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1990 *March*
STORAGE

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

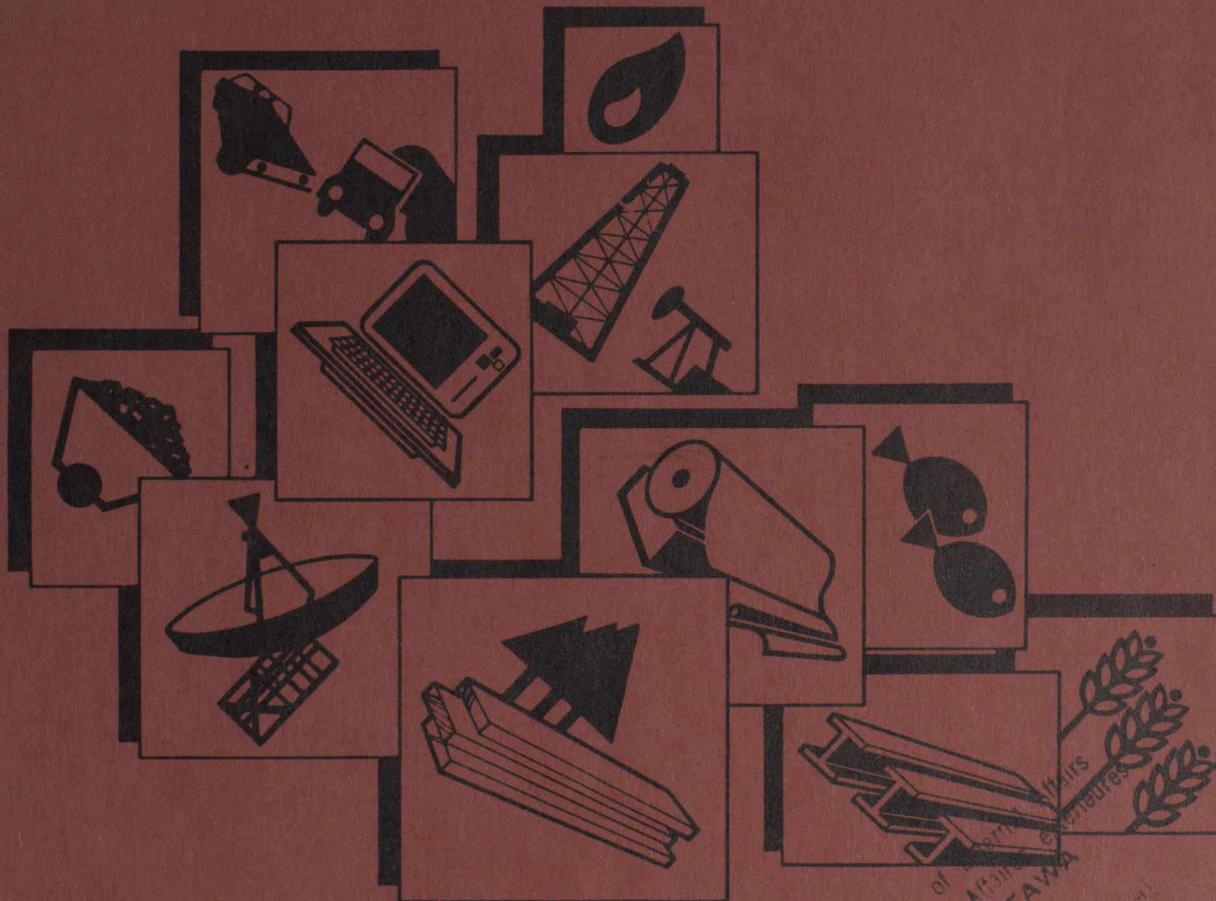
QUARTERLY ACTIVITY REPORT
RAPPORT TRIMESTRIEL DES ACTIVITÉS

UNITED STATES
ÉTATS-UNIS

NON - CIRCULATING /
CONSULTER SUR PLACE

JANUARY - MARCH 1990
(4th QUARTER FY 1989-90)

JANVIER - MARS 1990
(4^e TRIMESTRE, AF 1989-90)



Dept. of External Affairs
Min. des Affaires Étrangères
OTTAWA

JUNE 1990
JUNE 1990

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TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM

Quarterly Activity Report
January - Mars 1990

Following is the Activity Report for the quarter ending March 31, 1990. This report contains a synopsis of activities and results by sector and subsector reported by the missions in United States, matched against the proposed activities identified in their 1989/90 post plan. It also contains a report of special unplanned activities that took place during the report 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
Janvier - Mars 1990

Voici le Rapport des activités du trimestre qui a pris fin le 31 mars 1990. Le rapport contient un résumé des activités et des résultats déclarés par les missions aux États-Unis, par secteur et sous-secteur, qui sont comparés aux projets d'activités indiqués dans les plans de missions de 1989/90. 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.

43-247-431 (G)
43-247-432 (F)

**UNITED STATES
ETATS-UNIS**

| PLANNING | <u>MISSION</u> | ARTICULATION | <u>PAGE</u> |
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ATTACHED
EXHIBIT

DATE

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MIAMI

ATLANTA

BOSTON

BUFFALO

CHICAGO

CLEVELAND

DALLAS

DETROIT

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MINNEAPOLIS

NEW YORK CONSULATE GENERAL

SAN FRANCISCO

SEATTLE

WASHINGTON

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

PREPARE DIRECTORY OF MARKETING REPRESENTATIVES
IMPROVED ACCESS TO DEFENCE PRIMES

EST. WORKING GROUP FOR JOINT DEV'T OF TRAINING/SIMULATION
INCREASED PARTICIPATION IN ARMY & NAVY TRAINING AND

CALLS TO MADE ON MILITARY COMMANDS IN TERRITORY
UNCOVER NEW OPPORTUNITIES FOR PRODUCTION AND DEVELOPMENT

PREPARE BRIEF-US DEFENCE PRIME CONTRACTORS ON TRADE DOCUMENT
RELIEVE IRRITANTS FOR MAJOR U.S.A. CONTRACTORS

WORKSHOP "HOW TO PREPARE PROF. DEFENCE CONTRACT PROPOSALS."
REDUCE PRIME CONTRACTOR PROBLEMS IN DEALING WITH CDN

SIMULATION PROJECTS

SHARING

(EG. E-SYSTEMS)

SUPPLIERS, THEREBY INCREASING CDN COMPONENT EXPORTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1. Meeting of Canada/U.S. Army Missile Command
working Group.
2. Two officers attended Hitec '89

1. Established permanent Working Group to review
projects for DDSA.
2. Interviewed approx 70 Cdn firms and working
with 10 to develop manufacturers reps.

QUARTER: 2 1.Canadian Simulation and Training Devices
Exhibition, Orlando.
2.Follow-up on MICOM Working Group meeting.
conductivity with US Navy.

1.16 Cdn. companies demonstrated capabilities to
USN and private sector.
2.Established program for 2nd MICOM WG meeting
in Canada and for "Canada Day" at MICOM.
3.Project proposal being prepared.

QUARTER: 3 Post Officer accompanied CDN Marconi to Raytheon
in Tn. and was successful in reversing refusal
of Raytheon to let CDN Marconi on bidders list.
Post officer took SCI Technology of Alabama on
msn. to CDA and arranged meeting with CDN Marcon

CDN Mar. was second lowest bidder on contract for
USD\$ 4.2 mil of printed circuit boards and will
be in position to bid on future buys.at Raytheon.
AS result of meeting CDN Mar. has submitted bid
to SCI on contract valued at USD\$ 1.6.

QUARTER: 4 1. Incoming mission of 13 Cdn coys to MICOM.
2. 11 defence prime contractors attended
Subcontractors III Conference

1. 2 companies in active pursuit of contracts.
2. 3 follow-up visits by Cdn suppliers have
taken place to date and 60 sourcing contacts
were made by u.s. primes.

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POST :619-ATLANTA

SECTOR :013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:APPAREL (CLOTH,FUR,SHOES) TEXT

FOLLOW-UP W/BUYERS WHO ATTENDED FEST OF CDN FASH.& MONT PRET
\$20,000 EXPORT SALES

IDENTIFICATION OF AGENTS AND RETAILERS
\$500,000 EXPORT SALES

IDENTIFICATION OF MAJOR RETAILERS
10% INCREASE IN SALES

IDENTIFICATION OF NEW AGENTS AND DISTRIBUTORS
10% INCREASE IN SALES

LETTER OF INVITATION TO VISIT CDN EXH AT SUPER SHOW ATLANTA

SUB-SECTOR:FURNITURE & APPLIANCES

FOLLOW-UP WITH MANUFACTURERS ASSISTED IN FINDING REPS 88-89
\$1,000 EXPORT SALES

FOLLOW-UP W/BUYERS WHO ATTENDED TOR/MONT FURN MKTS IN 1988
\$500,000 EXPORT SALES

CONTINUED CONTACT WITH CDN MANUFACTURERS AND REPS
ESTABLISH NEW BUYING CONTACTS

IDENT APPROP BUYERS IN THE MAJOR FURN RETAILERS IN TERRITORY
INCREASE MARKET FOR HOUSEHOLD 10%

RENEWAL OF CONTACTS W/STATE FURN SALESMEN'S ASS. TO IDENTIFY

SERIES OF CALLS ON SELECTED OFFICE FURNITURE DEALERS
INCREASE MARKET FOR OFFICE FURNITURE BY APPROXIMATELY 10%

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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3
45/00/00

POST :619-ATLANTA

SECTOR :013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

ATLANTA-7781 7809

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 1.Sept 17-19/89 Montreal Pret
2.Sept 23-26/89 Atlanta Fall Gift Show

QUARTER: 3 1) Post Offer recruited and accompanied 18 U.S. buyers to IIDEX'89 contract furn show in Toronto
2) Post Offer visited exhibits of 40 Cnd coys at Intl Home Furnishings Marketing Assn show, High Point, NC. Reports submitted for both events.

QUARTER: 4 1. Recruited 5 buyers for Leathermart
2. Recruited 5 Cdn coys for National Gift Show

1.6 buyers from 2 co's attended show. Initial purchases \$10K with non specific follow on
2. Two co's exhibited no bus reports to date

1) U.S. buyers to IIDEX most impressed with show and report they will buy/specify US\$ 12 million during 1990. 2) IHFM show exhibitors reported a flat market, but will sell over US\$ 220 in 1990.

1. \$500,000 on-site and short-term sales.
2. Established need for national stand.

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POST :619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 1. Organized participation in CITEK 89.
2. Organized participation in TABES 89.

1. 20 exhibitors generated \$110,000 in on-site sales, \$4.1 million in estimated 12-month sales, 7 new reps and 302 sales leads.
2. 26 exhibitors received 391 sales leads and project sales of \$3.029M over next 12 months.

QUARTER: 2 Recruited and organized two telecommunication trade shows-SETA in Nashville in Aug.89 and Land Mobile East Expo in Orlando in Sept. 89.
Recruited and Organized Incoming Telecom Buyers Mission to Toronto Telcomm Trade Show.

The business influenced from SETA was approx.Cdn \$ 2.08 million and the BI form Landmobile was approximately the same.

The Incoming mission has resulted in approx. 46 new buying connections for Cdn. telcom firms.

QUARTER: 3 Recruited 8 CDN Coys for Caribecom 89 in San Juan, P.R. Oct. 89. Conducted extensive telephone and direct mail campaign for attendees.
Recruited 20 U.S. telecom buyers for incoming msn. to Toronto telecom show in Sept. 1989.

Caribecom89 resulted in C\$7,920,000 in projected 12 month sales based on contacts at show. 3/3 distributor/Rep agreements concluded on site. Tor. Telecom Buyers msn. resulted in projected 12 month sales of \$20,837,000 plus C\$105k onsite

QUARTER: 4 1. Incoming mission of 3 U.S. telecommunications buyers visited 12 Quebec manufacturers.
2. 7 Cdn telecom and computer firms participated in Intercom 90 trade show in Miami.
3. Buyer funded by ESF to visit Mitel, Kanata.

1. Cdn. coys report projected 12 month sales of \$46 million resulting directly from mission.
2. Cdn. participants report projected 12 month sales of \$1.3 million from show.
3. Buyer purchased PBX system valued at \$1.7mil.

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POST :619-ATLANTA

SECTOR :015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ORGANIZE & IMPLEMENT 3 PROMOTIONAL EVENTS TO EXPAND EX.SALES
ACQUIRE SIXTY NEW CONTACTS (AGENTS, REPS, ETC.), ACHIEVE

DIRECT SALES OF \$75,000 AND PROJECT 1 YR SALES \$300,000.

IDENTIFY THE VARIOUS MARKETING/DISTRIBUTION CHANNELS
IMPROVED COUNSELLING TO CDN BUILDING MATERIALS SUPPLIERS

SEEKING TO APPROPRIATELY MARKET THEIR PRODUCTS IN TERRITORY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Prepared proposal for FLBMDA show, Sept.89,
and commenced organization.
2.Commenced Canadian coy recruitment.

1.Proposal approved.
2.Contactd 30 coys: sent extensive info on
Florida market, dealer and retailer contacts.
3.Recruited 2 coys, thus far.

QUARTER: 2 Participated in Florida Lumber and Building
Material Dealers Assoc. Show, Orlando.

Six new companies introduced to market with
projected 12-month sales of \$1 million for 2
exhibitors (awaiting figures from other 4).

QUARTER: 3 1) No const.pdt. shows sponsored during OCT-DEC.
2) Post compiled list of possible buyers of Cdn
products for post-Hurricane Hugo reconstruction.
3) Post Ofcr worked on seminar program & recep-
tion for Natl Assn Home Bldrs show, mid Jan'90.

1) Post Ofcr submitted proposal for Natl Rural
Bldrs show in March 1990. 2) Cdn coys starting
to contact potential US buyers of bldg materials
3) Excellent seminar program developed for pre-
sentation from 8:00 to 9:00 am 19,20,21 JAN 1990

QUARTER: 4 1.Participated in National Rural Builder Show.
2.Participated in National Assn Home Builder
Show.
3.Continued work on Hurricane Hugo database.
4.Participated in Hdwre/Hswre Show of Caribbean.

1.Five coys reported \$3.378M in 12-month sales.
2.Nineteen coys reported \$10M in 12-month sales.
3.Data prepared for transmission to Cdn coys.
4.Ten coys reported \$0.656M in projected 12-
month sales.

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POST :619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INTRODUCE IMPORTANT CO./PROV. GOV'T FROM MARITIMES INTO MKT FL, GA MARKETS
ENHANCE EXPORTS OF SWINE, MEAT PRODUCTS AND PRODUCE TO PR,

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ATTENDED/RECRUITED/ORGANIZED:

- 1-PULSE MISSION-P.R.
- 2-FOOD/EQUIP.SHOW-P.R.
- 3-ATLANTA HOTEL/REST.SHOW
- 4-FANCY FOOD SHOW-ATLANTA
- 5-QUEBEC MIN. INTL AFFAIRS MISSION-P.R.
- 6-BUYERS WEST. CDA. FARM PROG. SHOW

- 1-\$1MILL.EST. SALES
- 2-\$2.8 MILL. EST. SALES, 10 CONTRACT AGREEMENTS.
- 3-EXHIBITED PROD./LITERATURE FROM 5 CDN. COYS.
- 4-19 CDN. COYS., GOOD SALES EXPECTED.
- 5-EXCELLENT RESULTS, WILL RETURN WITH A MISSION.
- 6-SENDING 5 BUYERS

QUARTER: 2 1-AMER.MARINE TRADE EXPO

- 2-FLORIDA RESTAURANT ASSOC.
- 3-CDN. BIOTECH. CONF.(CANBIOCON)
INCOMING MISSION

- 1-6 MILLION DLS. EST. SALES
- 2-14 COYS- EXCELLENT RESULTS
- 3-4 BUYERS, GOOD CONTACTS

QUARTER: 3 ASSISTED,ORGANIZED,RECRUITED AND/OR ATTENDED:

- 1-SEAFARE SE.
- 2-ATLANTA WINE FESTIVAL.
- 3-MARKETPLACE 89

- 1-FORCAST 1.8 MILLION DLRS SALES/12 MONTHS
- 2-COOPERATED W/ORGANIZERS,PROVIDED 3 JUDGES,3 MEDALS AWARDED,ADVISED CDN WINERIES.
- 3-ENCOURAGED/SUPPORTED COYS IN FOOD/FISH SECTORS

QUARTER: 4 1-COMPILED STILL/CARBONATED WATER STUDY.

- 2-COMPILED GENERAL FOOD MARKET STUDY.
- 3-IDENTIFIED NEW FOOD TRADE SHOW.
- 4-BEGAN RECRUITING FOR F/Y89/90 TRADE SHOWS.
- 5-PLANNED FOR MISSION(S) AND TRAVEL.

