REPRESENTING PRIVATE LABEL CAPABILITIES OF OVER 70 CDN COS ACROSS CDA. SHOW ATTRACTED HIGH LEVEL BUYING CONTACTS FROM ACROSS THE U. S. A.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV PRODUCTS & COMPONENTS
FOCUS WILL SHIFT FROM LARGE SEMINARS TO SMALL TARGETTED SEMINARS BUILT
AROUND LUNCH BREAKFAST OR SUPPER. WE WILL USE D&B LIST TO SELECT TAR-
GET COMPANIES AND SET UP SECTORAL MEETING WITH 20-30 PEOPLE.

WE EXPECT TO IDENTIFY 10 IMMEDIATE PROS-
PECTS FOR NEW BUSINESS & 10-15 MEDIUM
TERM PROSPECTS.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
FOCUS WILL SHIFT TO IDENTIFYING TRADE ASSOCIATION OR BUSINESS ASSOCIA-
TION IN THIS SECTOR IN SPECIFIC GEOGRAPHIC AREAS TO DEVELOP TARGET
LISTS AND THEN PLAN TO HOLD SMALL SEMINARS BUILT AROUND LUNCH OR
SUPPER.

WE EXPECT TO IDENTIFY 5 IMMEDIATE PROS-
PECTS FOR NEW BUSINESS & 10-12 MEDIUM
TERM PROSPECTS.

TRANSPORT SYS, EQUIP, COMP, SERV. AEROSPACE
LONG ISLAND & CONNECTICUT HAVE LARGE AEROSPACE BASE - WE WILL BUILD
ON EXISTING EFFORTS & HOLD A SERIES OF LUNCHEON BREAKFAST/SUPPER
SEMINARS IN 88-89 FOR THIS SECTION.

WE EXPECT TO IDENTIFY 10 IMMEDIATE PROS-
PECTS FOR NEW BUSINESS & 10-12 MEDIUM
TERM PROSPECTS.

COMM. & INFORM. EQP. & SERV REMOTE SENSING
IMPLEMENTATION OF D&B LISTS TO SELECT TARGET COMPANIES BY MAIL PHONE
AND PERSONAL VISITS AND MEETINGS - LUNCHEON.

WE EXPECT TO IDENTIFY 3 IMMEDIATE PROS-
PECTS FOR NEW BUSINESS & 5-8 MEDIUM
TERM PROSPECTS.

PETROCHEM & CHEM PROD, EQP, SERV ALL SUB-SECTORS
PROGRAM TO IDENTIFY SUPPLIERS TO MAJOR PETROCHEMICAL & CHEMICAL
CORPORATIONS WHO ARE CURRENTLY IN CANADA TO BE DEVELOPED.

TO IDENTIFY 2 IMMEDIATE PROSPECTS AND 3
MEDIUM TERM PROSPECTS.

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
SMALL TARGET SEMINARS BUILT AROUND LUNCH OR SUPPER WILL BE SET UP TO
DISCUSS AUTOMOTIVE ORIENTED OPPORTUNITIES IN CANADA - WILL TARGET
SUPPLIERS TO CANADIAN AUTOMAKERS.

TO IDENTIFY 5 IMMEDIATE PROSPECTS AND 10
MEDIUM TERM PROSPECTS.

NON SECTORALLY ORIENTED ACTIVITIES

CORPORATE LIAISON - PRIVATE LUNCHEONS FOR SELECTION CEOS CFOs COOs
WITH PM CALLS ON SENIOR EXECUTIVES IN 15 MAJOR CORPORATIONS; USE OF
DIRECT MAIL AS PER MARKETING PLAN SUBMITTED FY 87-88. SERIES OF
LUNCHEONS/SUPPERS WITH CEOS USING SEMINAR FORMAT.

DEVELOP & ENHANCE POSITIVE VIEWS TOWARD
CDA BY SENIOR EXECUTIVES & DEVELOP & CLOSE
10 PROSPECTS.

INSTITUTIONAL INVESTORS: PLAN ONE MAJOR EVENT FOR INSTITUTIONAL IN-
VESTORS IN NY. ONE IN HARTFORD & 1 MISSION TO OTT. IN FALL 88. SPEICAL
EMPHASIS ON LARGE NUMBER OF JAPANESE FINANCIAL INSTITUTIONS.

THESE EVENTS WILL EXPAND CONTACTS WITH IN-
STITUTIONAL INVESTORS & INCREASE THEIR IN-
TEREST IN CDA. ALSO IMPROVED FOLLOWUP WILL
HELP IDENTIFY SPECIFIC INTEREST.

VENTURE CAPITAL DATA BASE TO BE BUILT AND MATCHED WITH INVESTMENT
OPPORTUNITIES IN CANADA.

IDENTIFY AT LEAST 10 VENTURE CAPITAL COR-
PORATIONS WHO WOULD BE WILLING TO INVEST
IN CANADIAN OPPORTUNITY.

REPORT #5 QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
88/10/21 TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

608 - NEW YORK, CONSULATE GENERAL UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

DUE TO A REDUCTION IN INVESTMENT PROMOTIONAL BUDGETS WE WERE UNABLE TO PROCEED WITH PLANNED INVESTMENT PROMOTIONAL ACTIVITIES FOR THIS QUARTER.

QUARTER : 2

QUARTER : 3

QUARTER : 4

TO IDENTIFY 3 IMMEDIATE BUSINESS OPPORTUNITIES TO PARTICIPATE IN SHOW BUYERS WERE IMPRESSED WITH QUALITY OF FURNITURE AND POTENTIAL BUSINESS IN THE RANGE OF 25 MILLION SHOULD BE LISTED IN THE NEXT 12 MONTHS

WEDIAN TERM BUSINESS TO IDENTIFY 3 IMMEDIATE BUSINESS OPPORTUNITIES TO PARTICIPATE IN SHOW BUYERS WERE IMPRESSED WITH QUALITY OF FURNITURE AND POTENTIAL BUSINESS IN THE RANGE OF 25 MILLION SHOULD BE LISTED IN THE NEXT 12 MONTHS

WEDIAN TERM BUSINESS TO IDENTIFY 3 IMMEDIATE BUSINESS OPPORTUNITIES TO PARTICIPATE IN SHOW BUYERS WERE IMPRESSED WITH QUALITY OF FURNITURE AND POTENTIAL BUSINESS IN THE RANGE OF 25 MILLION SHOULD BE LISTED IN THE NEXT 12 MONTHS

WEDIAN TERM BUSINESS TO IDENTIFY 3 IMMEDIATE BUSINESS OPPORTUNITIES TO PARTICIPATE IN SHOW BUYERS WERE IMPRESSED WITH QUALITY OF FURNITURE AND POTENTIAL BUSINESS IN THE RANGE OF 25 MILLION SHOULD BE LISTED IN THE NEXT 12 MONTHS

WEDIAN TERM BUSINESS TO IDENTIFY 3 IMMEDIATE BUSINESS OPPORTUNITIES TO PARTICIPATE IN SHOW BUYERS WERE IMPRESSED WITH QUALITY OF FURNITURE AND POTENTIAL BUSINESS IN THE RANGE OF 25 MILLION SHOULD BE LISTED IN THE NEXT 12 MONTHS

WEDIAN TERM BUSINESS TO IDENTIFY 3 IMMEDIATE BUSINESS OPPORTUNITIES TO PARTICIPATE IN SHOW BUYERS WERE IMPRESSED WITH QUALITY OF FURNITURE AND POTENTIAL BUSINESS IN THE RANGE OF 25 MILLION SHOULD BE LISTED IN THE NEXT 12 MONTHS

WEDIAN TERM BUSINESS TO IDENTIFY 3 IMMEDIATE BUSINESS OPPORTUNITIES TO PARTICIPATE IN SHOW BUYERS WERE IMPRESSED WITH QUALITY OF FURNITURE AND POTENTIAL BUSINESS IN THE RANGE OF 25 MILLION SHOULD BE LISTED IN THE NEXT 12 MONTHS

608 - NEW YORK, CONSULATE GENERAL UNITED STATES OF AMERICA

FORWARDED BY MAIL THROUGH THE CONSULATE GENERAL AND WILL BE REPORTED TO THE MISSIONS ABROAD FOR FY 88

REPORT 4A
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88

FORECAST OF KEY ACTIVITIES FOR THE MISSION'S ANNUAL PLAN

LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES
WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

POST : 608-NEW YORK, CONSULATE GENERAL

QUARTER 1

PARTICIPATION OF TWO TRADE OFFICERS IN MIN. CROSBY'S
"EXPLORE OPPORTUNITIES FOR FTA" CONFERENCES, IN ONTARIO AND
QUEBEC.

