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

**QUARTERLY ACTIVITY REPORT
RAPPORT TRIMESTRIEL DES ACTIVITÉS**



**UNITED STATES
ÉTATS-UNIS**

**OCTOBER - DECEMBER 1987
(3rd QUARTER, FY 1987-88)**

**OCTOBRE - DÉCEMBRE 1987
(3^e TRIMESTRE, AF 1987-88)**



TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM

Quarterly Activity Report
October - December 1987

Following is the Quarterly Activity Report for the quarter ending December 31, 1987. This report contains a synopsis of activities and results by sector and subsector reported by posts, matched against the proposed activities identified in their 1987/88 post plan. It also contains a report of special unplanned activities that took place during the reporting period.

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

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

PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE

Rapport trimestriel des activités
Octobre - Décembre 1987

Voici le Rapport trimestriel des activités du trimestre qui a pris fin le 31 décembre 1987. Le Rapport contient un résumé des activités et des résultats déclarés par les missions, par secteur et sous-secteur, qui sont comparés aux projets d'activités indiqués dans les plans de mission de 1987-88. 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.

Dept. of External Affairs
Min. des Affaires extérieures
OTTAWA

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

IDENTIFY MILITARY COMMANDS WITH SIGNIFICANT OPPORTUNITIES FOR
PROCUREMENT AND R & R ACTIVITY AND OBTAIN VISIT CLEARANCES.

FOLLOW-UP ON MARTIN-MARIETTA PROCUREMENT MISSION TO CANADA.

FOLLOW-UP ON MINE COUNTERMEASURES MISSION FROM CANADA TO US NAVY
MINE WARFARE COMMAND.

UPDATE AND EXPAND LIST OF CONTACTS IN MILITARY COMMANDS, DEFENSE
PRIME AND SUB CONTRACTORS.

PREPARE DIRECTORY OF MARKETING REPRESENTATIVES FOR DEFENSE
COMPONENTS.

IDENTIFY MOST PROMISING DEFENSE SUBSECTORS AND ORGANIZE NTS OR
PEMD FUNDED MISSION OF CANADIAN SUPPLIERS.

FACILITATE ACCESS TO MILITARY INSTALLATIONS
TO IDENTIFY MARKET OPPORTUNITIES.

INSURE THAT CANADIAN COMPANIES RECEIVE RFQS
ON MARTIN-MARIETTA REQUIREMENTS.

ARRANGE FOLLW-UP VISITS FOR CANADIAN
SUPPLIERS AS REQUIRED.

INCREASE INFORMATION ON MARKET OPPORTUNITIES
AND IMPROVE ACCESS FOR CANADIAN EXPORTERS.

IMPROVE ABILITIES TO RESPOND TO INQUIRIES FM
CDN COMPANIES. INCREASE NUMBER OF EXPORTERS
REPRESENTED IN TERRITORY.

DEVELOP SUBCONTRACT OPPORTUNITIES FOR
CANADIAN SUPPLIERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 IDENTIFY SIGNIFICANT MILITARY COMMANDS IN TERRI-
TORY AND ESTABLISH CONTACTS. FOLLOW-UP ON MARTIN
-MARIETTA MISSION. IDENTIFY PROMISSING SECTORS
FOR INCOMING MISSIONS.

VISITED 8 MILITARY COMMANDS, WORKING WITH CDN CD
ON POTENTIAL \$10 MILLION SALES. TWO NEW M-M BUY-
ING MISSIONS ARRANGED, QUARTERLY SALES \$3.5 MIL-
LION TO M-M. DEVELOPPING PLANS FOR 3 INCOMING
MISSIONS.

QUARTER: 2 A. ORGANIZE MARTIN-MARIETTA BUYING MISSION TO CDA
B. ORGANIZE OUTGOING SECURITY & EOD EQPT MISSION
TO HUNTSVILLE, AL & ATLANTA. C. PROGRAMMED CALL
PROJECT FOR LARGE DEFENCE PRIME CONTRACTORS IN
TERRITORY.

A. MISSION VISITED VNCVR, WNPQ & HALIFAX. ADD'L
PROCUREMENT VISITS TO TRNTO & MTL. B. MISSION
COMPLETED WITH GOOD INTEREST GENERATED. C. CONDUCTED
13 INTERVIEWS RESULTING IN PROJECTED SALES
OF 1.5M.

QUARTER: 3 PARTICIPATE IN DEFENCE COMPONENT SHOW, ORLANDO.

ORGANIZED PARTICIPATION BY 42 CDN EXHIBITORS, 12
MONTHS PROJECTED SALES \$1.65M.

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

VISITS TO 10 PLANTS TO TOUR FACILITIES AND VIEW MANUFACTURING PROCESSES AND TALK TO TECHNICIANS, ENGINEERS.