- 1-SENT TO CLIENTS AND OTT.
- 2-SENT TO CLIENTS AND OTT.
- 3-PUT IT INTO POST PLAN.
- 4-HAVE 50% RECRUITMENT DONE.
- 5-HAVE ONE IN-MSN AND WILL GO TO HLFX FOR MEETNG

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

CONTINUE TO BUILD "CONTACT" NETWORK BOTH CDN AND S.E. U.S.A. SALES \$300,000
GET AN ADDITIONAL 200 CONTACTS AND ENTER INTO WIN, DIRECT

ORGANIZE & IMPLEMENT FIVE PROMOTIONAL EVENTS TO EXPAND SALES SALES \$500,000 AND PROJECT ONE YEAR SALES OF \$1 MILLION
ACQUIRE 150 NEW CONTACTS (AGENTS, REPS, ETC.) ACHIEVE DIRECT

UNDERTAKE BRIEFINGS (WORKSHOPS) AT POST BETWEEN US END USERS
FIVE WORKSHOPS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Recruited, Setup & developed Ontario Industrial
Development Mission to Ga Tech.
2.Recruited, Setup & Developed P R Industrial Sho
3.Recruited, Setup & developed G T Mission to Cdn
Ottawa,Tnt,Hamilton,Downsview,Waterloo,Mtl,Hfx

1.5 Cdn Univs made contacts in Adv Materials &
Adv Manufacturing & Environments For followup
2.10Cdn coys 3M Bus influn & 14 buying Connectin
3.10 GT Scientist met 17 Univs 40 agencies Gov.&
20 R&D contacts to build Alliances(262 cdns)

QUARTER: 2 1.AMERA CLIN CHEM SHOW JULY 89
2.EASTERN CABLE TELEVISION SHOW AUGUST 89
3.BOBBIN EXHIB,WORKSHOPS,TOURS&INFO BOOTH SEPT89
4.RECUIT FIBERTOUR SHOW OCT 89
5.RECUIT HUNTSVILLE MISSION NOV 89

1.IDP BOOTH,82 SE CONTACTS,5 CDN COYS-2.3M SALES
2.8 CDN COYS-2.25M SALES,47 BUYING CONNECTIONS
3.28CDN COYS,80 CDN ATTEN,24 CDN-OVER 7M SALES
4.HAVE 6 CDN COYS TODATE LOOKING FOR 2 MORE
5.EXPECT TO MATCH 12SE USA COY TO CDN COYS

QUARTER: 3 1.Participated in FIBER TOUR 89 Oct
2.Led Huntsville Industry Mission to Ottawa Nov
3.Recruited & led HDTV Mission for Atlanta Conf
4.Recruited & develop Environment Mission Glob 90
5.Coordinated & develop Nexsus Mission NHB Show

1.7 Cdn coys develop 55 buy contacts-\$2.8M sales
2.8 HIM members met 52 Ottawa business contacts
3.6 Cdn orgs. attended DARPA business market
4.Recruited USA buyers to attend March Globe 90
5.37 Cdn Mfg coys will attend new market NHB Jan

QUARTER: 4 1.NEXSUS TO NAT ASSO HOMEBUILDERS SHOW JAN ATLANT
2.NEXSUS TO POULTRY SHOW FM FISH COYS IN MARITIMS
3APPAREL MISSION TO PQ & TRONTO TECH TRANS INFLO
4AM SOC HEAT & AC ENGINEERS SHOW ATNT & NEXSUS
5TEC ASSO PULP PAPER INSTITU SHOW ATNT & NEXSUS

1 37 NEXSUS COYS FM AB & NB ATTEND \$2.8M BI PROJ
2 7 MARITIME FISH PROCESSERS ATTEN-3 TECH INFLOW
3 66 CDN COYS ATTEND TECH CONF-8 TECH INFLO \$2M
4 12 AB COYS IN NEXSUS & 22 EXHIBIT-\$4.5M BI
5 36 CDN COYS EXHIBIT & 12 NEXSUS-\$6.1M BI3T INF

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

POST :619-ATLANTA

Senior Trade Commissioner was Acting Head of Mission.

Installation of COSICS equipment and training of all staff
members in its operation.

Installation of new telephone system.

Arrival of new Head of Mission.

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POST :601-BOSTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ELECTRICAL & ELECTRONIC

NEW BULLETIN
BROADER INFORMATION ON NEW ENGLAND MKT FOR CDA FIRMS.

PROMOTE CDN ROLE IN ADI
GAIN GREATER ACCESS TO USAF RAND D BUDGET

COMPANY PROSPECTING IN WESTERN CANADA
FIND 10 NEW FIRMS FOR MKT..

FOLLOW-UP NB & ATL. DEF MISS W/INCOMING BUYERS MISSIONS
ESTABLISH FIRM RELATIONSHIP FOR 10 COMPANIES IN MKT.

SUB-SECTOR:AEROSPACE

FOLLOW-UP TO SUB-CONTRACTORS II CONFERENCE
BETWEEN \$500,000 & \$1 MILLION BUSINESS INFLUENCED.

FOLLOW-UP TO NB DEFENCE MISSION
INTRODUCE 3 NEW FIRMS TO MKT.

START QUARTERLY DEFENCE REPORT
PROVIDE MORE TIMELY INFORMATION TO CDN DEFENCE PRODUCT

EXPORTERS.

INCREASE FREQUENTLY OF VISITS TO PRIME DEFENCE CONTRACTORS
PROVIDE MORE TIMELY INFORMATION TO CDN DEFENCE PRODUCT

EXPORTERS.

RECRUIT 10 NEW FIRMS FOR SUB-CONTRACTORS III CONFERENCE
GENERATE 5 NEW BUSINESS RELATIONSHIPS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 - Commence Quarterly Defence Bulletin
- Participate in ARMX/Hitech, RADC Industry Days
- Followup with Natick (US Army) DDSA Working Group

- Reoriented Annual Defence Bulletin to more timely quarterly format. Produced & circulated bulletin to 500 Cdn firms. - Cochaired first Natick (US Army) DDSA working group meeting. Substantive contacts finally in process.

QUARTER: 2 1. Quarterly Defence Bulletin.

1. Produced and mailed to 500 Canadian suppliers.

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POST :601-BOSTON

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 3 -----

QUARTER: 4 Secured participation of 18 U.S. defense buyers
to Sub-Contractor III Conference in Toronto.

\$300,000 contracts on site.

QUARTERLY RESULTS REPORTED: ACTIVITIES UNDERTAKEN IN QUARTER:
- Conducted several defense exhibits to date
- Participate in AMM/ARMAS 89/90 Industry Days
- Followed with sector and other group meetings
- Produced and edited the 89/90 Canadian
supply list.

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POST :601-BOSTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR: PHARMACEUTICALS, BIOTECHNOLOGY

FOLLOW-UP W/NE PARTICIPANTS IN THE MTL URBAN COMMUNIBIOTECH. COMPANIES FROM OTHER PROVINCES.
DETERMINE IF PROGRAM FORMAT IS SUITABLE FOR BIOTECHNOLOGY

BASED ON 88-89 MISSIONS, MEET WITH INTERESTED NEW ENGLAND
ASSIST IN SUPPORTING ONE JOINT-VENTURE

DEVELOP GOOD WORKING RELATIONS WITH STAFF AT MASS. CENTRE
IMPROVE SOURCE OF INFORMATION ON BIOTECH ACTIVITIES IN MASS.

DETERMINE NEED FOR MKT STUDY OF BIOTECH PROD IN NEW ENGLAND
ASSIST TWO COMPANIES IN ESTABLISHING REPRESENTATION

CONTRACT FOR MEDICAL EQUIP MKT STUDY IN NEW ENGLAND UNDER
IDENTIFY AREA OF PRIORITY FOR MKT DEVELOPMENT

ESTABLISH REPRESENTATION FOR CDN MEDICAL DEVICE COMPANIES
CONCLUDE 2 REPRESENTATION AGREEMENTS

CONVINCE LGE GROUP BUY ORGANIZATION OF MEDICAL PROD/SERVICES
GET 4 NEW CDN COMPANIES LISTED

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 - Weeklong visit to Canada for new TDO to
familiarize with Canadian potential.

- Planning begun for medical devices initiative
later in the fiscal year.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :601-BOSTON

SECTOR :015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:BUILDING PRODUCTS

FOLLOW-UP N.S. NEBS MISSION TO BIG SHOW MAR/88 - 6 N.S. COMP
ESTABLISH 5-6 NEW AGENTS OR DISTRIBUTORS OF N.S. CONST

MATERIALS.

FOLLOW-UP ATLA CNA NEBS MISS TO BUILD BOSTON EXPO IN NOV 88
ESTABLISH 4-5 NEW AGENTS OR DISTRIBUTORS OF CDN CONST.

MATERIALS

COMMISSION SURVEY OF NEW ENG. PRE-BUILT HOUSING MKT
INCREASE KNOWLEDGE OF MKT SIZE TO INCREASE CDN EXPORTS

PROMOTE PARTICIPATION OF NEBS MISSIONS TO NEW ENGLAND.
INCREASE BY 10-20 THE NUMBER OF CDN EXPORT COMPANIES.

EXPAND DISTRIB. OF INFORMATION ON TRADE SHOWS I.E. NORTHEAST
INCREASE VISIBILITY OF CDN COMPANIES & PRODUCTS.

ESTABLISH INFO BOOTH FOR NEW EXPORTERS, NORTHEAST CONST EXPO
INTRODUCE 6 NEW FIRMS TO NEW ENGLAND MKT & COLLECT MKT INFO.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 1. NEBS Mission from Montreal to Burlington, Vt.
12 July

1. 17 companies introduced to market.

QUARTER: 3 -----

QUARTER: 4 1. America East - Info Booth

1. - Establish 12 new agency contacts for Post
- Assist Cdn Firms Exhibiting

2. NorthEast Construction Expo

- Host Reception for 100 people
2. -14 Firm Cdn Pavilion

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90/06/26

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

13

POST :601-BOSTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:COMPUTERS HARD/SOFTWARE & COMP

FOLLOW-UP W/11 CDN EXHIBITORS NORTHEAST COMPUTER FAIR OCT 88
ESTABLISH TWO DISTRIBUTION AGREEMENTS

IDENTIFY KEY PUBLISHERS FOR CDN SOFTWR COMPANIES
GET 4 CDN COMPANIES LISTED.

WORK W/BOSTON COMPUTER SOC TO HAVE CDN FIRMS DEMONSTRATE
HAVE 3 CDN COMPANIES MAKE PRESENTATIONS AT BOSTON COMPUTER

SOCIETY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 1. NEBS Mission in software sector from Montreal
to Boston 12 September.

QUARTER: 3 1. Software Market Education Seminar, mission to
Boston, 10-11 October.
2. Northeast Computer Show, mission to Boston
12-14 October.

QUARTER: 4 -----

1. 17 companies introduced to market.

1. 8 software companies educated in all aspects
of marketing software in US.
2. 8 companies exhibited in major regional
computer trade show. Estimate business
influenced resulting from show C\$20K to date.

REPT4D
90/06/26

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

14

POST :601-BOSTON

SECTOR :013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:APPAREL (CLOTH,FUR,SHOES) TEXT

FOLLOW-UP REPORTING ON 1988 CDN FESTIVAL OF FASHION
FOUR LOCAL STORES NEWLY BUYING CDN PRODUCTS

FOLLOW-UP REPORTING ON 1988 MONTREAL PRET
TWO LOCAL STORES NEWLY BUYING CDN PRODUCTS

PROM INCREASED PARTICIPATION BY INCOMING BUYERS IN CDN SHOWS
ADDITIONAL 20 FIRMS INTRODUCED TO CDN SUPPLIERS

SUB-SECTOR:JEWELRY & GIFTWARE

FOLLOW-UP 1988 NEBS COMPANIES
10 CDN COMPANIES BEGIN EXPORTING

FOLLOW-UP CDN COMPANIES IN TERRITORY 1988 TRADE SHOWS
5 CDN COMPANIES BEGIN EXPORTING

FOLLOW-UP ON TOUR OF N.S. CRAFTS
PROSPECT 5 COMPANIES FOR NEW ENGLAND MKT

CDN CRAFTS INCOMING SOLO MISSION JAN. 1990
EXPOSE 15 COMPANIES TO NEW ENGLAND MKT

SUB-SECTOR:FURNITURE & APPLIANCES

FOLLOW-UP US BUYERS TO IIDEX 1988
\$3M SALES VOLUME

PROSPECT CDN FIRMS
INCREASE KNOWLEDGE OF CDN FIRMS

INCOMING SOLO CONTRACT FURNITURE SHOW - JAN. 1990
INTRODUCE 10 FIRMS TO MKT

EXPAND NUMBER OF US BUYERS TO IIDEX 1989
INCREASE SALES VOLUME FROM IIDEX

REPT4D
90/06/26

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :601-BOSTON

SECTOR :013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 - Organized 3 NEBS - one each from Halifax (24 firms), Quebec City (19 firms), and Charlotte-town (15 firms), plus Quebec City mini mission (6 firms). - Sponsored 8 buyers to Montreal Furniture Show.

- Each NEBS multi sector with 80 p.c. of firms from consumer products, fish/food, or construct.
- Mncn reported that 65 NEBS firms to date have resulted in 24 firm's export sales of CDN \$ 30,158,000.

QUARTER: 2 1. NEBS mission from Province of Quebec to Burlington, VT. 31 August.

1. 51 companies in foods introduced to market.

2. NEBS Mission from Quebec City to Boston 24 September.

2. 6 companies introduced to market.

QUARTER: 3 -----

QUARTER: 4 3 NEBS Missions

- 21 Crafts Firms from Atlantic Canada.
- 14 Multi-Sector from Sherbrooke & Quebec
- 7 Firms from NS & NB to Solo Food Show

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :601-BOSTON

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

NOV 21 1989

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 Boston Seafood Show

- Assist 85 Cdn exhibitors at show
- Organized Cdn reception for 800 guests.

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

POST :601-BOSTON

Atlantic Canada Initiative - Post developed program of 20 Events for FY 90/91, and received \$450,000 to implement it. Visit by MINT, Commons and Senate Committees and Provincial Fisheries Ministers to Boston during Seafood Show, Mar 20-22 Organized Canadian Solo Food Show February 7, where 62 Canadian exporters participated.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :613-BUFFALO

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:SEMI & PROCESSED FOOD & DRINK

IN-STORE FOOD PROMOTION

NEW PRODUCTS.

INCREASED EXPOSURE FOR CANADIAN PRODUCTS AND INTRODUCTION OF

NEW YORK STATE RESTAURANT SHOW

INCREASED EXPOSURE FOR CANADIAN PRODUCTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 1. Buffalo Solo Food Show, September 21, 1989.
2. Premier Food & Wine Promotion, July 1-5/89.
3. Hosted P.R.O.F.I.T. mission (Ontario) September 27-18, 1989.

1.45 companies participated in show, were new exhibitors.
2. Friendship Festival promotion resulting in Premier carrying six new wines, 14 new food prod
3. Educational/marketing-assistance, 16 companies

QUARTER: 3 1. New York State Restaurant Show - Rochester
October 16-19, 1989

1. 17 Canadian companies exhibited, over 300 firm leads obtained. Estimated annual sales of \$1.5 million.

QUARTER: 4 1. Gourmet/Dessert Restaurant Supply Show
March 21, 1990
2. International Farm Equipment Show
February 7, 1990

1. CO attended to expand directory of local reps/distributors
2. CO attended to meet key CDN mfgs

REPT4D
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :613-BUFFALO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:COMPUTERS HARD/SOFTWARE & COMP

ONGOING UPDATE OF MANUFACTURER'S REPS IN TERR FOR COMP SOFT
LIST WILL GREATLY ASSIST PARTICIPANTS AT COMPUTER SHOW.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Instrumentation Show, April 4, 1989, Buffalo.

Approximately 150 companies in attendance.

QUARTER: 2 Rochester Business and Computer Show,
September 19-21, 1989.

12 companies participated in the Rochester
Computer Show. A follow-up survey is presently
being carried out. There were approximately
20,000 registrants.

QUARTER: 3 -----

QUARTER: 4 1. Ontario Software NEBS January 24-25, 1990

1. 32 Companies participated in mission

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :613-BUFFALO

SECTOR :013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1
1. Apparel NEBS, Quebec, June 14, 1989.
 2. Montreal Furniture Market, June 18-21.

1. 17 companies in attendance. Follow-up in 6 mos.
2. Sponsored 8 U.S. Furniture Dealers, \$36,000.00 in sales.

QUARTER: 2 -----

- QUARTER: 3
1. International Home Furnishings Market - High Point, North Carolina October 19-27, 1989
 2. IIDEX'89 - Toronto November 9-12, 1989

1. U.S. Furniture Show featuring over 1600 exhibitors including some Canadian.
2. Show for Interior Decorators/Contract Design. 44 U.S. buyers attended under Consulate sponsorship. Show results are presently being assessed.