COMPLETION OF 33 CON HIGH TECH COS TO BILT-
CON VALLEY 13 JUNE 1988. IN LAST PLANNED COM-
FUTURE GRAPHICS SOFTWARE PRESENTATION IN CO-OP-
NATION INVITED AMBASSADOR IN CONGRESS.

QUARTER 1 WEST COAST COMPUTER FAIR - APRIL 2-4 1988

DISCOVER POLYMER GLOBE UTILITIES FOR CANADIAN FIRM WITH CANADIAN
IN REGIONAL AREA
WELL WITH EMPLOYMENT CERTIFICATE OF WORKS COMPLETE UNPLANNED

QUARTER 2

COMPLETED COMPLETION OF COSMOS WERE TO VISIT CANADIAN FIRM

COMPLETED COMPLETION OF SYSTEMS

RE CONFINED IN RECEIVING POLYMER WERE AND DISTRIBUTION NETWORKS
DELETED WORKING ARRANGEMENTS WITH COSMOS FIRM TO VISIT CANADI-

CHINA AND INDICATED SERVICES DIVISION NETWORKS (ISDN)
PROMOTE RECENT CANADIAN DELEGATION IN THE VIEW OF DIGITAL EMIL-

COMPLETED FOR CONSIDERATION VS VETERINARY SERVICE FOR COMMERCE
PROMOTE CANADIAN SPECIALITIES WITH LARGE COSMOS TELECOMMUNICATIONS

REPRESENTATION OF UTILITIES EXTEND IN COMMERCE VARIOUS WAREHOUSES
LOGGED-ON WITH COSMOS FIRM WHICH ATTENDED MICROVALENTINE

TELECOMMUNICATIONS (THE BRUCE)

QUARTER 3

POST : 608-NEW YORK, CONSULATE GENERAL

88/10/21
REPORT 4A

LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

ANTICIPATED RESULTS

QUARTERLY RESULTS REPORTED

FROM POST-SHOW QUESTIONNAIRE COMPANIES EXPECT
TOTAL OF OVER \$4.0 MILLION IN SALES IN NEXT 4
MONTHS

CONSUMER RESULTS REPORTED

3 COS ATTENDED SHOW. FUTURE RECOMMENDATION IS
THAT CON COS PARTICIPATE IN SHOWS LIKE NATIONAL
COMMERCE & SEMICON WHERE THEY CAN CONTACT
COMMERCE OFFICIALS AND SEMICON INDUSTRY
PERSONNEL. BECAUSE OF THE SHOW
INITIAL DIVISOR BETWEEN CANADIAN SIDE AND
ALTHOUGH SEVERAL CON COMPANIES PARTICIPATED ON
THEIR OWN, COMPANY WISELY TO MONITOR SHOW AND
IDENTIFY OPPORTUNITIES FOR FUTURE PROMOTION

PRODUCTS

THERE WILL BE MORE COSMOS EXPOSURE FOR CON
WITH MORE COSMOS WERE WERE OF CANADIAN FIRM

COMPLETION OF COSMOS

WILL BE ABOLISHED SERVICES WILL BE WITH
REDUCE THE COST OF CLOSING BUSINESS IN CATH-

LIES

WHICH WILL PROVIDE NUMBER OF MARKET OFFERINGS
IS IN THE VIEW OF TECHNOLOGICAL DELEGATION

TELECOM SERVICES

INCREASE AWARENESS OF CANADIAN BUSINESS IN

WILL

FIND POSSIBLE CONTACTS FOR CANADIAN COSMOS

ANTICIPATED RESULTS

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 : 610-SAN FRANCISCO

006-ELECTRONICS EQUIP. & SERV
UNITED STATES OF AMERICA

| PLANNING: | ACTIVITIES PROPOSED IN POST PLAN: | ANTICIPATED RESULTS: |
|------------|---|---|
| TRACKING: | ACTIVITIES UNDERTAKEN IN QUARTER: | QUARTERLY RESULTS REPORTED: |
| QUARTER: 1 | CANEXPO: MISSION OF 32 CDN HIGH TECH COS TO SILICON VALLEY. 13 JUNE 1988. REPLACED PLANNED COMPUTER GRAPHICS SOFTWARE PRESENTATION IN CO-OPERATION WITH 3 TOP LOCAL HARDWARE VENDORS. | FROM POST-SHOW QUESTIONNAIRE COMPANIES EXPECT TOTAL OF OVER \$4.0 MILLION IN SALES IN NEXT 6 MONTHS. |
| QUARTER: 1 | WEST COAST COMPUTER FAIR - APRIL 7-9, 1988 | 7 COS ATTENDED SHOW. FUTURE RECOMMENDATION IS THAT CDN COS PARTICIPATE IN SHOWS LIKE MACWORLD, COMDEX, WESCON & SEMICON WHERE THEY CAN CONNECT WITH DISTRIBUTORS, REPS & VARS. COMPUTER FAIR PROVED TO BE RETAILING, "SWAP-MEET" TYPE SHOW. |
| QUARTER: 1 | SEMICON WEST - MAY 23, 1988 | ALTHOUGH SEVERAL CDN COMPANIES PARTICIPATED ON THEIR OWN, POST DECIDED ONLY TO MONITOR SHOW, AND DID NOT OTHERWISE PARTICIPATE AS PROPOSED. |
| QUARTER: 2 | ----- | MONITOR ACTIVITY OF TRANSIT PLANNERS & REPORT FINDINGS TO CDN CONCERNS. INCREASE VISIBILITY TO CDN REPS. SELL BENEFITS PROGRAM TO CDN REPS. PHASIS: CDN COMMITMENT TO THE MPT & POSITION CDN GOV'T AS TRUSTED ADVISOR & TRANSIT PARTNER. |
| QUARTER: 3 | ----- | |
| QUARTER: 4 | ----- | |

| PLANNING: | ACTIVITIES PROPOSED IN POST PLAN: | ANTICIPATED RESULTS: |
|--------------------------|-----------------------------------|----------------------|
| POST : 610-SAN FRANCISCO | 006-DEFENCE EQUIPMENT & SERVICES | |
| 88/10/21 | | |
| 88/08/1 | | |

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 : 610-SAN FRANCISCO

004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

DEVELOP BETTER CONTACTS WITH BUYERS AT LARGE. US DEFENCE ELECTRONICS CONTRACTORS IE LOCKHEED, FORD, AVANTEK AND APPLIED TECHNOLOGY.

WITH BETTER UNDERSTANDING OF LARGE AND CONFIRMING BUYER NETWORK, POST CAN BETTER ASSIST CANADIAN EXPORTERS.

WORK CLOSELY WITH THESE CANADIAN FIRMS WHICH HAVE EXPRESSED AN INTEREST IN NORTHERN CALIFORNIA DEFENCE ELECTRONICS MARKET BY ATTENDING MICROWAVE/MILLIMETER AND ELECTRO-OPTICS PRESENTATIONS.