FOLLOW-UP TO FIFTY INQUIRIES RECEIVED FROM COMMUNICATIONS TABLE TOP SHOW, NOV. ,86 AND LAND MOBILE SHOW SEPT. ,86.

RESPOND TO INQUIRIES ELECTRO OPTICS MISSION ADVANCE MAIL-OUT AND MISSION.

INCREASE AWARENESS OF OFFICER NEW TO SECTOR OF CANADIAN SUPPLY CAPABILITY, USA MARKET.

DEVELOP MORE COMPLETE INFORMATION ON WIN EXPORTS DATABASE BY LOADING NEW CANADIAN AND POST COMPANIES THEIR PRODUCTS, MARKETS, REPRESENTATIVES, EXPORT HISTORY.

INFORMATION BOOTH PLUS CANADIAN COMPANIES IN TWO OF USITA SHOW, STTI SHOW, LAND MOBILE SHOW.

COMPUTERS, SOFTWARE & SYSTEMS

GO TO MAJOR END USER, VAR, AND AGENTS TO GET MORE UPDATE INFO AND DATA.

FOLLOW UP TO CONTACTS FROM SOFTWARE SEMINAR, MONTREAL, MARCH, 1987

INTRODUCE 3 NEW EXPORTERS AT NATIONAL OFFICE MACHINE DEALERS ASSOCIATION SHOW, JULY, 1987.

DEVELOP MORE COMPLETE INFORMATION ON WIN EXPORTS DATABASE BY LOADING NEW CANADIAN AND POST COMPANIES, THEIR PRODUCTS, MARKETS, REPRESENTATIVES, EXPORT HISTORY.

INCREASE AWARENESS OF OFFICER NEW SECTOR OF CANADIAN SUPPLY CAPABILITY, USA MARKET.

TO SEE NEW TECHNOLOGY IN ACTION. TO TALK TO PEOPLE ABOUT NEEDS.

QUALIFY TEN NEW AGENTS & DISTRIBUTORS. IMPROVE CANADIAN COMPANY SALES DIRECT TO END USERS BY \$200,000.

QUALIFY TWENTY NEW AGENTS/DISTRIBUTORS. TWELVE MONTH SALES - \$150,000. THREE DISTRIBUTION/ TECHNOLOGY AGREEMENTS.

BETTER SHOW AND MISSION SOURCING. BETTER RESPONSE TO INQUIRIES.

ADD ACCURATE AND CURRENT INFORMATION ON SEVEN HUNDRED COMPANIES.

INTRODUCE 5 COMPANIES TO US MARKET. 12 MONTH SALES - \$250,000. QUALIFY 10 NEW AGENTS AND DISTRIBUTORS.

COMPETITIVE INFO AND ANALYSIS FOR CANADIAN COMPANIES.

GENERATE MORE INTEREST IN SOUTHEAST USA MKT. HELP CANADIAN FIRMS TARGET THEIR NICHES, PRODUCTS BETTER.

QUALIFY 5 NEW AGENTS & DISTRIBUTORS
12 MONTH SALES - \$100,000.

BETTER SHOW AND MISSION SOURCING. BETTER RESPONSE TO INQUIRIES. 200 HUNDRED COMPANIES TO THE DATABASE.

TO BETTER SERVE THE INTERESTS OF CANADIAN INDUSTRY.

REPORT 4
88/03/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	IMPLEMENT CDN PARTICIPATION IN COMDEX SPRING '87.	ON-SITE SALES \$143,000, 12 MONTHS PROJECTED SALES \$51.7 MILLION.
QUARTER: 2	A. ORGANIZE PARTICIPATION IN SATELLITE TELEVISION TECHNOLOGY INTERNATIONAL. B. ORGANIZE PARTICIPATION IN LAND MOBILE EXPO.	A. ANTICIPATED 12 MO. SALES FOR STTI ARE \$1.05 MILLION. B. 170 SERIOUS ENQUIRIES AND \$850,000 ANTICIPATED 12 MO. SALES.
QUARTER: 3	A. ESTABLISH PROGRAM OF REGULAR VISITS TO MAJOR END USERS. B. PARTICIPATE IN CARIBECOM 87 SAN JUAN.	A. SIX VISITS TO MAJOR COMPANIES IN SECTOR. B. ON-SITE SALES OF \$24,000; PROJECTED 12-MONTH SALES OF \$260,000.
QUARTER: 4	-----	

REPORT 4
88/00/21

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

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

BUILDING PRODUCTS

FOLLOW-UP ON TWO BUILDING MATERIALS SHOWS HELD IN TERRITORY DURING PREVIOUS YEARS.

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

ORGANIZE PARTICIPATION BY SIX CANADIAN BUILDING PRODUCTS SUPPLIERS IN TWO PIPP-FUNDED TRADE SHOWS.