- QUARTER: 4
1. Toronto Furniture Show January 16-17, 1990
 2. Quebec Furniture NEBS March 16-17, 1990
 3. Leathermark '90
 4. Western NY Giftware Show February 6-7, 1990

1. Prelim results indicate sales of \$38,000 plus
2. Furn. Mfgs. participated in 1st PQ mission to Buffalo
3. 2 local buyers attended, follow-up continues
4. CO attended to meet new reps/distributors

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89

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

POST :613-BUFFALO

- 5 Keynote speeches re: FTA/Investment given to various local business organizations/2 interviews with news media
- Trade Commissioner attended 7 local business association meetings re: FTA & effect on local CDN/US economy
- Market Promotion Grocery Products Manufacturers - Rochester NY 05FEB90
- Subsidies Conference State University of NY at Buffalo March 1-2, 1990
- Market Access Group (UEA) Liaison visit - Buffalo 7-9FEB90
- Market Access Group (UEA) Liaison visit - Champlain 13FEB90
- Liaison visit from Ken Fisher & Sheila Ramsey of MITT January 1990
- Buffalo State: New Exporters to Canada (NEC) Seminar 09FEB90
- Rochester Meeting w/ Congresswoman Slaughter 13FEB90
- Food Promotion Meeting/Wegmans - Rochester 09JAN90
- Buffalo Council on World Affairs, Citation Dinner, Guest = U.S. ambassador to Canada (NEY)

POST :602-CHICAGO

SECTOR :013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:APPAREL (CLOTH,FUR,SHOES) TEXT

FOLLOW UP TO PREV INITI, CONTINUE TO RESPOND TO TRADE INQUIRY ASSISTANCE.
ACTION 30 CANADIAN/60 LOCAL INQUIRIES FOR MARKET

ATTEND 10 APPAREL RELATED TRADE SHOWS TO ASSESS MKT TRENDS DISTRIBUTE TO CANADIAN APPAREL MFG'S.
DEVELOP PROFILE OF BUYERS AND AGENTS AS NEEDED TO

SUB-SECTOR:CULTURE INDUSTRIES

AS FOLLOW UP TO PREV INITI, CONTINUE TO RESPOND TO TRADE INQUIRY
ACTION 30 CANADIAN/15 LOCAL TRADE INQUIRIES.

IDENTIFY & RESEARCH ART GALLERIES LOCATED IN CHICAGO AND THEIR MERCHANDISING OPERATIONS).
MINI GUIDE PROFILING CHICAGO GALLERIES (COMPANY CONTACTS

ATTEND CHICAGO INTERNATIONAL ART FAIR MAY 12-16, 1989
ENHANCED PROFILE OF CANADIAN CAPABILITIES.

ATTEND NEW ART FORMS EXPO, OCTOBER 1989.
ENHANCED PROFILE OF CANADIAN CAPABILITIES.

CONSIDER MAKING PIPP PROPOSAL TO MOUNT NAT STAND AT AME LIB
THREE DISTRIBUTORS APPOINTED.

SUB-SECTOR:LEISURE PROD. TOOLS HARDWARE

HARDWARE MARKETING SEMINAR, TORONTO, FEBRUARY 1989
BETTER EXPORTER AWARENESS.

HOUSEWARES FREE TRADE SEMINAR FOR RETAILERS, JANUARY 1989
INCREASED RECEPTIVITY TO BUYING FROM CANADA.

INCOMING BUYERS TO CSGA, FEBRUARY 1989
INCREASED RECEPTIVITY TO BUYING FROM CANADA.

AD CAMPAIGN PHASE II - APRIL 1989, SPORTING GOODS
400 LEADS GENERATED FOR 6 COMPANIES.

MARKETING SEMINAR - SPORTING GOODS, MAY 1989
6 COMPANIES WILL MEET MAJOR US RETAILERS

HARDWARE MARKETING GUIDE
IMPROVED EXPORTER AWARENESS.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :602-CHICAGO

SECTOR :013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:LEISURE PROD. TOOLS HARDWARE

SPORTING GOODS MARKETING GUIDE
IMPROVED EXPORTER AWARENESS.

SUB-SECTOR:FURNITURE & APPLIANCES

FOLLOW UP TO PREV TRADE INITI, CONTINUE RESPOND TO TRADE INQ
ACTION 20 CANADIAN/10 LOCAL INQUIRIES.

REP. LOCATOR PROG TO MATCH CDN EXPORTERS W/AGENTS & DISTRIB.
7 NEW DISTRIBUTORS APPOINTED

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Montreal Furniture Fair - Mission
Identified new furniture buyers
Identified apparel buyers

Montreal Furniture - recruited 20 buyers.
Created company profiles on 49 furniture retail
buyers, reps. and distributors.
Apparel - 12 new buyers/reps. registered w/post.

QUARTER: 2 -National stand, Hardware Show - 22 coys.
-National stand, Sporting Goods Show-18 coys.
-Wrote "Hardware Market in U.S." guide.
-Montreal Pret/CIWE Show/Incoming Buyers Mission
-IIDEX/Incoming Buyers Mission/Recruitment

-68 agents pending - Hardware,\$1.5 M sales
-32 agents pending - Sporting Goods,\$.12 M sales
-Distributed Hardware Guide.
-Recruited 5 buyers to attend.
-Identified 130+ buyers,architects,designers,etc

QUARTER: 3 1. Recruited companies for Intl.Housewares Expo.

1. 1400 sq.ft. exhibition space.

QUARTER: 4 -Intl.Housewares Expo natl. std.-8 exhibitors
-Natl.Home Center Show natl. std.-20 exhibitors
-Report completed on key apparel buyers in SLOUI

-\$132,000 on-site sales,294 inquiries, 20 agents
-\$35,700 on-site sales, 302 inquiries, 13 agents
-Contact with Fashion Institute of SLOUI, which
requested Canadian conference in October, 1990.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :602-CHICAGO

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:MEATS & MEAT BY-PRODUCTS

AS FOLLOW UP TO PREV INITI, WILL CONT TO RESPOND TO TRADE IN
ACTION 10 CANADIAN/15 LOCAL INQUIRIES.

SUPPORT LOCAL QUE OFFICE EXH AT AMER MEAT INSTIT SHOW, SEPT.

SUB-SECTOR:SEMI & PROCESSED FOOD & DRINK

INITIATE A SERIES OF ONE-ON-ONE MEETINGS W/INST FOOD DISTRIB
DEVELOPMENT OF MINI-MARKET GUIDE; 10 OUT CALLS.

FOLLOW UP TO PREV INITI, (FOOD PACIFIC 88 INTERVIEWS)
ACTION 50 CANADIAN/100 LOCAL INQUIRIES.

FOOD MKT INSTITUTE SHOW, 8 CO., NATIONAL STAND, MAY 1989
25 REP/BROKER AGREEMENTS NATIONALLY PROJECTED 12 MONTH

ASSESS LOCAL FOOD MKT TO DETER NECESS FORMAT FOR CREATING
DEVELOPMENT OF IN-STORE RETAIL PROMOTION IN CHICAGO.

IDENTIFY ALL TRADE SHOW OPPORTUNITIES HOSTED IN POST TERRIT
DEVELOPMENT OF COMPREHENSIVE REFERENCE MANUAL OF REGIONAL

SUB-SECTOR:AGRICULTURE MACH,EQUIP,TOOLS

AS FOLLOW UP TO PREV INITI, CONTINUE TO RESPOND TO TRADE INQ
ACTION 12 CANADIAN/14 LOCAL INQUIRIES.

REVISE FARM MACHINERY GUIDE OF 1985
PROVIDE CURRENT AND UPDATED INFORMATION RE INDUSTRY EVENTS

SUB-SECTOR:FOOD HANDLING,PROCESSING EQUIP

AS FOLLOW UP TO PREV INITI, CONTINUE TO RESPOND TO TRADE INQ
ACTION 30 CANADIAN/20 LOCAL INQUIRIES.

SUPPORT QUE GOVT W/PROV EXHIBITS AT FOOD & DAIRY EXPO, 11/89
INCREASED PROFILE OF CANADIAN CAPABILITIES.

SALES 3 MILLION.

INCREASED PUBLICITY & VISIBILITY FOR CDM FOOD INDUSTRY.

AND NATIONAL ABOVE.

AND OPPORTUNITIES.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :602-CHICAGO

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Food Marketing Institute (FMI) - National Stand
Nat'l. Restaurant Assn. (NRA) - National Stand
Western Canada Farm Progress (WCFP) - Mission
Identified institutional/retail fd. distributors

FMI - 6 Cdn exhibitors/on-site sales \$90,000.00
Proj. sales \$2 million/Serious inquiries 300.
NRA - 11 Cdn exhibitors/on-site sales \$4million
Proj. sales \$18 million/Serious inquiries 750.
WCFP - Recruited 7 buyers. Registered 18 fd.cos.

QUARTER: 2 -Identify institutional food distributors.
-Identify food brokers & food associations.
-Update 1985 Farm Machinery Guide.

-Profiles available/20 foodservice distributors.
-Profiles available/45 brokers-29 associations.
-Farm Machinery Guide ready for publication.

QUARTER: 3 1. Identify additional and update existing
institutional food distributors.
2. Identify food brokers,associations and events
for Wisconsin and Missouri.

1. Profile 9 additional companies and provided
year-end market intelligence for existing
food distributors.
2. Profiled contacts for Wisconsin and Missouri.
Increased overall territory contacts to 140.

QUARTER: 4 -Completed update of Farm Machinery Guide.
-Completed report on agri-business in Missouri.
-Recruited 6 Cdn. exhibitors for FMI.

-Distributed to 250 Canadian agriculture coys
and associations.
-Distributed to ITC's and provincial government.
-FMI natl. std., Chicago, May 6-9, 1990.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :602-CHICAGO

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:MANUFACT & MATERIAL PLANT,EQP.

DETERMINE POTENTIAL FOR EQUIP & MACH & UNDERTAKE POST PRODUC IDENTIFICATION OF NEW MARKET OPPORTUNITIES AND 5 NEW

BUYER CONNECTIONS.

MAKE 12 OUTCALLS ON PUBLIC/PRIVATE SECTOR FIRMS-PROMOTE CDN 5 NEW BUYER CONNECTIONS

DEVELOP LIST OF INTERESTED SALES AGENTS/DISTR FOR USE BY CDN INFORMATION FOR CDN EXPORTERS TO LEAD TO 6 NEW

REPRESENTATION APPOINTMENTS.

SUB-SECTOR:TOOLS & HARDWARE

MODERATE RESPONSIVE WORKLOAD FROM TERRITORY FOUR BUYING CONNECTIONS.

SUB-SECTOR:OTHER EQUIP,MACH NOT ELS SPE

DEVELOP GUIDE TO MKT ENVIRON EQPT IN WI, ILLINOIS & MIS TERR INFORMATION FOR EXPORTERS TO USE FOR PLANNING & APPOINTING

REPRESENTATION.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -National stand at WasteExpo
-National stand at PaintCon

-18 coys in natl.stand, sales \$3.4M,projected 12.9M, 36 reps appointed.
-10 coys in natl.stand, sales \$600,000.,proj. \$8M, 25 reps appointed.

QUARTER: 2 -Follow-up for Paint Con '89 trade show.
-Follow-up for Waste Expo '89 show.

-Six Companies with newly appointed agents stemming from Consulate referrals.
-Sales of \$750,000 in addition to on-site sales reported as of 9/13/89.

QUARTER: 3 1.Graph Expo 89 - 7 coys exhibited
2.FABTECH 89 - 7 coys exhibited

1.\$426,000 on site sales;1113 enquiries;4 agents
2.\$16,500 on site sales; \$9.8 projected sales; 680 enquiries

QUARTER: 4 -Natl.Design Engineering-natl.std.-12 exhibitors

-\$5000 on-site sales, 461 inquiries, 13 agents

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ARMAMENTS & VEHICLES

PROD MKT OVERVIEW "DEFENCE PROC UPDATE" SUMMARY OF PROJ/EQPT
3 BUYING CONNECTIONS.

SUB-SECTOR:ELECTRICAL & ELECTRONIC

LIAISON CALLS ON MAJOR PURCHASERS
\$3 MILLION INCREMENTAL SALES

COMPLETE UPDATE ON "HOW TO SELL TO US MILITARY AUTH IN MIDWE
10 AGENCIES/BUYING CONNECTIONS.

SUB-SECTOR:OTHER DEFENSE PROD & SERV.

CALLS ON IDENTIFIED BUYERS WITHIN GOVT & PRIVATE SECTOR
\$ 500K IN INCREMENTAL SALES.

SUB-SECTOR:AEROSPACE

FOLLOW UP 1985 AIAC MISSION RESULTS
\$3 MILLION INCREMENTAL SALES.

FOLLOW UP 1988 NTS MISSION
\$2 MILLION INCREMENTAL SALES.

PARTICIPATE IN DEA/AVSCOM JOINT WORKING GROUP
\$10 MILLION IN DDSA OVER 5 YEARS.

UPDATE SUBCONTRACTING LIST
3 BUYING CONNECTIONS.

INCOMING AVSCOM MISSION MAY 1989
3 NEW BUYING CONNECTIONS.

OUTGOING MISSION TO AVSCOM NOVEMBER 1989
2 NEW BUYING CONNECTIONS.

OUTGOING MISSION TO AVSCOM FEBRUARY 1990
2 NEW BUYING CONNECTIONS.

QUARTER 1 - AVSCOM Mission to Hirosh, 7 company attended.
-PRODM Int. presentation to AVSCOM re: cable
-working system.
-Diplomat presentation to AVSCOM re: technology.
-ing technology.
QUARTER 2 - Participate in Canada/AVSCOM working group.
-Report on price contractors in St. Louis.
-Update subcontracting list.
QUARTER 3 - Follow up 1985 AIAC Mission Results.
-Follow up 1988 NTS Mission to AVSCOM.
-Outgoing Mission to AVSCOM in November 1989.

QUARTER 4 - Incoming AVSCOM/PRODM mission to Canada.
-Product guide to military commanders.
-Follow up 1985 AIAC Mission to St. Louis.
-Manufacturers' representatives to Canada.
-Follow up November 1988 NTS Mission results.

EXPANDED KNOWLEDGE OF CANADIAN POTENTIAL.

QUARTERLY RESULTS SUMMARY:

1. Order for 2000 cars and 2000 trucks.
2. Order for 2000 cars and 2000 trucks.
3. Order for 2000 cars and 2000 trucks.
4. Order for 2000 cars and 2000 trucks.
5. Order for 2000 cars and 2000 trucks.
6. Order for 2000 cars and 2000 trucks.
7. Order for 2000 cars and 2000 trucks.
8. Order for 2000 cars and 2000 trucks.
9. Order for 2000 cars and 2000 trucks.
10. Order for 2000 cars and 2000 trucks.

QUARTER 1 - Chicago Transit Auth. rail car bid (232 cars).
-St. Louis light rail project car bid (36 cars).
-U.S. Dept. of Justice visit to Winterthur, ONT

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :602-CHICAGO

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -AVSCOM Mission to HiTech, 1 company attended.
-PRONAV Intl. presentation to AVSCOM re: cable warning system.
-Diemaster presentation to AVSCOM on manufacturing technology.

-32 company interviews
-Projected sales of \$20 million.
-Source approved for T53 engine shaft.

QUARTER: 2 -Participate in Canada/AVSCOM working group.
-Report on prime contractors in St.Louis.
-Update subcontracting list.

-\$9 million in DDSP approved.
-Report completed.
-List updated.

QUARTER: 3 1. Follow-up 1985 AIAC Mission Results.
2. Follow-up 1988 NTS Mission to AVSCOM.
3. Outgoing Mission to AVSCOM in November 1989.

1. Litton received \$2.4 million contract from McDonnell Douglas.
2. AVSCOM awarded \$2.5 million contract to Diemaster. McDonnell approved 2 Canadian bidders.
3. 24 coys participated. Interested in 32 items.

QUARTER: 4 -Incoming AVSCOM/TROSCOM mission to Canada.
-Produced guide to military commands/contractors
-Follow up 1985 AIAC mission to St. Louis.
-Manufacturers'representatives to Canada.
-Follow up Nov1988 NTS mission results.

-AVSCOM/TROSCOM specifiers to Source Ontario, '90
-Two guides were produced and distributed.
-\$34.21 million recorded in sales to AVSCOM.
-Manufacturers'reps went to Manitoba/Ontario.
-\$3.0 million sales to McDonnellDouglas recorded

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR: AUTOMOTIVE

CONTINUE TO DEVELOP AGENTS, REPS & DISTRIBUTORS IN AFTERMKT FOR CDN COMPANIES.
IDENTIFY 15 NEW POTENTIAL AGENTS, REPS AND DISTRIBUTORS
CONTINUE TO IDENTIFY KEY BUYERS
IDENTIFY 12 NEW POTENTIAL BUYERS.

ONGOING DISTRIB OF POSTS "AUTO AFTERMARKET, MKTG GUIDE"

SUB-SECTOR: URBAN TRANSIT

ST LOUIS LIGHT RAIL PROJ WILL GO TO BID ON CARS IN JUNE 1989
\$ 36 M CAR ORDER.

CTA SUBWAY CAR PROCUREMENT
\$ 450 M ORDER.

CONTINUED REPORTING ON BIDDING PROCEDURES & FINANCING OF CTA

SUB-SECTOR: MARINE INDUSTRIES

BUYERS TO TORONTO BOAT SHOW
SALES OF OVER \$ 500,000 FOR 3 CDN CO.

EXPANDED KNOWLEDGE OF CANADIAN POTENTIAL.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Ongoing monitoring of RTA procurement of rail and subway cars.

Bids released June'89. Both UTDC and Bombardier will compete for both contracts. Projected sales \$450M.

QUARTER: 2 -National stand, APAA show - 12 companies.
-Ongoing monitoring of rail car purchases in Chicago and St. Louis.
-Distributors for Canadian power boat exporters.