THESE COMPANIES HAVE BEEN INTRODUCED TO MARKET AND FOLLOW-UP WILL BE ESSENTIAL TO THEIR SUCCESS IN WINNING LOCAL BIDS. WORTH \$10 MLN.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 -----
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

WITH MORE LOCAL REPS AWARE OF CANADIAN FIRMS THERE WILL BE MORE LOCAL EXPOSURE FOR CAN PRODUCTS.

MEET WITH PROCUREMENT OFFICIALS OF MAJOR COMPUTER MANUFACTURERS IN SILICON VALLEY.
ARRANGE A SEMINAR FOR CANADIAN FIRMS WITH CANADIAN BUREAU OF LARGE LOCAL MANUFACTURERS

INITIATE DIALOGUE WITH CANADIAN FIRMS AND WORK TO BE REPORTED ON...
COMBINATION OF SEMINAR AND...
THEY CAN BE PUBLICLY IN SHORT TIME...
Y-COS VISITED SHOW LARGE RECOMMENDATION IN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 -----
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

INITIATE DIALOGUE WITH CANADIAN FIRMS AND WORK TO BE REPORTED ON...
COMBINATION OF SEMINAR AND...
THEY CAN BE PUBLICLY IN SHORT TIME...
Y-COS VISITED SHOW LARGE RECOMMENDATION IN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST : 610-SAN FRANCISCO

004-ELECTRONICS PRODUCTS, SERVICES
UNITED STATES OF AMERICA

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 : 610-SAN FRANCISCO

008-TRANSPORT SYS, EQUIP, COMP, SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

URBAN TRANSIT

FOLLOW-UP ON RECENT HAWAIIAN URBAN TRANSIT MISSION TO VANCOUVER.

MEET WITH URBAN TRANSIT OFFICIALS IN SALT LAKE CITY TO DETERMINE THEIR SHORT RANGE PLANS FOR URBAN TRANSIT SYSTEM.

MEET WITH URBAN TRANSIT OFFICIALS FROM ALAMEDA COUNTY TO DISCUSS THEIR PLANS FOR 1/2 CENT GAS TAX EXPENDITURES.

HONOLULU IS SERIOUSLY CONSIDERING PURCHASE IN NEXT 18-24 MONTHS OF US\$850 M ADVANCED LIGHT RAIL SYSTEM.

DEVELOP CLOSER TIES WITH CITY OFFICIALS AND ASSIST CANADIAN EXPORTERS WITH THEIR MARKETING OF LIGHT RAIL SYSTEMS.

ALAMEDA IS CONSIDERING LIGHT RAIL ALTERNATIVE TO BART EXTENSION. INFORMATION ON CANADIAN CAPABILITIES MAY IMPACT ON DECISION MAKING AT THE EARLY STAGES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1. ORG MISS TO VNCVR BY BART OPERATORS & BOARD TO REVIEW SEL AUTO TRAIN CONTROL/UTDC CARS. (2) ASS STED UTAH TRANS AUTH TO PLAN 23 MAN TOUR OF LRV SYSTS IN PORTLAND, VNCVR & CLGRY. (3) ATTENDED APTA WEST CONFR & MTGS OF SFRAN CHAMBER TRANSIT FORUM

MONITOR ACTIVITY OF TRANSIT PLANNERS & REPORT FINDING TO CDN CONCERNS, INCREASE VISIBILITY OF CDN MFRS, SELL BENEFITS PECULIAR TO CDN PROD, EMPHASISE CDN COMMITMENT TO THE MKT, & POSITION CDN GOV'T AS TRUSTED ADVISOR & TRANSIT PARTNER.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:
POST : 610-SAN FRANCISCO

UNITED STATES OF AMERICA
008-TRANSPORT PRODUCTS

REPORT 4
88/10/21

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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 : 610-SAN FRANCISCO

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FOLLOW-UP WITH SAN FRANCISCO APPAREL MARKET AND CANADIAN EXHIBITORS ON POSSIBILITY OF SIMILAR FOCUS PROMOTION OF FALL FASHION WEAR FOR MARCH 89 PREVIEW MARKET WEEK.

TO STRENGTHEN CDA SMALL, BUT WITH POTENTIAL TO GROW, SHARE OF MARKET & ENCOURAGE CDN DESIGNERS TO MARKET ON A CONTINUED BASIS.

MEET W/MAJOR INT'L ARCHITECTURAL DESIGN FIRMS IN TERRITORY TO UPDATE ON MARKET DIRECTIONS.

OFFER CURRENT INFORMATION TO CDN EXPORTS ON CHOICE OF PRODUCTS APPROPRIATE TO MARKET SECTOR.

VISIT INDUSTRY MARKET EXHIBITIONS AND PROMOTIONS TO IDENTIFY NEW SALES REPRESENTATIVES AND ACCESS NEW AVENUES FOR MARKETING CANADIAN CAPABILITIES.

TO IDENTIFY POSSIBLE NEW MARKET NICHEs, TRADE FAIRS AND INTEREST US REPS IN CANADIAN PRODUCTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 APPAREL: SFRAN SHOW ANALYSIS OF PRESENT MKT OPP FOR CDN EXPORT RECOGNISING UNIQUE OPPORTUNITY/TIMING TO PROMOTE CDN PROD IN N. CALIF HOME FURNISHINGS: WORKED ONE-ON-ONE WITH CDN MFRS TO PLACE LINE.

SUBMITTED REPORT HIGHLIGHTING MKT POTENTIAL FOR OVERALL EXP OF SFRAN MKT & UNIQUE OPP UNDER PRESENT CONDITIONS FOR CDN APPAREL MFRS TO GAIN A FOOTHOLD. FURNITURE MFRS PRESENTLY IN NEGOTIATIONS WITH SALES REPS INTRODUCED BY POST.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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 : 610-SAN FRANCISCO

001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

VISIT MAJOR HOTEL CHAINS IN TERRITORY TO DISCUSS CANADA FOOD FAIR PRESENTATIONS & WITH CANADIAN INDUSTRY & SALES REPRESENTATIVES ON POSSIBLE NEW ADVERTISING OPPORTUNITIES DEVELOPED IN CONNECTION WITH FOOD FAIRS.

DEVELOP NEW BUSINESS LEADS & CONTACTS AND INCREASE AMERICAN AWARENESS/UNDERSTANDING OF CDN SELECTION AND QUALITY.

SUPPORT PROVINCIAL GOVERNMENT AND INDUSTRY EFFORTS TO PENETRATE THE BEEF MARKET THROUGH BEEF DEMONSTRATION TRIALS IN TERRITORY.

GRADUALLY INCREASE MARKET PENETRATION, PARTICULARLY IN SELECTED BEEF CUTS.

WORK WITH CDN PROCESSED FOOD INDUSTRY TO IDENTIFY NEW MARKET NICHEs FOR HIGH QUALITY, INNOVATE AND COMPETITIVELY PACKAGED/PRICED FOOD PRODUCTS AND SUPPORT FOOD PACIFIC '88 VISITS PROGRAMME.