UPGRADE QUANTITY AND QUALITY OF CANADIAN SUPPLIERS AND REGIONAL CONTACTS (COMPANIES, AGENTS, REPRESENTATIVES, DISTRIBUTORS, ETC.) ON WIN EXPORT.

INSURE THAT CANADIAN COMPANIES OBTAIN SUITABLE REPRESENTATION IN THE TERRITORY.

OBTAIN REPRESENTATION IN TERRITORY FOR AT LEAST TEN NEW CANADIAN EXPORTERS OF BUILDING MATERIALS.

OBTAIN REPRESENTATION AND INCREASE EXPORTS OF CANADIAN SUPPLIERS.

INCORPORATE ONE THOUSAND CONTACTS (FIRMS) ON WIN EXPORT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST : 619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

TRAVEL TO VISIT POTENTIAL USERS, DISTRIBUTORS, AGENTS AND GOVERN-
MENT CONTACTS.

ENHANCED ACCEPTANCE OF CANADIAN PRODUCTS,
BETTER CONTACTS, BETTER APPRECIATION OF SALES
OBJECTIONS ETC.

EFFORTS TO DISCOVER HOW DISTRIBUTION CHANNEL WORK, IDENTIFY
LARGEST AND/OR BEST DISTRIBUTORS ETC.

NEW MARKETING METHODS FOR CANADIAN COMPANIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ORGANIZE AND IMPLEMENT CDN PARTICIPATION IN
PUERTO RICO INDUSTRIAL SHOW.

CDN PARTICIPANTS ESTABLISHED 4 NEW AGENTS,
ON-SITE SALES \$800,000, PROJECTED 12 MONTH SALES
\$1.5 MILLION. POST IDENTIFIED 102 NEW AGENTS AND
DISTRIBUTORS.

QUARTER: 2 A. ORGANIZE PART'N IN INTERWIRE EXPO 87 ATLANTA
(10 COS). B. ORGANIZE PART'N IN TRANSMISSION AND
DISTRIB'N EXPO 87 (23 COS). C. PREPARE STUDY TO
SUPPORT MINI TOOL & DIE MISSION IN JANUARY '88.

A. EXHIBITORS RECRUITED AND PLANS COMPLETED FOR
SHOW PART'N. B. EXHIBITORS RECRUITED AND PLANS
COMPLETED FOR SHOW PART'N. C. STUDY PREPARED, 8
CDN PARTICIPANTS RECRUITED & TIMING ESTABLISHED
TO COINCIDE WITH REGIONAL TRADE SHOW.

QUARTER: 3 PARTICIPATE IN INTERWIRE SHOW.

10 CDN COMPANIES MADE 48 END USER & 38 AGENT &
DISTRIBUTOR CONTACTS WITH PROJECTED 1 YR. SALES
OF U. S. \$3.085M.

QUARTER: 4 -----

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88/03/21

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

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

UNDERTAKE LIMITED STUDY OF SALT FISH CONSUMPTION IN FLORIDA AND
GEORGIA AREAS "HISPANIC" MARKET.

IDENTIFICATION OF NEW MARKET SEGMENT FOR
CANADIAN SUPPLIER OF THIS PRODUCT.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
88/03/21

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN.

ANTICIPATED RESULTS:

ALL SUB-SECTORS

IN-STORE PROMOTION IN PUBLIX SUPER MARKETS, TAMPA, FLORIDA

IMPLEMENTATION OF AN IN-STORE PROMOTION (CANADA WEEK) IN JANUARY 1988 FOR MINIMUM ONE HUNDRED AND FORTY STORES IN THE CHAIN.

ARRANGE MEETINGS IN ATLANTA FOR SPECIALIST IN THE SEED AND TABLE STOCK POTATO SECTORS VISITING ATLANTA.

EXPAND KNOWLEDGE OF SPECIAL INTEREST, PROBLEMS IN TERRITORY.

TRAVEL TO ORLANDO TO A) VISIT THE UNITED FRESH FOOD AND VEGETABLE SHOW AND B) VISIT DISNEY WORLD AND EPCOT FOOD BUYERS.

IDENTIFY CDN EXHIBITORS FOR FUTURE PROJECTS, IDENTIFY DISTRIBUTORS, ESTABLISH PERSONAL CONTACT WITH BUYERS.

INCLUDE MORE PERTINENT INFORMATION REGARDING AGENTS, DISTRIBUTORS, MARKETS AND ACTIVITIES OF CANADIAN COMPANIES IN POST COMPUTER DATA BANK.

HAVE IMMEDIATE INFORMATION AVAILABLE FOR PLANNING AND MARKETING PURPOSES.