-21 agents pending appointment-APAA.
-Bids released for CTA cars. \$21 million buses sold to 2 cities in Wisconsin.
-2 Cdn companies put in touch with potential distributors.

QUARTER: 3 1.Chcgo Transit Auth. rail car bid (232 cars).
2.St.Louis Light Rail project car bid (36 cars).
3.U.S. buyer to visit Hinterhueller Yachts, ONT

1.Bombardier was third after M-K and Matsui.
2.No Canadian supplier bid. Won by Siemens.
3.Orders placed value \$70,000

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :602-CHICAGO

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 4 -Recruiting for International Automotive Show
May 13-15, 1990, Toronto.

QUARTERLY RESULTS REPORTED:

-Awaiting response of 4-6 post firms prior
to establishing individual companies in Ottawa.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

REVIEW CANADIAN SOURCING STRENGTHS
UPDATED SOURCE MATERIAL.

DETERMINE TERRITORY CO REQ. IN CONJ W/LOCAL HIGH TECH/ENVIR COYS. NEW SALES OF \$ 1M.
ABILITY TO MATCH LOCAL NEEDS WITH CDN SUPPLY FOR 5 CDN

DISTRIBUTION OF NEW CDN CAPABILITY GUIDES TO US DISTRIBUTORS

FOLLOW UP ON INTEREST GENERATED FROM ABOVE GUIDES MILLION.
OBTAIN DISTRIBUTORS FOR 10 CDN COYS WITH SALES OF \$ 1.5

WORK WITH CHICAGO HIGH TECH GROUP TO IDENTIFY MARKET
EXPORT OPPORTUNITIES FOR 6 CDN FIRMS.

PROMOTE CDN SOURCING & JOINT VENTURE OPPORTUNITIES
3 NEW SOURCING CONNECTIONS 1 JOINT VENTURE.

| TRACKING: | ACTIVITIES UNDERTAKEN IN QUARTER: | QUARTERLY RESULTS REPORTED: |
|------------|---|--|
| QUARTER: 1 | -National Stand at COMDEX -National Stand at Design Engineering Show (Computer hardware/software, instrumentation and flow process controls, CAD/CAM | -35 companies in std. Sales \$4.5M. Proj. \$26.8M 9 dist. appointed, 180 potential dist. next yr. |
| QUARTER: 2 | -Locate reps for Canadian exporters of PC components. -Distributors for Canadian hardware/software exporters. | -12 companies in std. Sales \$110,000 Proj. \$5.9M -Three Canadian companies put in touch with local distributors/ reps. -Two Canadian companies put in touch with distributors (software) in territory. |
| QUARTER: 3 | 1. Comdex Spring 89 | 2. Reported sales from followup - \$100,000 |
| QUARTER: 4 | -Mailing of rep/distributor questionnaires to VARS, dealers and representatives in Illinois, Wisconsin and Missouri. -Report on technology in Missouri completed and distributed. | -Details of 62 local companies entered in WIN. -Distributed to TTS, ITC's and provincial govts. |

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

POST :602-CHICAGO

Bombardier site selection study for facility to assemble
METRA rail cars.
FTA speeches to IBC Intl. Business and Greater O'Hare Assoc.

I.D.E.A.S. seminar on millwork market in U.S., Toronto.

HAZMAT NEXUS mission 8 Canadian companies in Chicago,
12 March 1990.

Began market study on fish industry in Missouri. Created WIN
contact list on wholesale fish houses in SLOUI.

Recruited 800 U.S.coys for Seafood Treasures fish promotion
Chicago, May 15, 1990.

Made first official visit to Kansas City, MO.

Visit of Alberta ADM for Economic Development to SLOUI.

Produced status report on defense industry.

WIN mailing to manufacturers' reps in territory/all sectors.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :603-CLEVELAND

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ABBOTSFORD AIRSHOW

USAF INDEPENDENT CONTRACTOR R & D REV.TEAMS VISIT TO CDN CO

DEFENCE MANUFACTURERS BUYERS MISSION

"HI-TECH 90" DEFENCE EXPORT CONFERENCE

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A. High Tech '89 - Ottawa
B. USAF ICR & D Onsite Review Team Visit - MONTL
C. Air Show Canada - Vancouver
D. USAF ICR & D Onsite Review Team Visit -
Location TBA

A. Interviewed 44 companies, 5 of which have immediate potential in missions territory.
B. Team visited 3 coys. Opportunities for development contracts good. Coy invited to visit USAF
C. Mission is assisting in recruitment.

QUARTER: 2 Air Show Canada

Participated in event & recruited buyers for an incoming mission. Recruited two buyers for the show and established contact with a number of western Canadian manufacturers as well as officials of the B.C. Government.

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :603-CLEVELAND

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SOLO FOOD SHOW - PITTSBURGH (1990)
\$3 MILLION (12 MONTHS).

BRITISH COLUMBIA INCOMING WINE TOUR
\$150,000 (12 MONTHS).

OHIO GROCER'S ASSOCIATION 10/89

FARM MACHINERY SHOW 2/90

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A. Ohio Grocers Association Expo-Columbus, OH
B. National Farm Machinery Show-Louisville, KY
C. British Columbia Incoming Wine Mission-
Pittsburgh, PA
D. Solo Food Show-Pittsburgh, PA

A. Space confirmed & recruiting commenced by Post & OTT. B. Visited-will have natl stand in 1990
C. This was BC govt initiative but not followed thru. D. PBURG office worked w/Ontario govt at their recent solo show in Pittsburgh.

QUARTER: 2 A. Solo Food Show - Pittsburgh
B. British Columbia Incoming Wine Tour

Events A & B were held concurrently in two locations Kaufmann's Department Store and Joseph Horne's in conjunction with fashion shows featuring fur & leatherwear. Ten companies participated. See Special Activities #9.

QUARTER: 3 A. Ohio Grocer's Association

A. Organized Cdn Pavilion with 21 exhibitors & reception featuring exhibitors products. Twelve month sales projections total \$1M.

QUARTER: 4 National Farm Machinery Show, Louisville KY, Feb. 16-18.

Organized the first Canadian pavillion at this event. Three companies exhibited at the pavillion and reported potential sales of \$750,000. As pavillion was such a success, the Mission has recommended it be expanded next year

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :603-CLEVELAND

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

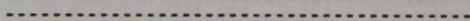
ANTICIPATED RESULTS:

COLUMBUS COMPUTER SHOW 11/89

HI TECHNOLOGY MATCHING SEMINAR
\$5MM (12 MONTH).

SOLO SOFTWARE FAIR
\$6MM (12 MONTH).

INSTRUMENT SOCIETY REGIONAL SHOW
\$2MM (12 MONTH).



TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 A. Computer Show - Columbus, Oh
- B. High Technology Matching Seminar, PBURG, PA
- C. Solo Software Fair - Pittsburgh, PA
- D. Instrument Society of America, Regional Show
- Pittsburgh, PA

- A. No participation.
- B. Organized by PBURG office in conjunction w/
Ontario & Quebec Govt. Recruiting 10-12 coys in
area of environ. tech eqpt. Date: October 2-3/89
- C. Propose for next FY D. No participation.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :603-CLEVELAND

SECTOR :013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

MONTREAL FURNITURE SHOW 6/89
10 GUESTS

TORONTO FURNITURE SHOW 1/90
10 GUESTS

SPORTSMAN SHOW 3/90
25 EXHIBITORS

IIDEX 11/89

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 A. Montreal Furniture Show
B. International Interior Design Exposition,
(IIDEX) - Toronto
C. Toronto Furniture Show
D. Canadian American Sports Show - Cleveland, OH

QUARTER: 2 -----

QUARTER: 3 International Interior Design Exposition-IIDEX

QUARTER: 4 A. Leather Mark '90
B. Toronto Furniture Market

A. Recruited 27 buyers. Onsite sales totalled \$130,000. B. Recruited 14 agents & several rep agreements were made. C. Recruited 6 buyers, 2 of which added Cdn lines. D. Had a Cdn Pavillion & recruited 7 Cdn participants.

Participated in USA buyers mission to IIDEX. Recruited 10 buyers for mission.

A. Co-ordinated recruitment of incoming mission. Twelve month estimated sales \$2.5M. Four agent contracts signed.
B. Six buyers recruited

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :603-CLEVELAND

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

OHIO HOSPITAL ASSOCIATION SHOW
4 CANADIAN EXHIBITORS

SAFETY EQUIPMENT EXHIBIT

SOLO MEDICAL SHOW 04/89
15 EXHIBITORS. 12 MONTH SALES PROJECT \$1 MILLION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A. Greater Cleveland Hospital Association Expo.
B. Ohio Hospital Association Show - Columbus, OH
C. Safety Equipment Exhibit - CNATI, OH
D. Solo Medical Show - Pittsburgh, PA

A. Coordinating with ISTC for NEXUS-type mission
B. No participation.
C. No participation.
D. postponed until next FY

QUARTER: 2 Ohio Hospital Association

In lieu of the Ohio Hospital Association, the mission participated in the Greater Cleveland Association Health Care Expo with an information booth and literature display. Introduced the products of 48 manufacturers via the display.

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :603-CLEVELAND

1. Organized incoming mission of members of the Cincinnati Purchasing Managers Association. 5 managers participated.
2. Participated in technology transfer meetings with Ohio State govt & WPAFB which provides opportunities for Cdn Coys
3. Co-chaired 47th DDSP Working Group meeting. Some new projects proposed and nominated.
4. Started DDSP discussions with AFLC. AFLC projects have near term production need.
5. Participated in liaison visit of CDLS WSHDC scientist, aimed at finding programs of mutual interest for CDW coys.
6. Participated in inaugural meeting of Dayton Govt Contracting Special interest Group, to guide CDW companies.
7. Met with Greene County & Xenia Development Corp to discuss CDW/US company collaborative ventures.
8. Organized visits of DCSC, DESC & GE contracting staff for Defence Subcontractors III Conference in Toronto.
9. Recruited six buyers for incoming mission to Globe '90 and participated in event. Assisted buyers to establish contact with Canadian suppliers & follow up meetings planned
10. Participated in the HOM meeting in Washington.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :604-DALLAS

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CALLS ON OFFSHORE DRILLING CONTRACTORS
TO BE MORE OF THESE ACTIVITIES & ENCOURAGE THEM TO USE CDN

PRODUCTS.

CALLS TO THIRD COUNTRY PROCUREMENT OFFICES
TO ENCOURAGE CDN SOURCING.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Offshore Technology Conference
Houston, Texas
May 1-4, 1989

1.The Honourable John Crosbie attended conf. and spoke at keynote session. There were 31 Cdn exhibitors and 5 provincial govts. in attendance Reception organized by the Consulate had approx 500 attendees.

QUARTER: 2 1.Began preparations for the Workboat Show,
New Orleans, LA, Nov. 30-Dec. 2, 1989.

1.Began arranging hotel accommodations and badge registrations for the show.

QUARTER: 3 1)GSA/NEXUS Trade Mission (Fire Fighting Equip)
2)Recruited companies for and organized a national stand at the Work Boat Show in New Orleans.

1)Mission took place Nov. 8-10/89. 10 Cdn manuf. 4 distributors and 1 mfr. rep. appointed.
2)30 Cdn. coys participated \$84,000 business booked at show with 1 yr. projection of \$7.7M. 486 serious leads were received at the show.

QUARTER: 4 1.Displayed manufacturing and service capabilities for 25 Canadian companies at Heli-Expo held Feb. 4-6, 1990.

1.Virtually all literature displayed was taken by the over 10,000 visitors to the show. This reflected Canada as a leader in Helicopter repair, overhaul and service capabilities.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :604-DALLAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:ELECTRICAL & ELECTRONIC

DEFENCE MARKET STUDY

COMMAND BRIEFINGS

RAISE AWARENESS OF CDN DEFENCE INDUSTRIAL BASE AND CCC.

DEFENCE COMPONENTS SHOW - DALLAS

GENERATE \$10 MILLION IN DEFENCE ELECTRONIC SALES.

ARMAX/HITECH OTTAWA (INCOMING MISSION)

GENERATE \$10 MILLION IN CDN DEFENCE SALES TO THE U.S.

INFOMART - SATELLITE OFFICE

NEW PROPOSAL

SUB-SECTOR:OTHER DEFENSE PROD & SERV.

DEFENCE MARKET STUDY

DEFINE MARKET PREPARATORY TO DEVELOPMENT OF A COMPREHENSIVE

COMMAND BRIEFINGS

RAISE UP DEFENCE PERSONNEL AWARENESS OF CDN DEFENCE

DEFENCE COMPONENTS SHOW - DALLAS

GENERATE \$2 MILLION IN OTHER DEFENCE SALES.

ARMAX/ HITECH OTTAWA [INCOMING MISSION]

GENERATE \$1 MILLION IN CDN DEFENCE SALES TO SOUTHWEST

INFOMART - SATELLITE OFFICE

NEW PROPOSAL

SUB-SECTOR:AEROSPACE

DEFENCE MARKET STUDY

RAISE AWARENESS OF POTENTIAL AEROSPACE MARKET IN THE U.S.

ABBOTSFORD AIRSHOW MISSION [INCOMING]

RAISE US DEFENCE PERSONNEL AWARENESS OF CDN AEROSPACE

DEFENCE COMPONENTS SHOW - DALLAS

GENERATE \$10 MILLION IN DEFENCE AEROSPACE COMPONENT SALES.

PROGRAM.

INDUSTRIAL BASE & CCC.

SUPPLIERS.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :604-DALLAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:AEROSPACE

ARMAX/HITECH OTTAWA (INCOMING MISSION)
GENERATE \$10 MILLION IN CDN DEFENCE SALES TO THE U.S.

COMMAND BRIEFINGS
RAISE U.S. DEFENCE PERSONNEL AWARENESS OF CDN MILITARY

SUPPLIERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Complete two defence missions in the
Southwest.

1.3 missions were completed: Electronic;
Electro-Optic; Ontario Electronic Component
Suppliers. Combined RFQ's, direct sales and
other contracts awarded exceed \$5 million to
date.

QUARTER: 2 1.Meetings with key personnel at Tinker AFB-OK
Dir. of Comp. Advocacy, Procn & Engineering.
2.Meetings with GSA Director, Ft. Worth re
future GSA Missions from Canada.
3.Airshow Cda, Vancouver, BC - August/89

1.Accomplished - Aug. 3/89.
2.Accomplished - Sept. 8/89.
3.Organized successful mission to show. Tinker &
Kelly AFB's & 3 US primes represented. US partic
reported good Cdn sourcing opport. & attendance.

QUARTER: 3 1)"Command Briefings" - Nov. 13-16/89
Tinker AFB, Oklahoma City & Kelly AFB, San
Antonio, TX. 2)Assisted in preparation and
follow-up in Cda's participation in AVSCOM CASL
held in Corpus Christi, TX Nov. 28-29/89.

1)Briefings on Cda/US Def. Sharing Arrangement
and role of CCC to Commanding Generals, Competi-
tion Advocacy, Procurement & Engr.
2)25 Cdn coys generated an est. \$3 million in
subcontracts for helicopter spare parts.

QUARTER: 4 1.Organized and managed Cdn. participation in
Deltech '90 which was held for the first time in
Dallas on Feb. 21-22, 1990.
2.Defence Mission to Kelly/Tinker AFB's,
April 2-6, 1990.

1.Cdn participation generated 65 enquiries,iden-
tified 10 US primes, established 1 joint venture
& 1 agent. Developed 10 potential bids & genera
ted over \$1M onsite sales.2)Worked on putting
together mission plus 2 receptions.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :604-DALLAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ARMAX/HITECH OTTAWA [INCOMING MISSION]
GENERATE \$10 MILLION IN TELECOMMUNICATION SALES TO THE

SOUTHWEST.

COMMAND BRIEFINGS
RAISE U.S. DEFENCE PERSONNEL AWARENESS OF CDN SUPPLIERS.

INFOMART - SATELLITE OFFICE
NEW INITIATIVE

CDN COMPONENTS SHOW - DALLAS
GENERATE \$10 MILLION IN TELECOMMUNICATIONS SALES TO THE

SOUTHWEST.

SOFTWARE MISSION [OUTGOING] TO DALLAS
GENERATE \$5 MILLION IN CDN SOFTWARE SALES.

DEFENCE COMPONENT SHOW-DALLAS.
GENERATE \$2 MILLION IN COMPUTER SOFTWARE SALES.

ARMAX/HITECH OTTAWA [INCOMING MISSION]
GENERATE \$5 MILLION IN CDN COMPUTER/SOFTWARE SALES TO THE

U.S.

INFOMART - SATELLITE OFFICE
NEW PROPOSAL

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Prepare and submit a proposal to External Affairs to establish the CAN TECH showroom at Infomart and obtain all costs and activities associated with this project.

1.The first draft of the formal CAN TECH proposal was completed along with project costs and overall management objectives.

QUARTER: 2 1.Networld '89
Dallas, Texas
September 12-14, 1989

1.Generated over 50 sales leads from participation at Networld '89, which will generate an estimated \$5 million in sales of computer network systems and equipment.

QUARTER: 3 Staffed and assisted in the preparation and follow-up of Cda's participation in NATA/UNICOM national stand held Dec. 5-8/89 at Infomart in Dallas.