INCREASE FOOD SALES BY MINIMUM OF 10% AND DEVELOP POTENTIAL NEW BUSINESS OPPORTUNITIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

610 - SAN FRANCISCO

UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN ANTICIPATED RESULTS

| | |
|---|--|
| <p>COMM. & INFORM. EQP. & SERV COMPUTERS, SOFTWARE & SYSTEMS CONTINUE CORPORATE LIAISON PROG. & VISIT WITH MAJOR MANUFACTURERS OF COMPUTER & COMPUTER PERIPHERAL PRODS. CONTINUE COOPERATION WITH DRIE/ OTT AND OUTLINE TO REGION FIRMS THE ADVANTAGES OF BECOMING RESIDENT CDN COMPANIES.</p> | <p>POST TO VISIT 25 OF 150 FIRMS INVOLVED IN SECTOR TO WORK CLOSELY/W 10 ONRAT'L IS- SUES. COMPUTER GRAPHICS SOFTWARE PRESENT'N PLANNED WITH 3 TOP LOCAL HRDWRE VENDORS.</p> |
| <p>COMM. & INFORM. EQP. & SERV TELECOMMUNICATIONS (INC SPACE) POST INTENDS TO DEVELOPS LARGER LIST OF CONTACTS IN SATELLITE COMMUNI- CATIONS AREA AND TO FOLLOW UP ON LEADS GENERATED BY DECEMBER 1986 MICROWAVE/MILLIMETER PRESENTATION.</p> | <p>TO EXPAND KNOWLEDGE BASE OF STRATEGIC AL- LIANCE OPPORTUNITIES & AREAS TO EXPLORE CDN STRENGTHS IN SYSTEMS DEVELOPMENTS.</p> |
| <p>DEFENCE PROGRAMS, PRODUCTS, SERV ELECTRICAL & ELECTRONIC TO TARGET KEY INDIVIDUALS IN MAJOR DEFENSE CONTRACTING FIRMS & EXPOSE THEM TO JOINT OPPORTUNITIES WITH CDN FIRMS WHICH HAVE REQUIRED CAPA- BILITIES. ADDITION OF NEW COMMERCIAL OFFICER WITH STRONG DEFENCE BACK- GROUND WILL ASSIST IN PROCESS.</p> | <p>A LARGER NUMBER OF INVESTMENTS OR LICENS- ING AGREEMENTS IN AND WITH CANADIAN DEFENCE ELECTRONICS COMPANIES.</p> |
| <p>EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY TO FOLLOW UP ON CONTACTS MADE AT 87 SANTA CLARA BIOTECHNOLOGY PRESEN- TATION. OVER 40 LOCAL FIRMS ATTENDED INVESTMENT PRESENTATION ORGANIZED BY POST AND POST WILL ENSURE THAT EACH FIRM RECEIVES INFORMATION ON OPPORTUNITIES IN CANADIAN SECTOR.</p> | <p>JOINT VENTURE AND LICENCING AGREEMENTS WILL BE MADE WITH LOCAL BIOTECHNOLOGY COMPANIES AND CDN FIRMS IN ATTENDANCE AT BIOTECH 87.</p> |
| <p>COMM. & INFORM. EQP. & SERV WORKPLACE AUTOMATION MADE CONTACT WITH 20 LOCAL FIRMS INVOLVED IN WORKPLACE AUTOMATION. CIRCULATE PROMOTIONAL INFORMATION GENERATED BY ELECTRONICS AD CAMPAIGN ON OPPORTUNITIES IN CANADA.</p> | <p>INCREASE AWARENESS LOCALLY OF SIZE OF CDN MARKET AND ADVANTAGES TO HAVING A SIZEABLE CDN PRESENCE IN OUR MKT. MORE THAN JUST A SALES AND DISTRIBUTION NETWORK.</p> |
| <p>ELECTRONICS EQUIP. & SERV INSTRUMENTATION DISCUSS WITH MAJOR LOCAL COMPANIES THE ADVANTAGES OF WORKING WITH CANADIAN UNIVERSITIES IN DEVELOPING NEW PRODUCTS AND R AND D INITIA- TIVES IN CANADIAN RESOURCE MARKETPLACE.</p> | <p>INCREASED CANADIAN R & D EXPENDITURES BY MAJOR LOCAL INSTRUMENTATION FIRMS AND DEVELOPMENT OF CERTAIN PRODUCTS WITH GLOBAL MANDATES.</p> |
| <p>NON SECTORALLY ORIENTED ACTIVITIES TO CARRY OUT PR STRATEGY FOR SELECTED SECTORS & IMPLEMENTED BY INVEST- MENT CANADA. PURPOSE IS TO INCREASE LOCAL AWARENESS OF CANADIAN CAPA- BILITIES IN SUCH SECTORS.</p> | <p>GREATER MEDIA EXPOSURE AND LOCAL AWARENESS OF EXPERTISE, VIBRANCE AND GROWTH-ORIENTED NATURE OF CANADIAN ELECTRONICS MARKETPLACE</p> |

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

610 - SAN FRANCISCO

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

CANEXPO WAS A PRIORITY EVENT TO EVALUATE PROFILE OF CDN TECHNOLOGY. 32 CDN HI-TECH FIRMS WERE INVOLVED IN SOLO MISSION IN SANTA CLARA, 13 JUNE 88

POST DISTRIBUTED OVER 250 PACKAGES OF INVESTMENT INFORMATION AT EVENT. INCLUDED INVESTMENT INFORMATION IN MAILING OF OVER 2000.

QUARTER : 2

ONE DAY BUS BUYERS VISIT TO VANCOUVER, B.C. BOAT SHOW, INTRODUCTION OF CANADIAN RECREATIONAL BOAT INDUSTRY TO TERRITORY.
INTRODUCTION OF CANADIAN RECREATIONAL SUPPLIERS TO TERRITORY.

33-40 AREA COMPANIES EXPOSED TO CDN SUPPLY CAPABILITIES.
25-40 AREA COMPANIES EXPOSED TO CDN SUPPLY CAPABILITIES.
10-20 CDN COMPANIES EXPOSED TO WORK BOAT / FISHING BOAT INDUSTRY.

QUARTER : 3

DISCUSSION OF BOEING'S REQUIREMENTS FOR CANADIAN COMPANIES

MAINTAIN CURRENT NUMBER OF BOEING APPROVED SUPPLIERS AS BOEING DECREASES ITS SUPPLIER BASE. AT SAME TIME ADD SEVERAL NON APPROVED CDN COS TO BOEING'S SUPPLIER LIST.

QUARTER : 4

AD HOC GROUP WORKING WITH BOEING TO EXPAND NETWORK OF B.C. COMPANIES SUPPLYING BOEING.
SELECTED MISSISSAUGA SUPPLIERS VISITED IN TORONTO
MEETING WITH BOEING'S SENIOR PROCUREMENT MANAGERS
6 QUEBEC AEROSPACE SUPPLIERS MET BOEING SENIOR AIRPLANE'S SENIOR PROCUREMENT MANAGERS
COMPANIES RECEIVED RFP'S AND 1 COMPANY WILL BE INSPECTED FOR BOEING QUALIFICATION

EXPAND INVOLVEMENT OF CDN COMPANIES INTO A FULLER RANGE OF BOEING'S ACTIVITIES.
EXPAND NETWORK OF B.C. COMPANIES SUPPLYING BOEING.
QUARTERLY RESULTS REPORTED:
6 QUEBEC AEROSPACE SUPPLIERS MET BOEING SENIOR AIRPLANE'S SENIOR PROCUREMENT MANAGERS
COMPANIES RECEIVED RFP'S AND 1 COMPANY WILL BE INSPECTED FOR BOEING QUALIFICATION

TRACKING:

QUARTER 1

QUARTER 2

QUARTER 3

BB/TONST
RE/CBL JV

WHICH COMPLETED WHOSEWHEN RESEARCHES DURING THE REPLYING PERIOD
FISHED BEGON VBE THE BECEIVG VINDOB AMYFORMED VCLTALITES

VI MISSIONS VBBVDV FOR ETRCVG XAVH 88
COMPLETGA BUBRESS REVCAL OF EXDRA EBONDION BROS/VV

REPORT 4A
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88

LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES
WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