FLORIDA INTERNATIONAL FOOD SERVICE SHOW, OCTOBER, 1987.

INTRODUCE FOUR COMPANIES TO THE MARKET, SALES OF 1.5 MILLION (CDN) OVER TWELVE MONTHS.

CONTACT AND VISIT DAIRY/DAIRY CATTLE CONTACTS.

ESTABLISH PERSONAL CONTACTS. INTRODUCE FOUR NEW CANADIAN COMPANIES TO THE TERRITORY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 DEVELOP CONCRETE PLANS FOR PUBLIX SUPERMARKETS IN-STORE PROMOTION. PARTICIPATE IN PUERTO RICO FOOD AND EQUIPMENT EXPO

DEFINED SCOPE OF PROMOTION, ESTABLISHED DEADLINES TO BE MET, DRAFTED CONTRACT FOR CONSULTANT. INTRODUCED 10 COMPANIES TO MARKET, IDENTIFIED 10 NEW AGENTS, GENERATED \$1 MILLION SALES.

QUARTER: 2 A. ORGANIZE PARTICIPATION IN FL INTERNATIONAL ASSOC. SHOW. B. FURTHER DEVELOP PLANS FOR PUBLIC SUPERMARKETS IN-STORE PROMOTION.

A. EXHIBITORS RECRUITED AND PLANS COMPLETED FOR SHOW PARTICIPATION. B. CONSULTANT HIRED AND PRODUCT IDENTIFICATION BEGUN.

QUARTER: 3 A. ORGANIZE PUBLIX SUPERMARKETS IN-STORE PROMOTION; B. PARTICIPATE IN FLORIDA RESTAURANT ASSOC. SHOW & SEAFARE SOUTHEAST.

A. ORGANIZE PRODUCT TASTINGS & SELECTION OF CDN PARTICIPANTS. PURCHASED \$1M OF CDN FOOD PRODUCTS B. BOTH SHOWS COMPLETED SUCCESSFULLY WITH EXCELLENT RESULTS IN SALES & CONTACTS. POTENTIAL ANNUAL SALES OVER \$1M.

QUARTER: 4 -----

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
ENGAGE IN DIRECT MAILINGS & CORPORATE LIAISON VISITS WITH PHARM. AND
BIOTECH FIRMS HEADQUARTERED IN AREA, AND USE TRADE FAIRS AND MISSIONS
TO IDENTIFY INVESTMENT INTEREST.

GENERATE INVESTMENT INQUIRIES.

COMM. & INFORM. EQP. & SERV COMPUTERS, SOFTWARE & SYSTEMS
ENGAGE IN DIRECT MAILINGS AND CORPORATE LIAISON VISITS WITH COMPUTER
FIRMS HEADQUARTERED IN AREA, AND USE TRADE FAIRS AND MISSIONS TO
IDENTIFY INVESTMENT INTEREST.

GENERATE AND FOLLOW-UP ON INVESTMENT
INQUIRIES.

DEFENCE PROGRAMS, PRODUCTS, SERV ELECTRICAL & ELECTRONIC
ENGAGE IN DIRECT MAILINGS AND CORPORATE LIAISON VISITS WITH ELECTRONIC
FIRMS HEADQUARTERED IN AREA, AND USE TRADE FAIRS AND MISSIONS TO
IDENTIFY INVESTMENT INTEREST.

GENERATE INVESTMENT, JOINT VENTURE OR
TECHNOLOGY TRANSFER INQUIRIES.

ELECTRONICS EQUIP. & SERV ALL SUB-SECTORS
ENGAGE IN DIRECT MAILINGS AND CORPORATE LIAISON VISITS WITH ELECTRONIC
FIRMS HEADQUARTERED IN AREA, AND USE TRADE FAIRS AND MISSIONS TO
IDENTIFY INVESTMENT INTEREST.

TO INCREASE AWARENESS OF CANADA AS A PLACE
TO DO BUSINESS AND MAKE LONG-TERM, JOB-
CREATING INVESTMENTS IN ELECTRONICS
INDUSTRY.

NON SECTORALLY ORIENTED ACTIVITIES

TO INCREASE AWARENESS, IN THE IDENTIFIED SECTORS OF CANADA AS A PLACE
TO DO BUSINESS AND MAKE LONG-TERM, JOB-CREATING INVESTMENT.

GENERATE INVESTMENT INQUIRIES.

REPORT #5
88/03/17

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

619 - ATLANTA

UNITED STATES OF AMERICA

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

- CONTINUE DIRECT MAIL CAMPAIGN TO MANUFACTURING FIRMS H. C. IN TERRITORY.
- RECRUIT BUSINESS WRITERS TO PREPARE POSITIVE ARTICLES ON CDN INVESTMENT CLIMATS.
- REPORT ON RESULTS OF INVEST. CONSULTANT'S ACTIVITIES.
- UNDERTAKE SERIES OF TECHNOLOGY INFLOW PROJECTS.
- FOLLOW-UP ON PRIME INVEST. PROJECTS IDENTIFIED BY CONSULTANT.