15 Cdn. telecommunication coys participated generating 869 sales leads, \$129,000 in on-site sales with projected further sales of \$7,460,000 and 21 distributor/representative arrangements.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :604-DALLAS

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 4 1. Assisted in the preparation, staffing and follow-up of Canada's participation in Interface '90 held March 5-8, 1990.

1.13 Canadian coys participated in Interface 90 and generated over 100 serious inquiries during the show and an estimated \$2 million in onsite and future sales over the next year.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :604-DALLAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

DEVELOP A PROFILE/DATA BASE OF LOCAL DISTR REPS IN TERRITORY TERRITORY.
ENCOURAGE NEW DISTRIBUTION FOR CDN PRODUCT IN OTHER PARTS OF

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Organize PPP Exhibit for 3i Agricultural Mch
Show in Garden City, KS (April 89)
2.Recruit distributor/agents to attend West.CDA
Farm Progress Show in Regina, Sask(June 89).
3 Organize PIPP Exhibit for TRGA Show (June 89).

1.11 CDN exhibitors in CDN Pavilion&12 others at
3i show. Reported 12 months sales >\$500,000.
2.12 distributor/rep recruited for WCFP.10 new
agency agreements pending.
3.13 cos. product displayed,sales pending

QUARTER: 2 1.Recruit distributor/agents to attend
Western Canada Farm Progress Show in
Regina, Sask.

1.11/11 buyers attended the Show and reported
that several distributor agreements were
made. Projected 12 month sales have been
estimated at approx. 1.25 million (US).

QUARTER: 3 1)Prepared official program for Agribition
Executives to visit Houston and Ft. Worth and
meet with prospective invitees to the Western
Cda Agribition, Sask (Nov. 25-30/89) & liaise
with US industry associations.

1)10-15 buyers attended the show. Very positive
comments received from attendees.

QUARTER: 4 1.Began preparations for Texas Retail Grocers
Association Show reception in San Antonio, TX
(June '90)

1.Contactd La Maison del Rio and began menu
planning and show activities.

QUARTER: 3 a) Organized the APMA regional Directors Meeting
where Adm. Gurney addressed group.
b) Also organized U.S./Canada Culture seminar.

122 people attended the APMA reception from the
state party & assembly community. There were
109 people in attendance at the Culture seminar.
Both functions offered an excellent forum to
network & discuss items of mutual concern.

QUARTER: 4 Sat 1990 - 8 companies & 2 shows. Participated
in Canada booth exhibiting their products and
capabilities. We also had in excess of 300
people at our Investment seminar held at Club
Hotel.

Many leads and contacts were made by the
companies who participated in the trade show
booth. Also, seminar was an excellent opportunity
to be able to network most effectively.

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

POST :604-DALLAS

- 1.Developed a proposal to undertake a Telecommunication Market Study in conjunction with the Super Collider Project.
- 2.Performing Arts Marketing Initiative - 3 missions (Hull, Montreal, Toronto) & 2 mission to Kansas City, MO.
- 3.National Energy Strategy Report - New Orleans, 20 Feb 90.
- 4.Cross Cda Tour 21 March-04April to meet provincial authorities responsible for investment development.
- 5.Attendance at Investment Counsellor's Seminar, Washington, DC 19-20 March 1990.
- 6.Recruited and distributed literature from 9 Cdn. coys at the Southwest Electrical Exposition, Houston 2-4 Apr. 90.
- 7.Assisted Dept. of Communications Information Management Study visit.
- 8.HOM and STC attended the inauguration of the San Antonio World Affairs Council "Canada Focus Group".
- 9.Assisted EXTOTT Consultant (Dalhousie ie Univ.) in FTA Subsidies Study.
- 10.COSICS training plus World of Concrete reception in support of the Ontario Government.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:AUTOMOTIVE

PRODUCTION AND PUBLICATION OF QUARTERLY NEWSLETTER
TO INFORM CANADIAN INDUSTRY OF MISSION ACTIVITIES & VIEW-

POINTS PERTAINING TO THE AUTOMOTIVE SECTOR

CLOSE LIAISON WITH APMA OF CANADA

PROMOTE THE MARKETING EFFORTS OF CDN PARTS PRODUCERS

ENHANCE RELATIONS BETW SR. GOV'T OFF & AUTO CO. IN TERRITORY
BETTER UNDERSTANDING OF U.S. INDUSTRY CONCERNS.

ANNUAL APMA OF CANADA DIRECTORS' MEETING IN DETROIT
PROMOTE IMPORTANCE OF U.S. MARKET TO APMA MEMBERS.

LIAISON WITH UNIVERSITY OF MICHIGAN, DEPT. OF TRANSPORT
BUILD A WORKING RELATIONSHIP WITH THIS PRESTIGIOUS BODY AND

SHARE WITH THEM A CDN PERSPECTIVE OF THE AUTO INDUSTRY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Attended Annual Apma of Canada meeting in
Toronto.

Met with many parts producers and manufacturers
and promoted the aspect of being able to assist
them with market intelligence and manufacturers
representatives in our territory.

QUARTER: 2 Attended University of Michigan Automotive
Management Seminar in Traverse City, Michigan.

Liaised with executives (both U.S. and Cdn) of
auto industry who were in attendance at
seminars. Promoted the capabilities of Canadian
parts industry to U.S. automotive purchasing
community (Extensive report submitted).

QUARTER: 3 a) Organized the APMA Regional Directors Meeting
where Amb. Burney addressed group.
b) Also organized U.S./Canada Customs seminar.

124 people attended the APMA function from the
auto parts & assemblers community. There were
109 people in attendance at the Customs Seminar.
Both functions afforded an excellent forum to
network & discuss items of mutual concern.

QUARTER: 4 SAE 1990 - 8 companies & 2 assoc. participated
in Canada booth exhibiting their products and
capabilities. We also had in excess of 300
people at our investment seminar held at Cobo
Hall.

Many leads and contacts were made by the
companies who participated in the trade show
booth. Also, seminar was excellent opportunity
for us to network most effectively.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :605-DETROIT

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

CONTACTS AT COMPANIES INVOLVED IN U.S. MILITARY PRODUCTION
INCREASED SUBCONTRACTING OPPORTUNITIES FOR CDN COMPANIES

I.D. & RECOMMEND POTENTIAL INT. DEV. PROJECTS
ADDITIONAL OPPORTUNITIES FOR CDN PARTICIPATION IN U.S. R & D

INCREASE AWARENESS OF DDSA, OPSA AND CDN INDUSTRIAL CAPAB.
ADDITIONAL SALES OPPORTUNITIES.

PROGRAM TO EXHIBIT CDN VEHICLES PRODUCT & TECHNOLOGY
ENHANCED AWARENESS OF CDN PRODUCTS & CAPABILITIES. AD-

PROJECTS & SUBSEQUENT PRODUCTION.

DITIONAL JOINT DEVELOPMENT POSSIBILITIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 General Dynamics Land Systems Division Bidders
Conference, Troy, Michigan.

Discussions with Canadian company repre-
sentatives in attendance. Introduction of
company reps to GDLS personnel and to program
office Abrams Tank System.

QUARTER: 3 a) Participation in AUSA Conf,WSHDC,16-18 Oct.;
b) Visit to NAC, NWSC & defence industries in
Indiana, Dec. 89.

a) Met with Cdn exhibitors & visitors, explored
subcontracting opportunities with U.S. prime
contractors; b) Toured facilities & explored
opportunities for Cdn contractors & sub-
contractors.

QUARTER: 4 a) Attended Tactical Vehicles Conference,
Monterey, CA., 30Jan-01Feb90; b) Participated in
Subcon III, Toronto, 06-08 March 90.

a) Met with Canadian exporters and reps from
U.S. prime contractors. Received updated program
briefings; b) 19 reps of U.S. primes attended
from territory. Meetings between Cdn sub-
contractors and U.S. primes due contract signed.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

SOLO FOOD SHOW - DETROIT
INTRODUCE CDN SUPPLIERS TO DISTRIBUTORS, WHOLESALERS AND

BROKERS AND FOOD STORES IN TERRITORY.

WINE PROMO AT ANNUAL ASSOC FOOD DEALERS ASSOC BROKERS, HOTEL
3 NEW WINE PRODUCTS INTRODUCED INTO TERRITORY.

7 INFORMAL PRES OF FOOD PROD TO AGENTS IN DETR W/SIMILAR PRO
INCREASED PROFILE OF PROCESSED FOODS AND ENTRY OF 8 NEW

PRODUCTS.

SOLO FOOD SHOW - INDIANAPOLIS
INTRODUCE CDN SUPPLIERS TO ASSOCIATED DEALERS IN

INDIANAPOLIS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Visited National Restaurant Association Show in
Chicago and assisted with National Stand.

Made contact with 25 Canadian companies, recruiting for Great Lakes Michigan Show and had opportunity to gather market intelligence

QUARTER: 2 Wong Wing Foods of Montreal, Quebec held luncheon at Consulate General for selected buyers.

Introduction Wong Wing to Farmer Jack's, A & P Supermarkets Buyers. Potential distribution to 170 plus stores in state of Michigan.

QUARTER: 3 Recruited & organized national stand at the Michigan & Great Lakes Food Service Show, Lansing, Michigan, October 15-16, 1989.

-11 Cdn cos fielded 300 plus serious inquiries.
-A possible six agents were appointed
-Estimate on-site sales of \$100,000
-National Stand won Best Booth competition.

QUARTER: 4 18 Canadian companies participated in a Taste of Canada Wine Promotion in Dearborn, Michigan.

400 visitors attended Tasting with on-site sales of \$1,000.00 and three agency agreements pending.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

ADDRESS STATE CHAPTERS OF ELECTRONIC REPRESENTATIVES ASS.
FIND ADDITIONAL QUALIFIED LINES OF DISTRIBUTION FOR CDN CO.

SEMINAR IN ANN ARBOR ADDRESSING INVEST & JV OPPORT. IN CDA
DRAW 2 TO 3 VIABLE INVESTMENT LEADS FROM THE HIGH-TECH

FINALIZE AGREE TO COVER DATA SHARING & REPRESENTATION RIGHTS IN N.A.M
TECHNICAL DATA SHARING BETWEEN 2 NATIONAL TRADE ASSOCIATIONS

FOLLOW-UP PLANT VISITS WITH U.S. FIRMS INV. WITH SUBCON. COM
BETTER UNDERSTANDING OF SPECIFIC SOURCING REQUIREMENTS.

COMMUNITY SURROUNDING U. OF M.

AND AN AGREEMENT OF JOINT REPRESENTATION.

SOURCING ASSIS. PROV. BY CONGEN 6-7 BUYING CONTRACTS MADE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Organization of major trade show Autofact
including mailings to territory, mailings to
Canada, solicitations to potential partners.

QUARTER: 3 -Sponsored two MTC breakfast briefings;
-20x40 booth at Autofact (CIM related products)
five Cdn companies cost-shared/participated.
Autofact reception at Post 130 guests attended.

QUARTER: 4 Planned for Robot/Vision Trade Show coming up in
1st quarter next FY. Followed up on sourcing
requests generated at Autofact (Nov.89) Trade
Show. Participated in Electrical Trans & Dist'n
Trade Show and held reception for 300.

Located rep for Canadian company. Other rep
requests on-going into 3rd quarter.

-Increased Post mandate at MTC events.
-Autofact, two agency agreements signed.

-Autofact results for 1st six months (4 agents)
signed. \$900,000 in sales, more sales expected.
-Elect'l Trans. Show: 308 requests, \$11.8 mill
in sales estimated for 1st 12 months (from
15 Canadian company participants).

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

CANVASS OF AUTOMOTIVE PLANT PURCHASING SECTOR FOR QUOTATIONS PROJECT.
NOTICE OF NEW REQUESTS AND REQUIREMENTS FOR MAJOR EXPANSION

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SME International Expo info booth provided opportunity for WIN Export demo and sourcing services promotion.

Established contact with six firms very interested in sourcing components in Canada. On-going rep search for tool & die and manufacturing shops.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 Ongoing search for lines of distribution as a result of industry requests.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :605-DETROIT

SECTOR :013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

PROMOTE & REVIEW CDN PRODUCTS AT NATIONAL SPORTING GOODS ASS
NEW AGENCY AGREEMENTS - I.E. EXPANDED REPRESENTATION FOR CDN

PRODUCTS.

DEVELOP NEW PROGRAM FOR CDN PRODUCTS - INTRODUCTORY DAYS
CREATE PROFITABLE OPPORTUNITY FOR CDN CONSUMER PRODUCTS TO

PENETRATE.

CONTINUE TO UPGRADE CONTACTS IN TERRITORY
MAINTAIN CURRENT LEVELS OF CONTACTS FOR INCOMING MISSIONS &

MARKET INTELLIGENCE FOR NEW EXPORTERS.

DEVELOP MARKET STUDY ON RETAIL TRADE IN TERRITORY

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 1) Hosted solo show for In-line Systems
Furniture of Toronto at Congen.
2) Recruited 17 dealers & interior designers
to attend IIDEX shows in Toronto.

1) 30 designers and specifiers attended to
view products.
2) Resources were used to Charter Bus so Post
could increase buyers quota.

QUARTER: 4 Recruited two buyers for the Toronto Furniture
Mart and sent them to Toronto for show, Jan.
14-17/90.

On-site sales by the two buyers totalled
\$30,000 with projected 12 month sales of
\$150,000.

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

POST :605-DETROIT

- Co-chaired TACOM DDSP Working Group Meeting in Ottawa. Accompanied TACOM participants on tour of selected high tech industries in Montreal and Ottawa.
- Visit to Big Three auto cos by 2 reps of Dept. of Finance- to discuss economic plans of auto cos.
- Organized visit of Global Thermoelectric, CCC and ISTC representative to TACOM for DDSP heater program review and equipment demonstration.
- Reporting on environmental industry in territory via questionnaire for ISTCOTT.
- Attended Investment Officers Mtg which was held at EMBWSH.
- Organize (in conjunction with provincial and municipal reps) an out-going mission from London, Ontario medical community to visit S.E. Michigan for a series of site tours with technology transfer and joint research projects targetted.
- EXOTT visit to U.S. Customs posts at Detroit & Port Huron to learn of non-tariff barriers for Cdn exporters.
- Attendance at Auto News World Congress to learn from auto executives their comments & overviews of the 90s

POST :606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ELECTRICAL & ELECTRONIC

CONTINUATION OF LOCAL CO. INDUSTRY VISIT PGM.
ADVISE INDUSTRY OF CANADIAN CAPABILITY & PROGRAMS.

SUB-CONTRACTOR CONFERENCE
INTRO MAJOR PRIME CONTRACTORS.

INCREASE LOCAL REPRESENTATION

MAIL-OUT OF INDUSTRY VENDOR ACTIVITIES.
INTRO MAJOR PRIME CONTRACTORS.

SUB-SECTOR:OTHER DEFENSE PROD & SERV.

DDSP PROJECT WITH USAF SPACE DIVISION "FOCUS"
\$14M DEVELOPMENT CONTRACT AS CANADIAN SHARE. DOWNSTREAM

PRODUCTIONS ESTIMATE \$200M PLUS.

COMMAND BRIEFING TO NOSC/INDUSTRY VISITS
AWARENESS OF DDPS OPPORT. BY U.S. DEFENCE AGENCIES LEADING

TO SHARED DEV. PROJ. & SUBSEQUENT PRODUCTION CONTRACTS.

BRIEFING ON DDSP TO NAVAL WEAPONS CTR., CHINA LAKE

BRIEFING ON DDSP TO BALLISTIC MISSILE OFFICE(NORTON AFB)

SUB-SECTOR:AEROSPACE

DIRECT MAIL PROGRAM TO MAJOR U.S. FIRMS
INCREASED AWARENESS OF SUPPLIERS

UPDATE OVERVIEW REP OF US CONTACTS & MAIL TO CDN EXPORTERS
INCREASE CANADIAN AWARENESS

IMPROVE P.C. USE & USEFULLNESS
MORE INTELLIGENT USE OF EXISTING RESOURCES

REFINE CONTACT LIST & SOFTWARE
ENHANCE UTILITY & ACCURACY

SECTOR/SUB-SECTOR MARKET STUDY
CLEARER GUIDELINES FOR CANADIAN EXPORTERS

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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

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POST :606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:AEROSPACE

UPDATE OVERVIEW OF CDN COMPANY ACTIVITIES
INCREASED POST & PRIME AWARENESS OF CDN ACTIVITIES

INCREASE LIAISON WITH LOCAL CHAMBERS
IMPROVE STATISTICS BANK

ENCOURAGE CANADIANS TO USE MORE LOCAL REPS
IMPROVE CAPTURE RATIO

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 1-Attend S.A.E. Aerotech '89 in Anaheim, and
evaluate for viewpoint of future attendance.

QUARTER: 3 1.Organization & attendance at Underseas Defence
'89 San Diego
2.Visit to Air Force Space Technology Center to
review potential DDSP projects

QUARTER: 4 1.Attended US-CDA Space Div.Group2.Industry visi
to Phoenix3.Attended NASA/JPL Hi-Tech Seminar4.
Recruit for SAMPE'90.5.Review Alta Mission6.Prin
ting local reps directory7.Subcontractors III
Trade Mission to Toronto8.AIAA participation

1-Show is still marginal to unsatisfactory. Next
year's venue returns to Long Beach and perhaps
a brighter future.