POST : 610-SAN FRANCISCO

MEETINGS WITH -ALTA DEPT OF AGRIC MKT DEVEL'T: WILF WALKER & GAYLENE THOMPSON (NEW TRADE DIRECTOR) -INVESTMENT CDA, OTTAWA: PAUL SABBE, PRES. & KYLE MCROBIE. (2) MEETINGS/PROGRAMME FOR -MIN OF THE ENVIR: THE HON TOM MCMILLAN. -MIN OF STATE FOR FINANCE: THE HON TOM HOCKIN. (3) 5 DAY VISIT ORGANISED FOR D. G. DRIEOTT INFO TECHN BR TO DISCUSS INDUSTRIAL RATIONALIZATION. (4) RECRUITED 15 BUYERS FROM 9 PRIME U. S. CONTRACTORS TO ATTEND CDA-U. S. SUBCONTRACTING CONF, TRNTO, 17-18 MAY 1988. (5) FACILITATED MISS OF B. C. MINING EQUIP FIRMS TO SFRAN WHERE THEY MADE PRESENTATIONS TO APPROX 20 LOCAL CONSULTANTS & OPERATORS. ON 2ND DAY PRESENTATIONS WERE MADE TO BHP-UTAH OWNER OF CHILESN ESONDIDA MINE. BHP EXPECTS TO SEND US\$1.0BIL. (6) RECRUITED MFRS REP TO ATTEND NPS IN CLGRY RESULTING IN 35 N. CALIF MFRS REPS SERIOUSLY CONSIDERING REPRESENTING 50 CDN OIL & GAS MFRING CPYS. FOLLOW-UP ACTIVITY SCHEDULED FOR N. CAL MANUF REPS VISIT TO CDA IN EQUIP/HARDWARE SECTOR. (7) SPEECHES/INTERVIEWS ON FTA: 1. 23 MAY TO I. M. P. C., OAKLAND 2. 12 APR IN DENVER FTA SYMP. (3) 15 APR PACIFIC STRAT ROUND-TABLE. (4) 9 MAY CDN IMPERIAL BANK OF COMMERCE. (5) 13 JUNE SACRAMENTO BEE. (6) 15 JUNE SANTA ROSA ROTARY. (7) 15 JUNE SANTA

WORKPLACE AUTOMATION
INCREASE CONTACT WITH 20 LOCAL FIRMS INVOLVED IN WORKPLACE AUTOMATION
CIRCULATE PROMOTIONAL INFORMATION GENERATED BY ELECTRONICS AD CAMPAIGN
ON OPPORTUNITIES IN CANADA

INSTRUMENTATION
DISCOVER WITH 14 LOCAL COMPANIES THE ADVANTAGES OF WORKING WITH
CANADIAN UNIVERSITIES IN DEVELOPING NEW PRODUCTS AND R AND D INITIA-
TIVES IN CANADIAN RESOURCE MARKETPLACE.

SECTORALLY ORIENTED ACTIVITIES

APPEARED IN 2000 MISSION IN DENVER, COLORADO, 12 JUNE 88
ON 15 JUNE 88, 2000 MISSION, DENVER, COLORADO, 15 JUNE 88
CARRIED OUT A SERIES OF VISITS TO COMPANIES IN THE
SECTOR OF LOCAL ELECTRONIC MANUFACTURING

UNPLANNED

TO VISIT 25 OF 150 FIRMS INVOLVED IN
TO WORK CLOSELY WITH CMAA I. IS
COMPUTER GRAPHICS SOFTWARE PRESENT
ED WITH 3 TOP LOCAL MACHINE VENDORS
EXPAND KNOWLEDGE BASE OF STRATEGIC
ICE OPPORTUNITIES & AREAS TO EXPLORE
STRENGTHS IN SYSTEMS DEVELOPMENTS
INCREASE NUMBER OF INVESTMENTS OR LICENSING
AGREEMENTS IN AND WITH CANADIAN
ICE ELECTRONICS COMPANIES
INT VENTURE AND LICENSING AGREEMENTS
TO BE MADE WITH LOCAL BIOTECHNOLOGY
PARTNER AND CDN FIRMS IN ATTENDANCE AT
BIOTECH 87

INCREASE AWARENESS LOCALLY OF SIZE OF CDN
MARKET AND ADVANTAGES TO HAVING A SIZEABLE
CDN PRESENCE IN OUR MKT. MORE THAN JUST A
SALES AND DISTRIBUTION NETWORK.
INCREASED CANADIAN R & D EXPENDITURES BY
MAJOR LOCAL INSTRUMENTATION FIRMS AND
DEVELOPMENT OF CERTAIN PRODUCTS WITH
GLOBAL MANDATES

POST : 610-SAN FRANCISCO

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 : 611-SEATTLE

008-TRANSPORT SYS, EQUIP, COMP, SERV.
UNITED STATES OF AMERICA

| PLANNING: | ACTIVITIES PROPOSED IN POST PLAN: | ANTICIPATED RESULTS: |
|-------------------|---|---|
| | NEBS MISSION IN BOTH RETAIL AND O.E.M. PRODUCTS FOR THE AUTOMOTIVE AREA. | BETTER UNDERSTANDING OF MARKETS AND CONTACTS TO INCREASE SALE OPPORTUNITY. |
| | POSSIBLE SOLO TRADE SHOW IN HEAVY DUTY TRUCK MARKET. LATE/88. | \$100,000 IN SALES. |
| MARINE INDUSTRIES | | |
| | ONE DAY BUS TRIP TO VANCOUVER BOAT SHOW, 40 BUYERS FEB 4/88. | 35-40 AREA COMPANIES EXPOSED TO CDN SUPPLY CAPABILITIES. |
| | ONE DAY BUS, BUYERS VISIT TO VANCOUVER, B.C. BOAT SHOW. INTRODUCTION OF CANADIAN RECREATIONAL BOAT INDUSTRY TO TERRITORY. | 35-40 AREA COMPANIES EXPOSED TO CDN SUPPLY CAPABILITIES. |
| | INTRODUCTION OF CANADIAN SEAFOOD SUPPLIERS TO TERRITORY. | 10-20 CDN COMPANIES EXPOSED TO WORK BOAT/FISHING BOAT INDUSTRY. |
| AEROSPACE | | |
| | ONGOING PROMOTION OF BOEING OPPORTUNITIES FOR CANADIAN COMPANIES. | MAINTAIN CURRENT NUMBER OF BOEING APPROVED SUPPLIERS AS BOEING DECREASES ITS SUPPLIER BASE. AT SAME TIME ADD SEVERAL NON APPROVED CDN COS. TO BOEING'S SUPPLIER LIST. |
| | AD HOC GROUP VISITS TO BOEING. | EXPAND INVOLVEMENT OF CDN COMPANIES INTO A FULLER RANGE OF BOEING'S ACTIVITIES. |
| | SELECTED MISSIONS IN CO-OPERATION WITH BRITISH COLUMBIA. | EXPAND NETWORK OF B.C. COMPANIES SUPPLYING BOEING. |

| TRACKING: | ACTIVITIES UNDERTAKEN IN QUARTER: | QUARTERLY RESULTS REPORTED: |
|------------|-----------------------------------|---|
| QUARTER: 1 | QUEBEC BOEING MISSION, JUNE | 6 QUEBEC AEROSPACE SUPPLIERS MET BOEING COMMERCIAL AIRPLANE'S SENIOR PROCUREMENT MANAGERS. 2 COMPANIES RECEIVED RFQ'S AND 1 COMPANY WILL BE INSPECTED FOR BOEING QUALIFICATION. |
| QUARTER: 2 | ----- | |
| QUARTER: 3 | ----- | |
| QUARTER: 4 | ----- | |

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 : 611-SEATTLE

001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOOD PROCESSING

5 NEW COMPANIES INTRODUCED TO MARKET, EXPAND LOCAL AWARENESS OF CDN SOURCES & \$75,000 SALES WITHIN ONE YEAR.

PACIFIC MARINE EXPO

10 EXHIBITORS. \$50,000 SALES IN FIRST YEAR. AS A RESULT OF PROMOTING SEAFOOD.

SPECIALTY FOOD NEBS (SEPT 1988)

20 NEW COMPANIES. \$10,000 SALES WITHIN ONE YEAR AS A RESULT OF INTRODUCING NEW EXPORTERS TO TERRITORY.

FOOD PACIFIC 88 (EXHIBITOR AND ATTENDEE RECRUITMENT).