- LETTERS & INVEST. BROCHURES SENT TO 500 FIRMS IN S-CAROLINA; FLORIDA MAILING IN PROCESS.
- RECRUITED 2 WRITERS: WILL VISIT CDA & PREPARE 4 ARTICLES FOR LOCAL BUSINESS MAGAZINES.
- REPORT PREPARED AND SENT.
- REPORT ON PROJECTS PREPARED AND SENT.
- FOLLOWED UP ON 36 PROSPECTS. 10 INVESTORS PLAN-
NING INVEST DURING NEXT 2 YEARS, VALUED AT \$7.2M AND CREATING 150 NEW JOBS.

QUARTER : 2

1. DEVELOP AND IMPLEMENT REGIONAL ADVERTISING CAMPAIGN, DIRECT MAIL CAMPAIGN.
2. FOLLOW-UP ON PREVIOUS LEADS, HAND OVER GOOD LEADS TO PROSPECTIVE PROVINCIAL AND/OR REGIONAL ID REPS.
3. RE-WORD ID FILING SYSTEM AND TRACKING SYSTEM.

1. CAMPAIGN DEVELOPMENT COMPLETE, READY FOR IMPLEMENTATION.
2. TWO CLIENTS ESTABLISH SALES/MARKETING OFFICES IN CANADA.
3. SYSTEM CHANGE ON HOLD PENDING ISSUANCE OF WINVEST SOFTWARE.

QUARTER : 3

DEVELOP & IMPLEMENT REGIONAL ADVERTISING CAMP.

ADS PLACE IN WSJ & INC. MAGAZINE ARE GENERATING ENQUIRIES WHICH POST IS PURSUING.

QUARTER : 4

REPORT 4A
BB/03/17

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87

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

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POST : 619-ATLANTA

TIP MEETINGS IN OTTAWA AND VANCOUVER
PARTICIPATION BY THREE OFFICERS IN MARKETPLACE 87
1 WK VISIT TO NOVA SCOTIA RE SEAFOOD PROMOTION & PUERTO RICO
MKT; (04) ORGANIZATION OF HOME HEALTH CARE MISSION TO FLORIDA
CONGRESS. & INDUS. LIAISON VISITS RE FTA TO PROMOTE SUPPORT
TRANSMISS. & DIST. EXPO CDN STAND (22 COMPANIES NTS)

REPORT 4
88/03/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 601-BOSTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

EXPAND MARKET INTELLIGENCE OF NEW ENGLAND FIRMS PURCHASING THIS
EXPERTISE ALONG WITH IDENTIFYING THE COMPETITION, BOTH DOMESTIC
AND FOREIGN

PUBLISH NEWS BULLETIN ON THE ELECTRONIC INDUSTRY, MAJOR PROGRAMS,
CONTRACT AWARDED AND ORGANIZATIONS INVOLVED.

CONTACT LOCAL AGENTS AND MANUFACTURERS REPS. WITH LISTING OF CDN
FIRMS LOOKING TO PENETRATE THE TERRITORY.

ANTICIPATED RESULTS:

EXPAND THE PARTICIPATION OF CANADIAN FIRMS IN
THE NEW ENGLAND MARKET.

ABILITY TO TARGET THEIR EXACT MARKET NICHE,
ABILITY TO DIRECT THE MKTG FUNCTION AT
SPECIFIC ELECTRONIC FIRMS AND NOT THE
INDUSTRY AS A WHOLE.

INCREASE THE NUMBER OF CDN FIRMS IN THE
MARKETPLACE WITH QUALIFIED REPRESENTATION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 GIVEN THAT RESULTS WERE INSUFFICIENT IN THAT
PRIORITY SECTOR, PRESSURES WERE PUT ON THE
COMMERCIAL OFFICER TO IMPROVE PERFORMANCE.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

PERFORMANCE DID NOT IMPROVE & OFFICER SUBMITTED
HIS RESIGNATION.

REPORT 4
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST : 601-BOSTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

REVITALIZE CDA/ESD WORKING GROUP

ADVISING CANADIAN COMPANIES OF CBD ACTIVITY IN REGION.

ANTICIPATED RESULTS:

ENHANCE R. & D. OPPORTUNITIES IN COMMUNICATIONS AND ELECTRONICS.

MORE BIDS FROM CANADIANS ON U.S. MILITARY CONTRACTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 HELD SEMI-ANNUAL CDA/ELECTRONIC SYSTEMS DIVISION WORKING GROUP MEETING.