1.Show was of marginal value. Poor attendance.
Recommend to delete from '90 program.
2.Project outline and priorities passed to Ottawa
for action and DDSP funding.

1.6 DDSP projects identified2.Good leads for CDN
co-op in defense programs3.Excellent contacts4.
5 new CDN coys share info booth5.New lines of
approach suggested6.Material in print7.7 US reps
participated8.Monitoring show for 91 exhibit

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SOLO FOOD SHOW LOS ANGELES - 25 FIRMS
DEVELOP BROKER REPRESENTATION FOR THE 25 FIRMS PARTICIPATING

IN THE EVENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Natural Foods Expo West
2.Arizona Retail Grocers
3.Montreal Furniture Market

1.8 Cdn coys exhibited, 3 possible agency reps.
2.6 Cdn coys exhibited, 3 appointed brokers.
3.11 buyers invited, 3 agency agreements confirm

QUARTER: 2 1-Western Restaurant Convention & Exposition
Info Booth with Cdn manufacturers

1-12 Cdn firms participated, 7 agency agreements
12 mos sales estimated US\$ 1.3 mil.

QUARTER: 3 -----

QUARTER: 4 1.Assisted and participated in Smitty's Taste of
Canada Promotion.

1.Direct purchases excess of 505K and 1M in purc
hases over 12 mos.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :606-LOS ANGELES

SECTOR :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 1-Meeting w/ local rep of UTDC Toronto in bringing bi-level car to S. CA for demonstration.
2-Continuous liaison with local transit properties re inclusion of Cdn suppliers in purchasing.

1-Will finalize details of visit next quarter.
2-UTDC is included in bid for rail car for Century line extension.

QUARTER: 2 1-Liaison w/ UTDC&TGI(Bombardier)re:support & participation in November Transit Seminar.
2-Participated Automotive Service Equipment Show
Visit Japanese plants-source port/dealer program
3-Meet w/local reps-urban commuter rail projects

1-Orange Cty is dev.plans for commuter rail & people movers. UTDC&Bombardier in seminar/Nov.
2-Strong interest by Honda,Mazda,Toyota,Nissan Mitsubishi to consider Cdn parts & accessories.
3-Met with local reps of Canadian exporters.

QUARTER: 3 1.SEMA/AI '89 with 14 Cdn exhibitors (automotive)
2.Continued liaison with Japanese Transplant for port/dealer programs
3.Meeting with Orange County Transit officials re interest in ALRT and TGI

1.Exhibitors reported sales over 12 mos \$4 M
2.Resulted in export sales agreements with Mazda/Honda/Toyota.
3.Firm plans for O.C. officials to inspect ALRT in Vancouver in March 1990

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :606-LOS ANGELES

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1-Organize a software mission to CA & help arrange for distribution.
2-Federal Computer Conference Trade Show.
3-Society for Advanced Materials Trade Show.
4-CANEXPO '89 Trade Show.

1-CANEXPO '89 Software mission made up of 29 Cdn firms, visited Santa Clara and Long Beach.
2-10 Canadian companies participated.
3-5 Canadian companies participated.
4-5 aerospace companies participated.

QUARTER: 2 1-Assist Cdn participation in Desktop Presentation Graphics Conference(DPG),July 11-13, 1989.
2-Follow up with enquiries from CANEXPO'89. Provide lists of potential agents.
3-Recruit attendees for Cdn Biotec Mission Nov89

1-Three Canadian firms did very well in acquiring market intelligence & distrib channels
2-450 new buying connections/\$270 M in on-site sales/2 regional & 1 national distr. agreement.
3-Met research org. & local Biotech companies.

QUARTER: 3 1.Assisted in devising marketing strategies for Canadian firms attending COMDEX '89

1.\$200M in on-site sales

QUARTER: 4 1.San Diego Electronics Show.2.Nexus Mission
3.Technology inflow program-institute

1.Distributed info from 14 Cdn coys.2.7 Cdn coys participated,250K over 12 mos.3.Program(Project) implemented Phase I completed.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :606-LOS ANGELES

SECTOR :013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

IDENTIFICATION OF LOCAL AGENTS AND DISTRIBUTORS
GENERATE QUALIFIED DATA BASE OF INTERESTED U.S. COMPANIES

MAGIC (MENS APPAREL) 89/90/91
CANADIAN EXHIBITORS

SOLO WOMEN'S APPAREL SHOW'89
CANADIAN EXHIBITORS

REP SEARCH RESIDENTIAL FURNITURE
IDENTIFY 10-15 REPRESENTATIVES WHO HAVE AN INTEREST IN

CANADIAN LINES.

REP SEARCH MENS AND BOYS APPAREL
IDENTIFY 10-15 REPRESENTATIVES WHO HAVE AN INTEREST IN

CANADIAN LINES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 1-Montreal Pret, Incoming Mission

1-7 buyers attended/initial orders of US\$8,000.
12 months sales estimate of US\$100,000.

QUARTER: 3 1.MAGIC Show,10 Cdn companies exhibited
2.IIDEX, 42 buyers attended
3.Furniture NEXUS Mission, 5 Cdn firms

1.\$87,500 on-site, 1M over 12 month sales
2.3 mos.activities, 1.3M in sales, 10M over 12 months
3.\$32,500 on-site, \$700,000 over 12 month sales

QUARTER: 4 1.Co-ordinated participation in MAGIC.2.Co-ordinated Incoming Buyers Mission to Montreal Pret.

1.12 coys on stand,161K on-site sales,3.9Million over 12 mos.2.3 US buyers attended, 75K over 12 mos.

REPT4D
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :606-LOS ANGELES

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:WOOD AND WOOD PRODUCTS

IDENTIFY PROSPECTIVE BUSINESS

CONTACTS IN TERRITORY (SAN DIEGO, ARIZONA)

ASSIST WITH IMPLEMENTATION OF FEDERAL MKT PROG. FOR SHAKES

UPDATE 1981 STUDY ON OPPORT. IN TERRITORY FOR VALUE

ADDED WOOD PRODUCTS

SOUTHERN CALIFORNIA HOME & GARDEN SHOW (AUGUST)

SOUTHERN CALIFORNIA BLDG IND. ASSOC. TRADE SHOW (NOV.)

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 1-Assist w/ implementation of \$21M Federal
Market program for cedar shakes & shingles.
2-Promotion of Spruce-Pine-Fir lumber.
3-Identify scope for intro of wood products.
4-Building stone (granite, marble, slate).

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 1.Assisted w/implementation of Fed Mrkt Prgm for
Cedar Shakes/Shingles.2.Identify scope for intro
of more manufactured wood products.

QUARTERLY RESULTS REPORTED:

1-On behalf of Fraser Valley Producers met with
L.A. gov't officials to exempt "Certi-Guard".
2-Assisted COFI in supplying materials.
3-NEXUS mission for wood components for FY89/90.
4-CDN stone & tile considered for Walker&Zanger.

1.Mid-term review of prg, report on local suppor
t to have ban removed, monitoring of roofing dev
elopments locally.2.NEXUS proposal on wood compo
nents submitted to OTT for FY 90/91.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :618-MINNEAPOLIS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 WESTERN CANADA FARM PROGRESS SHOW, INCOMING
BUYERS MISSION

SOLO FOOD AND BEVERAGE SHOW, MAY 16, 1989

QUARTER: 2 National Stand at Husker Harvest Days, Sept.
12-14, 1989, Grand Island, NE. Follow-up: Solo
Food and Beverage Show, Alberta Beef Promotion.
Investigate new markets in territory.

QUARTER: 3 Exhibited at Northern Farm Show with an info.
booth November 28-30, 1989.

QUARTER: 4 Participated in Upper Midwest Hospitality Show.
Agricultural NEBS Mission to Great Falls, Mont.
Agricultural NEBS Mission to Minot, North Dakota
National Stand at Triumph of Ag Show, Omaha, NE.

RECRUITED 15 BUYERS

43 CDN FIRMS PARTICIPATED IN SOLO FOOD SHOW, 450
ATTENDEES, \$2 MILLION SALES, ALTA. BEEF PROMO.:
3 FIRMS PARTICIPATED, 20 ATTENDEES, \$200,00 SLS.

20 Cdn. Ag. Equip. co's participated in Natl.
Stand. Assisted AB beef packers in becoming well
established in market with initial sales of
\$250,000. Participated in NE Retail Grocers
Assoc. Show, Omaha, Sep. 11-12, 1989.

Provided information of Canadian manufacturers
of agricultural equipment.

On-site sales in UMWHS of \$24,000.

25 companies from AL, SA, and MA participated.
17 companies from SA and AL with 1 sale of \$3500
11 companies represented in National Stand.

REPT40
90/06/26

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :618-MINNEAPOLIS

SECTOR :013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 FOLLOW-UP ON MN NURS./LANDSCAPE SHOW; CDN. GIFT SOLO SHOW. REPT. ON LOCAL GIFT MARKET MAILING TO LOCAL GIFT REPS.

CREATED CATALOG OF CDN NURSERY SUPPLIERS. HELD CDN GIFT SOLO SHOW-11 FIRMS. RPT. ON LOCAL GIFT INDUSTRY AND MAILING TO LOCAL REPS. RECRUITED 8 BUYERS FOR MONTL FURNITURE SHOW. ATTENDED FURNITURE WEST SHOW (VNCVR).

MONTREAL FURNITURE SHOW, JUNE 18-21, 1989.

QUARTER: 2 Follow-up: Vancouver Furniture West Show exhibitor; Montreal Furniture Show attendee. Apparel NEBS Mission; semi-annual mailing to fashion retailers; Incoming Buyers Mission to C.I.W.S.

Assisted Furniture West with July market-3 Cdn. firms participated, on agent established. Sales of \$50,000. Apparel NEBS Mission (11 partic.). Mailing to 50 fashion retailers; recruited 5 buyers to C.I.W.S.

QUARTER: 3 I.B.M. to Canadian Intl. Womenswear Show.

Sponsored 5 buyers to CIW Show (Montreal). Met with 12 new apparel retailers in Nebraska.

IIDEX Contract Furniture Show, Toronto, Ont.

Recruited 34 buyers for IIDEX trade show with estimated results of \$5 million.

QUARTER: 4 Incoming Buyers Mission to Cdn. Intl. Womenswear Show (CIWS).

Recruited 1 store buyer to attend CIWS. Anticipated sales of \$40,000 from Toronto Furn.

Recruited buyers to attend Toronto Furniture Show.

REPT4D
90/06/26

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :618-MINNEAPOLIS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECRUIT TEN PERSONS TO ATTEND DEFENCE SUB-
CONTRACTORS CONFERENCE III IN TORONTO, ONTARIO.

CONFERENCE WAS RESCHEDULED TO 1990 DATE.

QUARTER: 2 -----

QUARTER: 3 Coordinate defence mission to Twin Cities of
Cdn. companies from provinces of Manitoba and
Alberta.

Group visited FMC Corp., Unisys, Honeywell
Underseas Sys. and Honeywell Armament Sys. Div.
and DCASMA. Participants enthusiastic about
future sales possibilities. Now in follow-up
phase.

QUARTER: 4 Recruit buyers for SUBCON III - Toronto.
Invited 40. Nine acceptances, two cancelled at
last minute.

All visitors to Toronto were key people. Two
from Lucas Western, one from UNISYS, four from
two different divisions of Honeywell.

REPT4D
90/06/26

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :618-MINNEAPOLIS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PARTICIPATE IN MIDWEST ELECTRONICS EXPO,
COORDINATING CANADIAN PRESENCE.

SHOW BROKE ATTENDANCE RECORDS WITH CANADIAN
EXHIBITORS INDICATING THEIR COMPANY OBJECTIVES
WERE MET.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

recruited 34 buyers for 1989 trade show with
estimated results of \$3 million.
Recruited 7 more buyers to attend 1989
anticipated sales of \$40,000 from Toronto firm.

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

POST :618-MINNEAPOLIS

Ag Trade Policy issues (i.e. durum wheat, pork, FDA meat inspection) are occupying increased amount of post resources
S.T.C. was Acting Head of Post January 1 through February 23.

ACTIVITIES REPORTED IN POST PLAN
AG TRADE POLICY ISSUES (I.E. DURUM WHEAT, PORK, FDA MEAT INSPECTION) ARE OCCUPYING INCREASED AMOUNT OF POST RESOURCES
S.T.C. WAS ACTING HEAD OF POST JANUARY 1 THROUGH FEBRUARY 23.

INCREASE PARTICIPATION OF COM TRADE IN R & D PROJ AS REQD
AG TRADE POLICY ISSUES (I.E. DURUM WHEAT, PORK, FDA MEAT INSPECTION) ARE OCCUPYING INCREASED AMOUNT OF POST RESOURCES
S.T.C. WAS ACTING HEAD OF POST JANUARY 1 THROUGH FEBRUARY 23.

NEW BUSINESS OPPORTUNITIES WITH U.S. PARTNER
AG TRADE POLICY ISSUES (I.E. DURUM WHEAT, PORK, FDA MEAT INSPECTION) ARE OCCUPYING INCREASED AMOUNT OF POST RESOURCES
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POST :608-NEW YORK, CONSULATE GENERAL SECTOR :004-DEFENCE PROGRAMS,PRODUCTS,SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ELECTRICAL & ELECTRONIC

IDENTIFY,INTRODUCE & SUPPORT CDN COMP WITH CAPABILITY TO
IF PROPER MATCH IS OBTAINED BUSINESS IN RANGE OF US \$110 M

OVER 3-6 YR PERIOD WILL BE GENERATED.

CONT TO CALL ON SR. MILITARY & CIVILIAN OFFICIALS[IN PARTIC
IMPROVED ACCESS OF CDN COMPANIES TO KEY DECISION MAKERS

WORK WITH THE CDN COMM CORP&CECOM,FORT MONMOUTH TO ENSURE
CDN COMP WITH APPROPRIATE TECH WILL BE WELL PLACED TO RECEIVE

BID SETS,THUS BECOMING AWARE OF NEW OPPORTUNITIES.

UNDER AUSPICES OF NEW ESTAB WORK GROUP AT ARDEC,PICATINNY
INCREASE PARTICIPATION OF CDN FIRMS IN R & D PROJ AT ARDEC

LEAD TO CONTRACT AWARDS IN RANGE OF \$5M IN NEXT 5 YEARS

WORK WITH CECOM PROCUREMENT DIRECTORATE TO IDENTIFY 20 COMP
BUDGET FOR SPARES IS QUITE SUBSTANTIAL & ONE CAN ANTICIPATE

BUS. IN THE RANGE OF US\$3M CLD BE GENERATED OVER 3YR PERIOD.

SUB-SECTOR:AEROSPACE

CONT LIAISON PROG WITH LOCAL DEFENCE CONTR TO PROM BENEFITS
NEW BUSINESS OPPORTUNITIES WITH U.S. PRIMES

PARTICIPATE IN HIGH TECH CONF TO PROVIDE GUIDE TO NE EXPRTRS
NEW BUSINESS OPPORTUNITIES WITH U.S. PRIMES

IDENT. & ACTIVATE A PROG OF LIAISON VIS.;AMONG 2ND TIER DEF.
EXTEND MKT POTENTIAL FOR CDN DEFENCE PARTICIPANTS BEYOND TRAD

-ITIONAL PRIME CONTR LEVEL.

MONITOR AWARDS & ENCOURAGE RECIPIENTS OF MAJ NEW CONTR TO
INCREASE PARTICIPATION BY CDN FIRMS IN NEW PROGRAMS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -Coordinate U.S. Army Communications Electronics
Command (CECOM)/Defence Development Working
Group Meeting, May 31-June 2, Ottawa.
-Met with reps. of TDP & Toronto regional office
to plan Subcontractor Conference III.

QUARTER: 2 A.F.C.E.A. Trade Show, Fort Monmouth
(Defence Electronics Sub-Sector)

Introduced three new companies to C.E.C.O.M.
buyers and engineers

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :608-NEW YORK, CONSULATE GENERAL

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 3 a) Attended a CECOM Working Group Meeting for U.S./Canada defence product development.
b) Started recruitment for Subcontractors Conference III.

a) Discussed projects; made follow-up plans for radar deception and night vision projects.
b) Will fill quota of buyers from U.S. defence prime contractors.

QUARTER: 4 - Incoming Buyers Mission to Subcontractors III Conference, Toronto
- Organize a visit by CECOM Project Managers to Canadian defence electronics companies

- 13 purchasing agents and managers from New York area primes participated in event
- 7 Project Managers will visit a total of 29 companies in early May

REPT4D
90/06/26

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :608-NEW YORK, CONSULATE GENERAL SECTOR :013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR: APPAREL (CLOTH, FUR, SHOES) TEXT

FOLLOW-UP & EVALUATE CDN PARTICIPATION IN THE INT KIDS FASH
\$100,000 ON SITE SALES WITH PROJECTION OF \$750,000. TWO NEW

AGENT AGREEMENTS

FOLLOW-UP & EVALUATE CDN PART'N IN THE SOURCE AMERICA PRIVAT
THREE BUYING CONNECTIONS

FOLLOW-UP & EVALUATE CDN PARTICIP. IN THE PRIVATE LABEL EXPO
FIVE NEW BUYING CONNECTIONS

BUYER MISSION FROM N.Y. TO DESIGNER LEATHER APPAREL EVENT
TWO NEW BUYING CONNECTIONS. HEIGHTEN AWARENESS OF HIGH

QUALITY FASH LEATHER APPAREL RESOURCES IN CDA TO US MARKET.