STRONG ATTENDANCE AND EXHIBITOR PARTICIPATION IN LOCAL SHOWS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

UNITED STATES OF AMERICA

001-AGRI & FOOD PRODUCTS & SERVICE

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

AT MISSIONS ABROAD FOR FISCAL YEAR 88

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM

REPORT 4
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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 : 611-SEATTLE

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

- INCOMING BUYERS TO VANCOUVER FURNITURE SHOW - MAY 88
- TWO NEBS MISSIONS
- INTRODUCE CANADIAN FASHION EXPORTERS TO TERRITORY.

ANTICIPATED RESULTS:

- INTRODUCE 12 RETAILERS.
- INTRODUCE 40 COMPANIES TO THE MARKET.
- INTRODUCE 3 NEW BUYERS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 RECRUITMENT - VANCOUVER FURNITURE SHOW - MAY 88
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

4 BUYERS RECRUITED - FOLLOWING UP ON SALES RESULTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 -----
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

SIX COMPANIES TO ENHANCE OR ESTABLISH THEM
SIX COMPANIES INCREASE THEIR PENETRATION INTO

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013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

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

REPORT 4
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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 : 611-SEATTLE

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INTRODUCTION OF CANADIAN BUILDING SUPPLY EXPERTISE TO TERRITORY.

SIX COMPANIES INCREASE THEIR PENETRATION INTO THE NW MARKET.

ENCOURAGE SUPPLIERS TO PARTICIPATE IN ONE OF TWO HOME SHOWS IN THE SEATTLE/TACOMA AREA.

SIX COMPANIES TO ENHANCE OR ESTABLISH THEIR MARKET POSITION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER 1 -----

QUARTER 2 -----

QUARTER 3 -----

QUARTER 4 -----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

INTRODUCE CANADIAN BUILDING SUPPLY EXPERTISE TO TERRITORY

INTRODUCE 6 NEW COMPANIES

AND MISS MISSIONS

INTRODUCE 40 COMPANIES TO THE MARKET

ENCOURAGE SUPPLIERS TO PARTICIPATE IN HOME SHOWS - MAY 88

INTRODUCE 15 BUILDERS

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST : 611-SEATTLE

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

AT MISSIONS ABROAD FOR FISCAL YEAR 88

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM

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 : 611-SEATTLE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

PROMOTION OF DEFENCE/AEROSPACE OPPORTUNITIES.

1. MAINTAIN CURRENT NUMBER OF BOEING APPROVED
CDN SUPPLIERS AS BOEING DECREASES ITS SUPPL-
IER BASE. AT SAME TIME ADD SEVERAL NON-APPRO-
VED CDN COS. TO BOEING SUPPLIERS LISTS.

ELECTRONICS COMPANIES NEBS TO NORTHCON 88, SEATTLE.

1. INCREASE PARTICIPANTS' AWARENESS OF MKT PO-
TENTIAL. 2. INTRODUCE PARTICIPANT TO COMPETIT-
ION & PRICING. 3. ENCOURAGE PARTICIPANTS TO
ESTABLISH A DISTRIBUTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

NONE WERE CURRENTLY OBTAINED
THESE ELEMENTS COME UP WITH NOTICE AND
DEFENDS ON EVENTS BEYOND OUR CONTROL.

DEFINITION OF OBSERVATIONS IN SUMMARY
THEY WOULD BE POSITIVE EXPANSION OF AREA

AND PROSPECTS TO BE IDENTIFIED

ASSIGNMENT PROSPECTS
WILL BE IN SUMMARY 3 TO REPRESENT GOOD IN-
TO COMPANIES TO GAIN MORE ABOUT OFFERED

UNCLASSIFIED REPORT

611 - SEATTLE

REPORT 4
88/10/21

ACTIVITIES PROPOSED IN POST PLAN
UNITED STATES OF AMERICA
FORECAST OF KEY INVESTMENT ACTIVITIES AND UNCLASSIFIED REPORTS GIVEN IN MISSION'S ANNUAL PLAN
UNCLASSIFIED PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

611 - SEATTLE

UNITED STATES OF AMERICA

| | | |
|-----------|----------------------------------|---------------------|
| PLANNING: | ACTIVITIES PROPOSED IN POST PLAN | ANTICIPATED RESULTS |
|-----------|----------------------------------|---------------------|

| | |
|--|-----------------|
| COMM. & INFORM. EQP. & SERV | ALL SUB-SECTORS |
| CONTINUATION OF CORPORATE LIAISON ACTIVITIES WHICH FOCUS ON THIS SECTOR. | |

10 COMPANIES TO LEARN MORE ABOUT OPPORTUNITIES IN CANADA. 3 TO REPRESENT GOOD INVESTMENT PROSPECTS.

| | |
|---|--------------------|
| DEFENCE PROGRAMS, PRODUCTS, SERV | AEROSPACE & MARINE |
| FOLLOW UP ON TECHNOLOGY TRANSFER SEMINAR FOR MARINE PRODUCTS. | |

TWO PROSPECTS TO BE IDENTIFIED.

NON SECTORALLY ORIENTED ACTIVITIES

CORPORATE LIAISON CALLS ON TEN COMPANIES.

TEN REPORTS. POSSIBLE EXPANSION OR ESTABLISHMENT OF OPERATIONS IN CANADA.

INTRODUCTION OF INVESTMENT DIMENSION IN PROGRAMS IN TERRITORY ORGANIZED BY OTHER ORGANIZATIONS.

DEPENDS ON FACTORS BEYOND OUR CONTROL. THESE EVENTS COME UP AT SHORT NOTICE AND NONE ARE CURRENTLY PLANNED.

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88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

611 - SEATTLE

UNITED STATES OF AMERICA

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

CORPORATE LIAISON CALL ON TEKTRONIK.

TEKTRONIX IS THE LARGEST ELECTRONICS MANUFACTURING COMPANY IN THE PACIFIC NORTHWEST. CURRENTLY ENCOURAGING COMPANY TO OPEN FACILITY IN CANADA.

QUARTER : 2

QUARTER : 3

QUARTER : 4

INCREASED EXPORT SALES, \$25 MILLION.

CONTINUED ACCESS TO US DEFENCE MARKET

R&D CONTRACTS AND INCREASED SALES VALUE \$14 MILLION

INCREASED R&D CONTRACTS AND SALES VALUE \$70 MILLION

INCREASED DBSA PROJECTS LEADING TO INCREASED SALES VALUE \$70 MILLION

INCREASED SALES, \$300 MILLION

INCREASED SALES OF MISSILE COMPONENTS, \$220 MILLION

INCREASED SALES, \$65 MILLION

SIGNIFICANT EXPORT SALES, \$45 MILLION

INCREASE IN DBSA PROJECTS LEADING TO INCREASED SALES, \$12 MILLION

TO INTRODUCE CANADIAN COMPANIES TO KEY CONTACTS IN DOD.

INCREASED SALES \$14 MILLION

WHICH COMBINED THROUGH NEGOTIATIONS DURING THE REPORTING PERIOD. LISTED BELOW ARE THE SPECIFIC MAJOR COMPLETED ACTIVITIES

SEATTLE
RECORD #

AND LISTING SHOULD FOR LISTING LEAD BY COMPANY'S PROGRESS REPORT OF TRADE TRACKING PROGRAM

REPORT 4A
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88

LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES
WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

POST : 611-SEATTLE

REPORT ON AMERICA'S PACIFIC NORTHWEST HIGH TECHNOLOGY MARKET
AIR SHOW CANADA - WORKING WITH ORGANIZERS IN RECRUITING THE
BOEING COMPANY. (3) FTA PROMOTION - OREGON WORLD TRADE WEEK.
FOOD PACIFIC '88 - WORKING WITH ORGANIZERS ON MKTG/RECEPTION.
WESTERN BUILDING MATERIALS CONFERENCE - PARTICIPATED IN CON-
FERENCE.