QUARTER: 1 CANADA U.S. SUBCONTRACTORS CONFERENCE MONTREAL, CANADA JUNE 16-17, 1987.

QUARTER: 2 ORGANIZED SEMINAR AT HANSCOM AIR FORCE BASE ON ATALARS AND MICROWAVE LANDING SYSTEMS.

QUARTER: 3 ORGANIZED SEMI-ANNUAL CDA/US AIR FORCE ELECTRONICS SYSTEM DIVISION WORKING GROUP MEETING.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

POSSIBLE SHARED DEVELOPMENT PROJECTS IDENTIFIED. GROUNDWORK LAID FOR BRIEFINGS ON AIR TRAFFIC CONTROL.

17 BUYERS FROM 6 DEFENCE PRIME CONTRACTORS IN THE NEW ENGLAND TERRITORY VISITED CDN MFRS IN MONTREAL FOR THE PURPOSE OF EXPANDING THEIR VENDOR BASE.

INTRODUCED CANADIAN COMPANIES AND PROMOTED CDN CAPABILITIES WITH TECHNICAL AND PROCUREMENT STAFF AT HANSCOM AFB.

MTG RESULTED IN IDENTIFICATION OF SUB-SECTOR WHERE CDN COS WILL BE BIDDING FOR R&D BUSINESS. US AIR FORCE AGREED TO CDN PARTICIPATION AT PHOTONICS BRIEFING AT ROME AIR FORCE BASE IN MARCH 88.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST : 601-BOSTON

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:
PREPARE CATALOGUE SHOW PRE-BUILT HOUSING.
PROMOTE BOSS SYSTEM TO CONSTRUCTION INDUSTRY.

ANTICIPATED RESULTS:
EXPOSE CANADIAN PRODUCERS TO U. S. MARKET.
EXPAND PENETRATION OF MARKET.

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
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POST : 601-BOSTON

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CONTACT LOCAL DISTRIBUTION OUTLETS/MANUFACTURERS REPS. WITH LISTINGS OF CANADIAN FIRMS INVOLVED WITH MATERIAL HANDLING PRODUCTS. REQUEST FEEDBACK ON WILLINGNESS TO FORM AN ASSOCIATION WITH A CAN. MANUFACTURER.

INCREASE CDN EXPOSURE TO THE N. E. MARKET-PLACE. INVITE CDN MFTRS TO N. E. TO MEET WITH THESE DISTRIBUTION OUTLETS.

PRIVATE CANADIAN EXPERTISE DIRECTLY TO THE LUMBER OUTLETS IN N. E. ALONG WITH THE SUPPLIERS OF THE LUMBER PRODUCTS.

HOPE TO INCREASE DIRECT PURCHASE TO THE CANADIAN MANUFACTURER OF FORK LIFT TRUCKS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 ORGANIZED PARTICIPATION BY PROVINCES AND COMPANIES TO N. E. CONSTRUCTION SHOW.

QUARTER: 3 -----

QUARTER: 4 -----

TWO PROVINCES AGREED TO PARTICIPATE WITHIN FEDERAL BOOTH SPACE ALREADY RESERVED.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST : 601-BOSTON

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUPPORT BOSTON FISH SHOW BY MAKING SURE PARTICIPANTS ARE MEETING
GOOD BUYERS DURING SHOW.

PARTICIPANTS MEET GOOD BUYERS.

TRADE AND MARKET OVERVIEW MEETINGS WITH CANADIAN COMPANIES BASED
IN NEW ENGLAND

UNDERSTANDING OF MARKETPLACE.

KEEP CLOSER CONTACT WITH NEW ENGLAND INDUSTRY AND TO MAKE SURE
OTTAWA IS APPRAISED OF ANY MOOD CHANGES IN LOCAL INDUSTRY.

UP-TO-DATE UNDERSTANDING OF MARKETPLACE.

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
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POST : 601-BOSTON

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

KEEP MANUFACTURERS INFORMED ON BIDDING PROPOSALS FOR OFFICE FURNITURE.

NEW OPPORTUNITIES FOR CANADIAN MANUFACTURERS.

CONTACTING AGENTS AND DISTRIBUTORS WITH LISTING OF AVAILABLE CANADIAN LINES.

INCREASE CANADIAN PRESENCE IN THE MARKET UTILIZING AGENTS AND DISTRIBUTORS.

INFORM CANADIAN MANUFACTURERS OF NEW DESIGN TRENDS IN THE MARKET-PLACE FOR RESIDENTIAL FURNITURE.

CANADIAN MANUFACTURERS WILL BE ABLE TO BETTER ADAPT TO MARKET CONDITIONS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 POST WAS TO IDENTIFY KEY BUYERS OF CONTRACT FURNITURE & PROMOTE ATTENDANCE AT IIDEX.