DISSEMINATE & INPUT ON POST DATABASE-A1200 NEW US CONTACTS
BUILD UP LOCAL CONTACT BASE TO PROVIDE POTENTIAL LEADS &

CONTACTS TO CDN MFG INTEREST IN THE NY MKT. CONT TO ESTABLISH

SUB-SECTOR: FURNITURE & APPLIANCES

CONT TO HELP NEW EXPRTRS FIND THE RIGHT REP. IN THIS MARKET.
INCREASE SALES OF CDN RESIDENTIAL FURNITURE BY APPROX 10%

MAINTAIN GOOD WORKING RELA'NS W/THE IMP BUY IN THE LARGE
ABLE TO INTRODUCE NEW PRODUCTS IN THIS VERY COMPETITIVE MKT

PLACE BECAUSE OF PERSONAL CONTACTS WITH BUYERS

ONGOING PROGRAM OF EXHIBIT FURNITURE IN CANADA ROOM
TWO NEW EXPORTERS WILL INTRODUCE PRODUCTS IN THE CANADA ROOM

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Cougar USA (wholly-owned subsidiary of Susan
Shoe Industries, Ont.) reception/promotion at
Congen celebrating 5 year anniversary of Cougar
USA. Funded by company and organized by Post.

Event was very successful for company, drawing
130 business contacts (buyers, distributors
and media) both new and established.

QUARTER: 3 a) Coordinated Canadian Pavilion and Fashion
Shows at International Kids Show.
b) Three day presentation at CON GEN for Ma
Poupee Inc.
c) Recruited 31 buyers and attended IIDEX '89.

a) Canadian exhibitors reported substantial
sales and established buying connections.
b) Successfully introduced company to NY market.
c) This was the largest group from NY to attend
annual event.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :608-NEW YORK, CONSULATE GENERAL

SECTOR :013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 4 - Canadian stand at "The Exclusive" Show for tailored menswear
- Incoming Buyers Mission to Toronto Furniture Show

QUARTERLY RESULTS REPORTED:

- 10 Canadian manufacturers reported excellent response from New York Buyers. Canadian effort received extensive editorial coverage.
- Recruited 30 buyers from N.Y. who anticipate placing orders of over \$5 million during year.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :608-NEW YORK, CONSULATE GENERAL SECTOR :005-ADVANCED TECH. PROD. & SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:COMPUTERS HARD/SOFTWARE & COMP

COMPL A MKT INTRO PACKAGE TO FACILITATE NEW CDN COMP ENTRY
INCREASE CONFIDENCE LEVEL OF NEW CDN SOFTWR EXPRTS & THERE-

FORE THEIR PROBABILITY OF SUCCESS.

COMP PROJ DELINEAT SALES REPS/DIBTRIB BY PROD/MKT THEY COVER
FACILITATE QUICKER&CLOSER MATCH BETWEEN US REPS/DISTRIB& CDN

SUPPLIERS

COMP ADD TO OUR BASE OF CONTACTS WITH SALES REPS/DITRIB.
INCREASE PROBABILITY OF SUCCESS THROUGH ENLARGED UNIVERSE

OF MEANS OF SALES COVERAGE

BETTER UTILIZED WIN/COSICS TO INDENTIFY MORE CDN SUPP OF
BRODEN BASE OF CDN SOFTWR ENTREPRENEUR WISHING TO ENTER THE

NY CITY MARKETS

INVESTIGATE IDENTIFICATION OF HARDWR/SOFTWR USERS ALONG WITH
PROVIDE INDENTIFICATION OF A POTENTIAL CUST BASE FOR CDN

SUPPLIERS

IDENT.&EVALUATE APPLICABLE TRADE SHOWS/SEMINARS, ETC. FOR
INCREASE MKT OPPOTRUNITIES FOR CDN SUPP THROUGH GREATER

MARKET EXPOSURED OPPORTUNITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 In support of Micron Security Products,Edmonton,
Alberta, & 8 other Cdn participants, we attended
the International Security Conference & Expo
(ISC EXPO), Javits Convention Center, New York,
August 29 - 31, 1989.

Very valuable international buyer/distributor
contacts were made by MSP as well as all the
other Cdn participants. This major int'l show is
accelerating in participation and attendance.
CNGNY should sponsor new Cdn exporters in 1990.

QUARTER: 3 a) National stand at INFO Management Show with
8 Canadian exhibitors.
b) National stand at UNIX Expo followed by
reception (8 Canadian exhibitors).

a) Canadian exhibitors had 400+ quality leads -
projected 12 months sales \$3.25 million.
b) Excellent contacts made - projected 12
months sales - \$1.2 million.

QUARTER: 4 - Digi-Plus Accounting Softwear Demonstration
in Canada Room
- Follow-up of inquiries received at the UNIX
and Info Management Shows

- Arranged a well attended demonstration of
companies "PurchaseMaster"softwear
- Over 250 inquiries were forwarded to
appropriate Canadian suppliers

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :608-NEW YORK, CONSULATE GENERAL SECTOR :002-FISHERIES,SEA PRODUCTS & SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:FISH & SHELLFISH & OTHER PROD

FISHERIES RECEPTION WILL BE SCHEDULED FOR 89 & BE FUND PROV.
INTRODUCTION OF 8 NEW PRODUCERS TO WHOLESALERS/IMPORTERS

CALLS WILL BE SCHEDULED REGULARLY ON POTENTIAL OUTLETS IN NY
TO OBTAIN 3-5% MORE SALES VOLUME.

SURVEY FOR UNDER-UTILIZED SPECIES OF FISH WILL BE UNDERTAKEN BUYERS
RESULTS WILL DEPEND ON SPECIES AVAILABLE & REACTION OF

SEPERATE SEAFOOD MKT SURVEY ON BEHALF OF N.S. DEPART OF FISH VOLUME FOR NOVA SCOTIA PRODUCERS
MORE BUSINESS CONTACTS & ADDITIONAL 5% INCREASE IN SALES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 a) Participation in the New York Seafood Show.
b) Schedule outside calls on food brokers and others.

a) Although some useful contacts were made, the show was a reflection of the poor state of the seafood industry.
b) Inquiries passed on to appropriate suppliers in Canada.

QUARTER: 4 -----

QUARTER: 3 Visited Mission (11-1888) & met w/Canadian exhibitors & w/Danahy, Devanion & Aliza Poir who had a display. Also participated in Electronics Industry Assoc. Defunctat Electronics Budget Group in LA 3-30Oct & visited Cones.

Following Canadian companies are specific areas opportunities in British Isles. Info gained available at London for specific Integrated circuits group approved by ASIC. Reported in 2 report.

QUARTER: 4 VISITED QUEBEC & MONTRREAL GOVERNMENT VISITS TO LOCAL DISTRIBUTOR FIRMS AND PROVIDED MARKET RESEARCH INFORMATION FOR PENDING SEMI-CONDUCTOR VISITORS IN MONTRREAL AREA.

SPOT OF QUOTEING MATERIALS OF THIS SECTOR AND POTENTIAL BUSINESS OPPORTUNITIES.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:COMPUTERS HARD/SOFTWARE & COMP

CONTINUED QUALIFICATION OF CDN REPS TO ASSIST CDN FIRMS WITH MORE LOCAL REPS AWARE OF CDN FIRMS, THERE WILL BE MORE

LOCAL EXPOSURE FOR CDN PRODUCTS.

MEET W/PROC OFF OF MAJOR COMPUTER MFRS IN SILICON VALLEY SALES

CANEXPO SOLO SHOW TO INTRO CDN FIRMS TO LOCAL PARTNERS SALES

DISCUSS SOURCING OPP FOR CDN FIRMS W/SUBSID OF LARGE LOCAL SALES

SUB-SECTOR:OTHER ELECTRONICS

DEVELOP CONT & MANU ON HOW TO USE OEM,VAR,RETAIL DISTRB FOR MORE CDN SOFTWARE CARRIED BY U.S.A. VENDERS

NEWSLETTER
DISTRIBUTION AGREEMENTS SIGNED

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 Visited Wescon (13-16Nov) & met w/Canadian exhibitors & w/Quebec, Ontarion & Alta Prov that had displays. Also participated in Electronics Industry Assoc. Defencet Electronis Budget Symp. in LA 3-5Oct & visited Comdex.

Follow-up w/Canadian companies on specific market opportunities in Silicon Valley. Info gained assisted at Application Specific Integrated Circuits conf. sponsored by ASIC. Resulted in 2 reports .

QUARTER: 4 HOSTED QUEBEC & MONTREAL GOVERNMENT VISITS TO LOCAL SEMICONDUCTOR FIRMS AND PROVIDED MARKET RESEARCH INFORMATION FOR PENDING SEMICONDUCTOR VENTURES IN MONTREAL AREA.

PART OF ONGOING ANALYSIS OF THIS SECTOR AND POTENTIAL BUSINESS OPPORTUNITIES.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:COMPUTERS HARD/SOFTWARE & COMP

CONTINUED QUALIFICATION OF CDN REPS TO ASSIST CDN FIRMS
WITH MORE LOCAL REPS AWARE OF CDN FIRMS, THERE WILL BE MORE

LOCAL EXPOSURE FOR CDN PRODUCTS.

MEET W/PROC OFF OF MAJOR COMPUTER MFRS IN SILICON VALLEY
SALES

CANEXPO SOLO SHOW TO INTRO CDN FIRMS TO LOCAL PARTNERS
SALES

DISCUSS SOURCING OPP FOR CDN FIRMS W/SUBSID OF LARGE LOCAL
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LOCAL SEMICONDUCTOR FIRMS AND PROVIDED MARKET
RESEARCH INFORMATION FOR PENDING SEMICONDUCTOR
VENTURES IN MONTREAL AREA.

PART OF ONGOING ANALYSIS OF THIS SECTOR AND
POTENTIAL BUSINESS OPPORTUNITIES.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ELECTRICAL & ELECTRONIC

DEVELOP BETTER CONTACTS W/BUYER IN THE VALLEY. U.S. DEFENCE WITH BETTER UNDERSTNDING OF LARGE BUYER NETWORK, POST CAN

BETTER ASSIST CDN EXPORTERS.

DEVELOP BETTER CONTCATS W/BUYERS IN CO & UT (TRW ELECTRONIC) AS ABOVE, & WORK W/CPYS TO MEET "INDUSTRIAL BENEFITS" OBLI-

GATIONS.

FURTHER EXPAND RELATIONSHIP W/FMC CORP IN SAN JOSE TO MEET SALES IN FABRICATED PRODUCTS

DEVELOP BETTER CONTACTS W/MCCLELLAND & HILL AFB'S INCREASED SALES & EXPAND CDN DEFENCE PRODUCTS SOURCED

UPDATE/EXPANSION OF CALIF BASED LOCAL REPS OF CDN DEF & ADV. EXPAND SCOPE OF EXCELLENT RESOURCE BOOK FOR US DEFENCE PRIME

CONTRACTORS.

DEV POST TERR NEWSLETTER TO IDENT NEW CDN DEF PROD & LOCAL TO EXPAND/EXPLORE MARKET OPPORTUNITIES THEREBY IDENTIFYING

NEW SALES

PURCHASE OF DATA QUEST MILITARY MARKET INFORMATION SERVICES GIVE UP-TO-DATE MARKET INFORMATION TO IDENTIFY NEW OPPORTU-

NITIES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Hill AFB Mission Canada/Seminars & Facilities
Tours 16-30 Sept 89

Met w/over 120 Cdn Defense products mfrs.
Follow-up will be on 3/6/12 mo schedule w/onus on Cdn manufacturers to begin source approval process.

QUARTER: 3 San Fran, and Santa Clara and Denver Satellite offices all initiated liaison visits to major aerospace and defense prime contractors.

Visits updated info on potential requirements for Canadian sub-contractos on existing but more to the point, future contracts now being bid. Assessment of U.S. Defense industry to U.S. & Cdn budget cuts also analyzed.

QUARTER: 4 CANADA-U.S. SUBCON III - TORONTO, MARCH 90

RECRUITED 10 CPYS FM U.S PRIMES IN N.CAL,UT & CO. AT LEAST 6 CONTRACTS ARE BEING NEGOTIATED & FOLLOW-UP IS UNDERWAY TO IDENTIFY OTHER OPPORTUNITIES. ESTABLISHED NEW CONTACTS AND DEVELOPING FUTURE VISITS FOR CDN SUBCONTRACTORS.

POST :610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:URBAN TRANSIT

RE-ACQUAINT HONOLULU RAPID TRANSIT OFF & OTHER INTER PARTIES
HRT EXPECTS TO CALL TENDERS SEPT 89.PROP TO BE SUBMITTED ON

PERFORM NOT SPEC BASIS,W/CONSID.DISCRETION TO DECISION MAKER

POSITION CDN TRANSIT COWS TO BE SELECTED AS MUNIS CASTRO-EMB
CDN SPECIFIER INCREASES LIKEHOOD SEL CDA BEING SELECTED

CONTROLS SUPPLIERS

MONIT PROGRESS ON HI-SPEED RAID CORRIDOR(LA TO SACRAMENTO)
RAIL CARS AND COMPONENTS COULD TOTAL C\$150 M

BOLSTER BART'S INTEREST IN SELTRAC
SEL CANADA WILL REVIEW BART'S PRESENT SIGNALLING, & SHOULD

SUBMIT PROPOSAL.

MAKE PRESENT W/AND EDC OFF TO AS MANY HONOLULU RAPID TRANSIT
HRT WILL CALL TENDERS IN SEPT88 ON PERFORM WOR SPEC.BASIS,

LEAVING CONSIDERABLE DISCRETION TO DECISION MAKERS.

FOLLOW-UP UTAH TRANSIT AUTH'S TOUR OF LIGHT RAIL PROPERTIES
RELYING ON SOLID PERSONAL RELATIONSHIP ESTAB.W/MOST PARTIES,

HOPE TO INSURE CDN PARTICIPATION.

ATTEND MEETINGS IN THE BAY AREA REGARD.EXPAN.OF BART SERVICE
DISTRB.INFO TO VEHICLE CONTROL MFRS. ATTEMPT TO REPLACE

FRENCH SUPPLIER OF BART CARS.VALUE:C\$320M

SUPPORT CONTRA COSTA COUNTY'S INVESTIGATION OF TRANSIT ALTER
FAMILIARITY W/CDN COYS WILL BE ESTABLISHED.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Contra Costa County Transportation authority
(CCCTA)mission to Portland /Vancouver to review
light rail.

CCCTA was impressed w/Cdn rolling stock.
Testimonials by operators very convincing. CCCTA
officials will use contacts from trip as sources
in future.

QUARTER: 3 Monitored upcoming transit projec in Bay Area.
Led mission from Contra Costa county to Portland
& Vncvr. Dnvr office established contacts with
Regional authority. Led mission of RTD officials
& civic leaders to Vncvr & Portland.

Plans to implement sectral control system are
progressing. Contra Costa county now familiar w/
Cdn Transit solutions.Cdn bus mfrs con't to fare
well in Bay Area. Report on Airport Project
written & dist. to all potential Cdn suppliers.

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :610-SAN FRANCISCO

SECTOR :013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:APPAREL (CLOTH,FUR,SHOES) TEXT

MEET WITH TORONTO APPAREL MFRS - FOLLOW UP WITH LOCAL REPS
ASSESSMENT OF PRODUCT FOR SPECIFIC MKT. MEETINGS ARE TO ASC-

ERTAIN INDIVIDUAL CO COMMITMENT TO EXPORT TO TERRITORY NOW.

APPAREL REP LOCATOR MISSION TO TERRITORY - 8-12 COMPANIES
NEW AGENT APPOINTMENTS WITH PROSPECTS FOR .3M-.7M ANNUAL

SALES WITH 2 YEARS PER COMPANY

SUB-SECTOR:CULTURE INDUSTRIES

WESTERN VISUAL MERCH SHOW,SFRAN,MAR 18-21/89 CDN PAVILLION
INITIATE SALES FOR APPROX.8 MFRS IN FOLLOWING YR.(MOST SALES

AFTER SHOW)TO EQUAL 3 MILLION FIRST YR.

WESTREN VISUAL MERCH SHOW,SFRAN-MAR 25-28/90 FAIR PARTICIP.
50% OF COYS SUCCESSFUL INITIATING &/OR FURTHERING SALES INTO

WSTRN U.S.& INTRO TO EASTERN ACCOUNT WHO VISIT W.COAST SHOW

SUB-SECTOR:LEISURE PROD. TOOLS HARDWARE

CONTINUE PUBLISHING SPORTING GOODS - RESEARCH (IN-HOUSE)
NOTIFY REPS, DISTRIBUTORS AND RETAILERS OF PRODUCTS FROM

CANADA

INT'L MARINE EXPO HELD IN CONJ W/GOLDEN GATE OPEN SAIL BOAT
CDN MANUFACTURERS WILL HAVE OPPORTUNITY TO DISPLAY GOODS TO

BIGGER CROWD THAN TYPICAL BOAT SHOWS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 IIDEX- initiate recruitment of 20 designer
specifiers to attend show. Develop factory/
showroom tour itinerary.
Worked with 2 contract furniture mfrs to find
sales representation.