NON SECTORALLY ORIENTED ACTIVITIES

CORPORATE LINKAGE CALLS ON TEN COMPANIES

TEN REPORTS POSSIBLE EXPANSION OR ESTABLISHMENT OF OPERATIONS IN CANADA

INTRODUCTION OF INVESTMENT DIMENSION IN PROGRAMS IN TERRITORY ORGANIZED BY OTHER ORGANIZATIONS

DEPENDS ON FACTORS BEYOND OUR CONTROL. THESE EVENTS COME UP AT SHORT NOTICE AND NONE ARE CURRENTLY PLANNED.

COPIES : 3

COPIES : 2

ENCLOSURE CONTAINS TO BEAM FACILITY IN CANADA
BING COMPANY IN THE PACIFIC NORTHWEST
TERRITORY IS THE FUTURE ESTABLISHMENT

COPIES : 1

611 - SEATTLE

REPORT 4A
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88

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

004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

SENIOR LEVEL REPRESENTATIONS TO DOD OFFICIALS ON BEHALF OF
CANADIAN PRODUCTS (AS APPROPRIATE).

INCREASED SALES, \$60 MILLION.

INVESTIGATION OF MARKET OPPORTUNITIES WITHIN DOD FOR CANADIAN
INFORMATICS COMPANIES.

INCREASED SALES, \$12 MILLION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MONITOR, REPORT AND LOBBY AGAINST PROTECTIONIST
LEGISLATION THREATENING DEFENCE TRADE.

EXT. ACT. COV'D BUY AMER. PROV. IN THE DEF. AUTH. AND
APPROPRIATIONS BILLS, DIXON & OAKAR BILLS. AMB.
WROTE TO KEY SEN, CONGRESSMEN, & SENIOR DOD OFF. ON
SPECIFIC ISSUES INCLUDING VALVES, ANCHOR CHAIN
ETC. & OTHER EMB. OFFICERS BRIEFED & CANVASSED SUPP

QUARTER: 1 LOBBY SENIOR U.S. OFFICIALS TO ASSIST IN THE
MARKETING OF CANADIAN DEFENCE PRODUCTS IN THE
USA.

INTERVENED ON BEHALF OF SPAR (IRSTD FUNDING),
OERLIKON (FAADS FUNDING), LISTER BOLT & CHAIN
(ANCHOR CHAIN), BY DRAFTING LETTERS FROM AMBAS-
SADOR TO CONGRESSMEN & OFFICIALS & THROUGH DISC-
USSIONS WITH CONGRESSIONAL STAFFERS & DOD OFF.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

POST : 612-WASHINGTON

004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

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

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

001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ESTABLISH A DATABASE OF PRODUCT-SPECIFIC DISTRIBUTORS IN FOOD SECTOR.

PROVIDE RELIABLE PRODUCT MATCHING INFORMATION FOR CANADIAN PRODUCERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 EXPAND & UPDATE LISTS OF DEALERS, IMPORTERS, DISTRIBUTORS, MFURERS REPS IN MEAT PRODUCTS, PROCESSED FOODS & AGRICULTURAL MACHINERY SUBSECTORS. CONTINUING ASSISTANCE, ESPECIALLY TO NEW EXPORTERS IN OVERCOMING NON-TARRIFF BARRIERS.

PURCHASED COMPUTERIZED FOOD TRADE LISTS FOR POST TERRITORY & ESTABLISHED NEW CONTACTS AT PENN FOOD MERCHANTS SHOW IN PITTSBURGH. ASSISTED 14 COMPANIES WITH ADVICE FROM U. S. FDA ON FOOD LABELLING.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

CONTINUED: 2011/01/21

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST : 612-WASHINGTON

UNITED STATES OF AMERICA
001-AGRI & FOOD PRODUCTS & SERVICE

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN
AT MISSIONS ABROAD FOR FISCAL YEAR 88
QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM

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

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ESTABLISH A DATABASE OF PRODUCT-SPECIFIC APPAREL RETAILERS, BUYERS IN TERRITORY, IE. SHOES, LINGERIE, MENSWEAR, FURS, ACCESSORIES, ETC.

ASSIST CANADIAN MANUFACTURERS TO PENETRATE MARKET THROUGH QUALIFIED CONTACTS.

ARRANGE BUYERS LUNCHEON/RECEPTION AND SHOWROOM FOR SELECTED LINES , ACCESSORIES

PROMOTE AND SHOWCASE CANADIAN REGIONAL DESI-GNERS/MANUFACTURERS

FURNITURE & APPLIANCES

CONTACT TERRITORY FURNITURE REPS TO DETERMINE THEIR POTENTIAL INTEREST/CAPABILITY TO HANDLE CANADIAN LINES.

ASSIST CANADIAN MANUFACTURERS TO PENETRATE MARKET AND PROMOTE PRODUCTS

ESTABLISH COMPUTERIZED DATABASE OF TERRITORY FURNITURE REPRESENTATIVES QUALIFIED/ABLE TO HANDLE CANADIAN LINES.

INCREASE NUMBER OF REPRESENTATIVES IN TERRITORY ABLE TO PROMOTE AND GENERATE SALES FOR CANADIAN MANUFACTURERS.

ARRANGE POST-INITIATED INCOMING FACTORY TOUR FOR TERRITORY AGENTS /DISTRIBUTORS

INCREASE AWARENESS OF CANADIAN PRODUCT AND POTENTIAL FOR EXPANDED SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 EXTEND CONTACT LISTS OF SECTOR-SPECIFIC RETAILERS, REPS, ETC, IE APPAREL; ASSIST TERRITORY BUYERS IN IDENTIFYING CDN FURNITURE SUPPLIERS.

PURCHASED APPAREL DIRECTORIES & DEvised BUYER PROFILE QUESTIONNAIRE FOR PURPOSE OF ESTABLISHING DATABASE ON CDN INDUSTRY PRESENCE IN POST MARKETPLACE(MAILING NEXT QTER); RECRUITED 7 COS FOR MTL FURN. SHOW RESULTING IN 6 BUYING CONNECT-

QUARTER: 1 PROVIDING MARKET INFO TO CDN INDUSTRY; FURNISHING REGULATORY/CUSTOMS ASSISTANCE AS REQUIRED.

BRIEFED FURNITURE INDUSTRY PARTICIPANTS ON MITT NEBS MISSION RE. U.S. COUNTRY OF ORIGIN MARKING REGS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

014-EDUCATION, MEDICAL, HEALTH PROD
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

- QUARTER: 1 -----
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

WORKERS AND MANAGERS INTERNATIONALIZATION TRAINING ETC
INFLUENCE INVESTORS THROUGH THEIR PARTNER
CONSTITUTE PROGRAMS OF EDUCATION & INFORMATION DIRECTED AT INVESTMENT

INFLUENCE INVESTORS THROUGH THEIR PARTNER

NON-RESIDENTS ORIGINATED ACTIVITIES

KEYS BEHIND IN CANADA
SOCIETIES OPERATIONS WHICH THE POSITION OF CANADIAN CONTENT IS MAN-
BUSINESS IN CANADA WILL BECOME THE ESTABLISHMENT OF EXHIBITION OF
INFORMATION COMPLEX DIVISION OFFICE ON INTERNATIONAL TRADE HALLING FROM EXPORT
INFORMATION SYSTEMS BECAUSE

INFORMATION COMPLEX DIVISION OFFICE ON INTERNATIONAL TRADE HALLING FROM EXPORT

SYSTEMS BEHIND AND DEVELOP EXHIBITION INFORMATION INTEREST PROJECTS
OFFICE & NUMBER OF ESTABLISHMENTS INFORMATION BECAUSE SHOWS TO IDENTIFY
EFFECTIVE BECAUSE & BECAUSE INVESTMENT