10 BUYERS ATTENDED IIDEX & BUSINESS INFLUENCE REPORTS RESULTING FROM SHOW ARE CONFIRMED AT \$2.9M. \

QUARTER: 4 -----



REPORT #5
88/03/17

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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UNITED STATES OF AMERICA

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PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EGP. & SERV COMPUTERS, SOFTWARE & SYSTEMS
VISITS AND TARGETTED MAILINGS TO REGION'S HIGH-TECH INDUSTRIES
FOLLOWED BY SPECIFIC ONE-ON-ONE PRESENTATIONS MADE BY CANADIAN
COMPANIES TO U. S. A. COUNTERPARTS.

INFORMATION DISSEMINATION TO OVER 300 COS
PLUS VISITS TO SOME 30 COS FOLLOWED BY 8
ONE-ON-ONE PROMOTIONS.

EDUCATION, MEDICAL, HEALTH PROD HOSP. & MEDICAL EQUIP, INSTRUM.
IDENTIFY AND UNDERTAKE SELETED MAILINGS TO OVER 150 NEW ENGLAND
MEDICAL TECHNOLOGY COMPANIES.

IDENTIFY TEN MOST LIKELY PROSPECTS FOR
INVESTMENT TO CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

WORK WITH REGION'S FINANCIAL AND INVESTMENT COMMUNITY TO MAKE THEM
AWARE OF CANADIAN ECONOMIC CIRCUMSTANCES AND SPECIFIC INVESTMENT
OPPORTUNITIES.

DISTRIBUTION OF PERTINENT INFORMATION TO
MANY MANAGERS AND SPECIFICALLY IDENTIFY
VENTURE CAPITALISTS WILLING TO GO TO
CANADA.

ASSIST INVESTMENT DEVELOPMENT PROGRAMS INITIATED ON A REGULAR BASIS BY
QUEBEC, ONTARIO AND MARITIMES.

HELP ORGANIZE AND PARTICIPATE IN 4
REGIONALLY SPECIFIC INVESTMENT EVENTS.

REPORT #5
88/03/17

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

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UNITED STATES OF AMERICA

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

-PARTICIPATION IN SEMINAR IN AUGUSTA, ME, JUNE 10, '87 TO DISCUSS FREE TRADE & INVEST OPPORTUNITIES. -PARTICIPATION IN NEW HAMPSHIRE TRADE EXPO IN MANCHESTER MAY 19, '87 WITH PRESENTATION AND LITERATURE ON INVEST OPPORTUNITIES PRECEDED BY PRESS ANNOUNCEMENT ON INVESTMENT/TRADE THEME IN N. H. PRESS.

-30/35 CONTACTS MADE WITH MAINE COMPANIES, ONE OF WHICH IS SERIOUS INVESTMENT PROSPECT.
-30 CONTACTS MADE WITH LOCAL COMPANIES. TWO POTENTIAL INVESTMENT PROSPECTS.

QUARTER : 2

1- RECRUIT PORTFOLIO INVESTORS FROM TERRITORY TO ATTEND SPECIAL SENIOR EXECUTIVE BRIEFING IN OTTAWA IN OCTOBER.
2- SENIOR TRADE COMMISSIONER ATTENDED INVESTMENT DEVELOPMENT SEMINAR IN OTTAWA UPON HIS ARRIVAL AT POST.

AT THE END OF SEPTEMBER, FIVE BOSTON MONEY MANAGERS HAVE ALREADY CONFIRMED THEIR PARTICIPATION IN OTTAWA MEETING.
BETTER UNDERSTANDING OF TDP.

QUARTER : 3

RECRUITED TOTAL OF 8 MONEY MANAGERS FROM NEW ENGLAND TO ATTEND SENIOR US EXECUTIVES' SEMINAR ON OCT 19 IN OTTAWA (02) RESOLVE PERFORMANCE PROBLEM OF COMMERCIAL OFFICER WHO WAS TO HAVE SOME RESPONSIBILITY FOR PROMOTING INVESTMENT FROM HI-TECH SECTORS.

THREE FIDELITY INVESTMENT MONEY MANAGERS ATTENDED OTT SEMINAR. THOUGH DECISION NOT ENTIRELY RELATED, IMPORTANT TO REPORT THAT FIDELITY INVESTMENT HAS ESTABLISHED A NEW FUND CALLED "CANADA FUND". THIS PRODUCT CONSISTS ONLY OF CDN STOCKS. (12) OFFICER HAS RESIGNED & PROCESS STARTED TO RECRUIT NEW OFFICER WHO WILL HAVE SOME INVESTMENT PROMOTION RESPONSIBILITIES.