Itinerary finalized- buyer recruitment excellent
Best response over past year & will meet goal.
Successful in both instances obtaining local
representation for two new mfrs to W. Cal.

QUARTER: 3 IIDEX 89 -Recruitment of Designers/Specifiers.
Planned & co-ordinated factory/showroom visits.
Attendance by 17 major N.Cal designer/specifiers
resounding success.

Expected to result in export sales in the
millions. Initiated recruitment for Toronto
Furniture Show & recruited buyer for buying
group.

QUARTER: 4 LEATHERMARK - FEB 12-14,1990 - TORONTO, ONTARIO

NEXUS MISSION TO DENVER INT'L WESTERN & ENGLISH
APPAREL & EQUIPMENT MARKET

SUCCESSFULLY RECRUITED MJR.BUYERS,INCL. MACY'S
CA,NORDSTROMS, AS WELL AS OUTSTDG SFRAN S/REP
W/A SHOWRM IN LA MART.
10 CDN MFRS REC.V. EXCELLENT INTRO INTO MKT. NO
IMMED. SALES, FLLW-UP W/POTENTIAL REPS CONTINUES

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:SEMI & PROCESSED FOOD & DRINK

CONTINUE TO WORK WITH INDIVIDUAL COMPANIES
OBTAIN LOCAL SALES REPRESENTATION

CONTINUE TO WORK WITH PROVINCIAL GOVERNMENTS
ASSIST COMPANIES UNDERSTAND LOCAL MARKET AND PLACE PRODUCTS

INT'L FANCY FOOD & CONFECTIONERY TRADE SHOW,SFRAN CDN PAVIL.
50% COS SUCCESSFUL TO OBTAIN LOCAL SALES REPRESENTATION OR

WITH LOCAL REPS

ESTABLISH/INITIATE DIRECT SALES PROGRAM)AS CAN BE APPROP.FOR

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1. Denver Solo Food Show 03 Oct
1a. Western Canada Farm Progress Show, Regina

QUARTER: 2 National stand participation at International
Fancy Food & Confectionary Show w/12 booths,
March 1990.

QUARTER: 3 -----

QUARTER: 4 INTN'L FANCY FOOD & CONFECTION SHOW 4-6MARCH90
SUPERVSED.& CO-ORD.DESIGN & INSTALL. OF CDN
PAVILLION & LIAISED & ASSOC. ACTVS. 12 CDN EXHIB
2. NEXUS CATTLE EXPORTERS TO NATIONAL WESTERN
LIVESTOCK SHOW.

Canadian cyps will receive exposure to 10,000+
specialty food buyers.

OUTSTANDING PAVIL. ATTRACTED MJR SHOWCROWDS WITH
POTENTIAL SALES O/12 MTHS OF \$.5M. PRE-REGISTR.
INCR. 30% FM 15,000 TO 19,000.
2.ALL MISSION MEMBERS LEARNED OF CUSTOMS &
SHIPPING REQRMTS. SOME BREEDING STOCK SOLD.

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

POST :610-SAN FRANCISCO

VISIT BY MINT - JAN 90.

VISIT BY ALTA MINISTER OF ENERGY & CHAIRMAN OF APMC

WROTE ASIC'S SEMICONDUCTOR REPORT "SEMICONDUCTOR
OPPORTUNITIES FOR CANADA"

INTERVIEWED BY ELECTRONIC BUSINESS MAGAZINE ON RESULTS IN
SILICON VALLEY FROM FTA.

JOINT DIRECT MAIL INVESTMENT PROGRAMME W/ALTA & B.C.

CORPORATED LIAISON VISITS W/CPUC, MUNI, CHEVRON AND AEROJET
(GEN CORP)

SPEECH ON "ROLE OF CONSULATES" TO INT'L STUDY GROUP

REGIONAL MANAGERS MEETING; TOURISM & TCs MTG; ENERGY OFFICER
MTG.

SECTORAL REPORT ON "THE AEROSPACE INDUSTRY IN COLORADO".

SECTORAL REPORT ON "THE CALIFORNIA NATURAL GAS MARKET &
PROCUREMENT POLICY".

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :611-SEATTLE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:AUTOMOTIVE

PROPOSED SOLO AUTOMOTIVE TRADE SHOW MARCH 21, 1988
MINIMUM 30 COMPANIES WITH \$100,000 U.S. SALES.

1989 FISH EXPO NATIONAL SECTION
\$ 1-3 MILLION SALES.

SUB-SECTOR:AEROSPACE

ONTARIO AEROSPACE MISSION, JUNE 89
4 ONTARIO COMPANIES BCA QUALIFIED.

BOEING PERMANENT PROCUREMENT PROGRAM, FEB 90
NEW CONTRACTS WORTH \$ 1 MILLION

WORKING INDIVIDUALLY WITH CANADIAN AEROSPACE COMPANIES
TO GET COMPANY BCA QUALIFIED AND WORK

SELECTIVE PROVINCIAL MISSIONS TO BOEING
EXPAND CANADA'S SUPPLIER BASE TO BOEING.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :611-SEATTLE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:SEMI & PROCESSED FOOD & DRINK

SOLO FOOD SHOW - FEB '89
40 NEW COMPANIES

60 EXHIBITORS 20 NEW DISTRIBUTOR APP'TS.

SPECIALTY FOOD NEBS - DEC '88

SOLO FOOD SHOW FEB - MAR '90

60 EXHIBITORS; 20 NEW DIST. APPOINTMENTS; 40 NEW CO'S

FLORICULTURE NEBS - AUG '89

20 PARTICIPANTS; 5 NEW DISTRIBUTOR APPOINTMENTS.

SPECIALTY FOOD NEBS - SEPT '89

30 PARTICIPANTS; 10 COMPANIES.

CANADIAN WINE FAMILIARIZATION TASTING

ATTENDEES.

100 INDUSTRY, MEDIA & ENOLOGICAL ASSOCIATION CONTACT

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :611-SEATTLE

SECTOR :013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FACILITIES MANAGEMENT SHOW & CONVENTION, SEATTLE FALL '89
5 NEW CANADIAN COMPANIES TO PARTICIPATE.

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 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :611-SEATTLE

SECTOR :015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

MAJOR 1989 SOLO CDN BLDG MAT SHOW WILL BE PROP'D FOR 89/90
40 TO 50 CANADIAN COMPANIES TO INTRODUCE THEMSELVES TO THE
U.S. MARKET AND GENERATE \$500 PLUS IN SALES.

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 -over 100 responses to 1989 industry and gov.
-five industrial seminars, presentations to 200
-two contractors to show
-and 2 1/2 hrs. seminar to 100
-RFLC Display on 10/18/89

QUARTER: 2 in 204 days 125 were from 100 industrial
-seminar presentations to 200
-and 2 1/2 hrs. seminar to 100
-RFLC Display on 10/18/89

...ing some installation in a most
...of design and interviews conducted
...contracts received
...and 2 1/2 hrs. seminar to 100
...and 2 1/2 hrs. seminar to 100
...and 2 1/2 hrs. seminar to 100

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :611-SEATTLE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WORKING INDIVIDUALLY WITH CDN ELECTRONIC COMPUTER & SOFTWARE
TO OBTAIN FURTHER WORK FOR CANADIAN HIGH TECH COMPANIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 SECOND ANNUAL NORTHCON NEBS, PORTLAND 17-19TH,
THE NORTHWEST'S PREMIER ELECTRONICS TRADESHOW.

9 BC AND 3 ALBERTA COMPANIES FELT NEBS MET
OBJECTIVE OF EDUCATING THEM ON HOW TO MARKET IN
THE NORTHWEST AND GAVE THEM OPPORTUNITY TO MEET
THEIR POTENTIAL BUYERS AND COMPETITORS. GAVE AN
FTA PRESENTATION TO 60 ELECTRONIC BUYERS.

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ELECTRICAL & ELECTRONIC

MARINE SECTOR MARKETING IN CONJUNCTION WITH SPCC & CMIA
INCREASE CDN SHARE ON SPCC MARKET \$2 MILLION

DEVELOPMENT OF PRIME CONTRACTOR REQUIREMENT DATA BASE.
PROVIDE 100 NEW OPPORTUNITIES TO QUOTE

DEVELOPMENT & UPDATING OF PRIME CONTRACTORS DATA BASE
FOLLOW UP OF OPPORTUNITIES & ACHIEVE 20 NEW BUYING

CONNECTIONS.

SUB-SECTOR:ALL SUB-SECTORS

MONITOR,REPORT&LOBBY AGAINST PROT LEG&PROPOSED CHANGES IN

LOBBY SEN US OFF TO ASS IN THE MARK OF CDN DEF PROD IN USA

MONITOR&REPORT ON CHANGES IN US EXP CONT/TECH TRANS REGULAT

ASSIST CDN EXPORTERS TO MKT THEIR PROD TO DOD BY ARR.MKTG

INCR NUM OF SOLO CO MKTG PRESENT IN NEW EMBASSY.[SUBJ AVAIL]
INTRODUCTION OF 15 TO 20 NEW COMPANIES PRODUCTS TO MARKET

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 -Over 300 responses to Cdn industry and govt.
- Five industrial technical presentations to DoD
- Prime Contractors Database
- ASO & DISC Mission to HiTech '89
- SPCC Competition Forum '89

- Providing access assistance in a most sophisticated market.
- completion of Dbase and interviews commenced
- ASO/DISC mission completed;new contacts
- Trade fair participation;contracts resulted

- QUARTER: 2 Of 284 queries,135 were from Cdn Industry;5 industrial presentation to DoD;mktg manual produced and prepared training course for TCs;participate d in War Games&NADIBO;phase I Prime Contractors dbase completed;DGSC mission to Atlantic Cda

- Queries split between access requests and contracting problems.
- successfully introduced 15 firms to DGSC requirements;submission of SF-129 and cage code applications by 10 medical equip. firms

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :612-WASHINGTON

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 3 -Some 300 access/problem queries were responded to
-33 persons from 25 companies visited
-Six industrial presentations given

QUARTER: 4 175 discussions were held with 98 Cdn.Cos and 100 government offices. Five defence indust'l presentations were held and 25 Co visits were entertained.

QUARTERLY RESULTS REPORTED:

The main effort of the section was in countering an increasing protectionist mood in the US. Both legislative and regulatory changes were monitored, reported and acted upon.

The main highlight of the Quarter was the large number of market access problems; some 18 were actioned as against about 6 in a normal qtr.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:COMPUTERS HARD/SOFTWARE & COMP

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

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

SUB-SECTOR:INSTRUMENT & PROCESS CONTROLS

CONSULTATIONS WITH INDIVIDUAL COMPANIES
5 NEW FIRMS COMMITTED TO MARKETING

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

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

ADVERSELY AFFECTED BY PROTECTIONIST MEASURES.

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

One company presentation to Federal govt held.

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

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

QUARTER: 3 Advised visitors from 20 coys re Fed Govt mkt
Responded to 393 inquiries re Fed Govt mkting
Hosted 2 trade receptions, one commercial pres'n

Strengthened contacts in USDA IRMS
Monitored and responded to developments and chan
ges in USA fed procurement policy

QUARTER: 4 173 inquiries from Cdn industry on non-defence
procurement; 70 calls from Canadian govt offices
3 trade shows, 1 commercial presentation, 15
company visits.

\$3 M est. business influenced (BI) from FOSE'90;
\$0.125 M est BI from commercial presentation.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :612-WASHINGTON

SECTOR :013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR: APPAREL (CLOTH, FUR, SHOES) TEXT

SURVEY OF TERR RETAIL/BUY TO DETERMINE MKT POTENTIAL FOR CDN
ASSIST CDN MFRS TO PENETRATE MARKET THROUGH QUALIFIED

CONTACTS.

MAJOR PROMO'N (FASH.SHOW)& SHOWROOM FOR TERR. RETAIL/BUYERS
PROMOTE & SHOWCASE CDN DESIGNERS TO INCREASE EXPORT SALES,

BUYER AWARENESS.

SUB-SECTOR: FURNITURE & APPLIANCES

ESTABLISH DATABASE OF FURN REPS QUALIFIED TO HANDLE CDN LINE
INCREASE NUMBER OF REPS IN TERRITORY ABLE TO PROMOTE

PRODUCT & GEN

INDUSTRY PRESENTATIONS/SEMINARS TO TERRITORY BUYERS
INCREASED AWARENESS OF CDN PRODUCT, INCREASED DISTRIBUTION

AND SALES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Reception hosted by Ambassador in support of
Cdn natl stand at ABA, major natl trade show for
publishers/booksellers. 12 buyers recruited for
Mtl Furn. Market. Response to over 250 consumer
products inquiries for supplier/buyer assistance

Raised profile of Cdn publishing industry,
enhanced industry/fed.govt relations; est.sales
in excess of \$2.5M. On-site sales at Montreal
Furniture Market \$0.090M; est. sales \$0.5M.
Established buy.connections and resources.

QUARTER: 2 Over 250 sourcing inquiries and requests for
marketing assistance actioned. Eight buyers
recruited by post to CIWS in Montreal (IM).
Washington Gift Show liaison. Cdn Intl Footwear
Expo mailing to 50 buyers on behalf of ind.assn.

A number of buying connections established for
Cdn industry and new resources identified for
U.S. buyers. Over \$40,000 in orders placed by
post buyers to Cdn International Womenswear
Show in Montreal.

QUARTER: 3 Exp. market/product sourcing assistance in res-
ponse to over 350 inquiries. Assistance to 18
companies at Exp.Mktplace. Promotion and/
or buyer recruitment for IIDEX; Tor.FurnMkt;
CIFE; Leathermark, Atlantic Crafts Show.

\$450,000 est.sales, \$3-5M projected from post
buyers to IIDEX. Results from Tor.Furn.Mkt,
Leathermark, ACTS next quarter.

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

EXPAND DIST/BROKER NETWORK& QUALIFY DIST INT IN CDN FOOD/BEV FOR DISTRIBUTION IN TERRITORY.
PROVIDING CDN COMP WITH INCREASINGLY RELIABLE CONTACT BASE

WINE TASTING FOR LOCAL DIST/IMPORTERS, RETAILERS. WASHINGTON MARKET PLACE.
INCREASE POTENTIAL FOR DISTRIBUTION OF SALES IN LUCTRITIVE

SUB-SECTOR:AGRICULTURE MACH,EQUIP,TOOLS

DEVELOP & INCREASE DATA BASE FOR AGENTS/DISTRIBUTORS
ENHANCED MARKET PENETRATION

INCREASED TRADE SHOW ATTENDANCE
TO GENERATE MORE EFFECTIVE BUYING CONNECTIONS

VISIT PROGRAM TARGETTED AT DISTRIBUTORS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Assistance to 10 Canadian cos and 26 U.S. importers seeking buyer/supplier connections. Liaised with US For. Ag.Service and obtained ANUGA'89 U.S. exhib.list to aid B.C. Min. Ag. in promoting Food Pacific '90 thru on-site hosp.

Continued enlightenment for Cdn cos on market trends and distribution. Excellent contacts for B.C. provincial govt to promote B.C. food mfrs and major food show in province next summer.

QUARTER: 2 Liaison with Ont.Min. Ag&Food at Natl Candy Wholesalers Show-4 participating Ont. exhibitors Natural Foods industry guide purchased. Planning for Ont. Food Show at Embassy Jan 1990 and NS at East-South Rest/Hosp. Show March 1990.

26 sourcing inquiries actioned. Buying connections and marketing assistance to 11 Canadian food and ag. suppliers Market research provided to 2 provincial govt ag. depts.

QUARTER: 3 Visited Mid-Atlantic Foodservice Show; considerable assistance to UTE in support of natl stand at East-South Show. Supported Govt.Ontario trade mission to Washington by organizing trade rec. at Emb for 22 food & bev.companies.

Industry contacts expanded; 8 buying connections established. Study of wholesale food distr. patterns in region obtained and distributed to UTE, Agcan, ITCs. Results of Ont. mission and E-S Show next quarter.

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :612-WASHINGTON

SECTOR :015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Assisted 7 companies with Buy American Act
problems in U.S. federal contracts.

No new sales; most cases involved explaining
rules to those unaware of procedures to use
Canadian materials in U.S. public buildings.

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :612-WASHINGTON

Ottawa-Carleton Board of Trade Presentation to 30 re
U.S. government procurement
Presentation and market promotion at Software '90 in
Montreal.

FILED
CAL 84874 2712 KM 1180 STORAGE
Trade and Industrial Development
Program quarterly activity report
1989/10/17

REPORT ON THE ACTIVITIES OF THE AMERICAN OVERSIGHT BOARD OF TRADE PROMOTION
DURING THE PERIOD FROM JANUARY 1, 1999 TO DECEMBER 31, 1999

AMERICAN OVERSIGHT BOARD OF TRADE PROMOTION (AOTB) IS A 501(C)(3) NON-PROFIT ORGANIZATION. THE BOARD'S MISSION IS TO PROMOTE U.S. EXPORTS AND INVESTMENT ABROAD. THE BOARD'S ACTIVITIES ARE DESCRIBED IN THIS REPORT.

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