INVESTMENT INFORMATION BECAUSE BECAUSE BECAUSE
IDENTIFY GOOD PROJECTS & LOGGED-TO WITH

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

POST - WASHINGTON

UNITED STATES OF AMERICA

88/10/21

FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN
QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FISCAL YEAR 88

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

612 - WASHINGTON

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV INSTRUMENTATION
COVER A NUMBER OF ELECTRONICS/INSTRUMENTATION TRADE SHOWS TO IDENTIFY
MAJOR SUPPLIERS AND DEVELOP EXPANSION PLAN/MARKET INTEREST PROFILES

IDENTIFY GOOD PROSPECTS & FOLLOW-UP WITH
INVESTMENT INFORMATION. ADVISE HEADQUARTERS
AND ESTABLISH LIAISON LINES AS APPROPRIATE

INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP.
THROUGH CORPORATE LIAISON CALLS ON TERRITORY FIRMS HAVING KNOWN EXPORT
BUSINESS IN CDA. ; POST WILL ENCOURAGE THE ESTABLISHMENT OR EXPANSION OF
SUBSIDIARY OPERATIONS AND/OR THE ADDITION OF CANADIAN CONTENT TO MAR-
KETING EFFORTS IN CANADA.

ESTABLISH A DIALOGUE WITH A NUMBER OF TER-
RITORY CORPORATIONS WITH EXPANSION POTEN-
TIAL

NON SECTORALLY ORIENTED ACTIVITIES

CONTINUE PROGRAM OF EDUCATION & INFORMATION DIRECTED AT INVESTMENT
"INFLUENCERS" SUCH AS INT'L BANKERS, PORTFOLIO MANAGERS, INVESTMENT
BROKERS AND ANALYSTS, INTERNATIONAL LAWYERS, ETC.

INFLUENCE INVESTORS THROUGH THEIR PRINCI-
PAL ADVISERS

TRACKING ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED

QUARTER 1 EXISTING CONTACT LISTS OF SECTOR-SPECIFIC RETAIL-
LEAS REPS, ETC. TO APPAREL ASSIST TERRITORY
BUYERS IN IDENTIFYING CON FURNITURE SUPPLIERS

PURCHASED APPAREL DIRECTORIES & DEVISED BULK
PROFILE QUESTIONNAIRE FOR PURPOSE OF ESTABLISH-
ING DATABASE ON CDN INDUSTRY PRESENCE IN
MARKETPLACETAILING NEXT QTR. RECRUITED 2 COS
FOR HTL FURN SHOW RELATING IN & BUYING CORRECT

QUARTER 2 PROVIDING MARKET INFO TO CON INDUSTRY PARTICIPANTS
REGULATORY/CUSTOMER ASSISTANCE AS REQUESTED

BRIEFED FURNITURE INDUSTRY PARTICIPANTS ON HTL
REPS MISSION RE. U.S. COUNTRY OF ORIGIN MARKING
REQ.

TRACKING ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED

PLANNING ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

612 - WASHINGTON

UNITED STATES OF AMERICA

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

612 - WASHINGTON

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER RESULTS REPORTED

QUARTER : 1

CORPORATE LIAISON VISITS AIMED AT ENCOURAGING
NES INVESTMENT IN CANADA.
SERVICING OF INVESTMENT ENQUIRIES FROM TERRITORY

FIVE COMPLETED.
21 SERIOUS AND 25 GENERAL INVESTMENT ENQUIRIES
WERE DEALT WITH; RESULTS PENDING.

QUARTER : 2

QUARTER : 3

QUARTER : 4

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

CON COMMUNICATIONS FIRMS WILL BE ENCOURAGED
TO SECURE CONTRACTS IMMEDIATELY OPENED MARKET OF
\$25,000 TO \$171,000 EXCEPT FROM SUB-AREA.

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

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

QUARTERLY RESULTS REPORTED

6021 913-WASHINGTON

8010157
56081 JV

WHICH CONTAINED LISTINGS OF FIRMS OPERATING WITHIN THE BELLEVILLE REGION.
LISTED DATA WAS THE RESULT OF VISITS AND/OR OBTAINED VENTURES

21 VISITING MEMBERS FOR FISCAL YEAR 88
WORKING AWAY FROM HOME OF EXPORT PROMOTION BOARD

REPORT 4A
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88

LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES
WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

POST : 612-WASHINGTON

CROSS-CANADA CONFERENCES ON FTA(1 OFFICER FOR 2 WEEKS,
2 OFFICERS FOR 1 WEEK EACH). (2)FTA IMPLEMENTATION(PLANNING
FOR CUSTOMS MATTERS & GOVERNMENT PROCUREMENT).
(3)PARTICIPATED OR COORDINATED CDN COMPANY INVOLVEMENT IN 3
TRADE SHOWS(PAINTCON 88, WASTE EXPO, WORLD GAS CONFERENCE) &
2 CONFERENCES (OCEANS INDUSTRIES MISSION, WORLD TRADE DAY IN
TOWSON, MD). (4)DOD BUDGET CUTTING ACTIVITIES REQUIRED SE-
RIES OF EMB INTERVENTIONS ON BEHALF OF CDN PROJECTS(IRSTD,
FAADS, COMPUTING DEVICES THRUST MEASUREMENT SYSTEM, ETC.).
(5)CONTINUED HIGH LEVEL OF PROTECTIONIST LEGISLATION AFFECT-
ING DEFENCE TRADE REQUIRED HEAVIER THAN PLANNED INVESTMENT
OF EMB RESOURCES IN MONITORING/REPORTING LOBBYING ACTIVITIES
(6)FTA RELATED INITIATIVES (NOT SPECIFICALLY PLANNED FOR BY
EMB.)INCLUDED CROSS CANADA SEMINARS FOR INDUSTRY AND ORGANI-
ZATION OF A SEMINAR FOR U.S. FEDERAL BAR ASSOCIATION (PROCU-
REMENT CHAPTER).

COVERED 4
REMAIN 3
UNREMA 5

REMAINING OF INVESTMENT PROMOTION FROM TERRITORIAL
AND INVESTMENT IN CANADA
CORPORATE DIVISION AIRLIS VINED VI ENCOURAGING

REVE DEVT'L WITH RES'T'IS LENDING
ST SECTIONS WHO SO GOVERN' INVESTMENT ENHANCED
LIVE COMPLETED

WASHINGTON
15/01/88

UNITED STATES OF AMERICA
DIVIDE MARKING PROMOTION REPORT OF INVESTMENT ACTIVITIES AND RESULTS
COVERING A PERIOD OF INVESTMENT PROMOTION PROGRAM VI LISTING WHO'S FOR FY 88

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 -----

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

008-TRANSPORT SYS, EQUIP, COMP, SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

- UPDATE OF AFRICAN RAILWAY OPPORTUNITIES.
- DETAILED STUDY OF CHINA RAIL OPPORTUNITIES.

PRESENTATION IN CANADA OF IFI OPPORTUNITIES TO CANADIAN RAIL SECTOR.

ANTICIPATED RESULTS:

- RAISE AWARENESS OF IFI OPPORTUNITIES.
- DETERMINE WHY CANADA HAS NOT SUCCEEDED IN THIS MARKET AS IT COULD/SHOULD.
- RAISE AWARENESS OF IFI OPPORTUNITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 -----
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

RESULTS REPORTED FOR QUARTER 1:

RESULTS REPORTED FOR QUARTER 2:

RESULTS REPORTED FOR QUARTER 3:

RESULTS REPORTED FOR QUARTER 4:

PLANNING: ACTIVITIES PROPOSED IN POST PLAN

UNITED STATES OF AMERICA
008-TRANSPORT SYS, EQUIP, COMP, SERV.

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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Program quarterly activity report
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