QUARTER : 4

REPORT 4A
88/03/17

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES
WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

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SIGNIFICANT RESOURCES IN THE COMMERCIAL DIVISION WERE
ALLOCATED TO SUPPORT THE CONSULATE-WIDE EFFORT TO PROMOTE
FTA (EQ. MIN HOCKIN, AMB GOTLIEB & AMB PETER MURPHY ALL
VISITED BOSTON DURING LAST QUARTER TO MAKE SPEECHES AT NEW
ENGLAND CANADA BUSINESS COUNCIL). (02) MARKETPLACE 87.
OFFICERS FROM BOSTON SPENT FOUR WEEK IN CDA IN OCT FOR
MARKETPLACE.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST : 613-BUFFALO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

THROUGH THE INCREASINGLY POPULAR NEB PROGRAM JOINTLY SPONSORED BETWEEN BUFFALO AND THE PROVINCES OF ONTARIO AND QUEBEC IDENTIFY NEW AND POTENTIAL PROCESSED FOOD EXPORTERS.

OBTAIN UP TO DATE LISTING OF ALL FOOD BUYERS IN 5 MAJOR GROCERY CHAINS.

UPDATE UPSTATE NEW YORK FOOD MARKET PROFILE.

A MINIMUM OF 10 NEW EXPORTERS INTO THE TERRITORY AND AT LEAST \$1-2 MILLION INCREMENTAL SALES.

PROVIDE MORE ACCURATE & BROADER RANGE OF BUSINESS CONTACTS FOR UP TO 300 NEW EXPORTERS EXPECTED TO VISIT THE POST TERRITORY IN NEXT 12 MONTH.

EXPANSION & UPDATING OF EXPORTERS INFORMATION VIS-A-VIS INFORMATION ON LABELLING, FDA APPROVALS ETC. ENABLING EXPORTERS TO BETTER MEET MARKET ACCEPTANCE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 HOSTED ONTARIO MINISTRY OF AGRICULTURE PROFIT (FOOD) MISSION COMPOSED OF 21 COMPANIES.

QUARTER: 2 HOSTED QUEBEC NEBS (RED MEAT) MISSION OF 13 COMPANIES AT PLATTSBURGH, NEW YORK.

QUARTER: 3 BUFFALO SOLO FOOD FAIR, OCTOBER 1, 1987

QUARTER: 4 -----

EDUCATIONAL PROGRAM.

EDUCATIONAL PROGRAM.

54 CDN FIRMS PARTICIPATED IN THE SHOW OF WHICH 29 WER ENW. 300 PEOPLE VISITED THE SHOW AND SALES RESULTS ARE STILL BEING COMPILED BY UTE.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST : 613-BUFFALO

010-MINE, METAL, MINERAL PROD & SRV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

METALS, PRIMARY & FABRICATED

ARRANGING KODAK INTERVIEWS IN CANADA. REF: CDN SUPPLY CAPABILITIES

\$10 - 50 MILLION OF NEW EXPORTS.

HAD DEFENCE MISSION TO G. E. SYRACUSE 06/86.
NEXT, WE HOPE TO ASSIST G. E. TO INCREASE SIGNIFICANTLY ITS
SOURCING IN CANADA (NEW STRATEGY).

\$2 - 10 MILLION OF NEW BUSINESS.

VISIT ONE OR TWO OTHER MAJOR UPSTATE CORPORATIONS TO TRY TO GET
THEM TO SOURCE IN CANADA.

\$1 - 2 MILLION.

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
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POST : 613-BUFFALO

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 ROCHESTER COMPUTER AND BUSINESS SHOW, OCT 13-15
1987.

QUARTER: 4 -----

9 CDN FIRMS PARTICIPATED AND SO FAR, TWO HIRED
SALES AGENTS. OVER 15,000 PEOPLE VISITED THE
SHOW.

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QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
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UNITED STATES OF AMERICA

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PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

MULTIPLE SECTORS ALL SUB-SECTORS
FOLLOW UP ON PENDING INQUIRIES FROM ALL SECTORS AND NEW ONES TO COME.

4-5 UPSTATE NEW YORK FIRMS TO LOCATE IN
CANADA OR EXPAND THEIR CANADIAN PLANTS.

NON SECTORALLY ORIENTED ACTIVITIES

HOLD INVESTMENT SEMINARS (AT LEAST 3).

FOLLOW-UP BY THOSE U. S. COMPANIES INDICAT-
ING EARNEST AND SERIOUS INFORMATION ON
INVESTMENT OPPORTUNITIES IN CANADA.

LUNCHEON FOR AT LEAST 12 CEO'S AND POLITICIANS IN JAMESTOWN APRIL 87
TO EXPLAIN THE INVESTMENT CLIMATE IN CANADA.

AT LEAST 25% OF THE CEO'S TO BE VISITED
AND HOLD DISCUSSION ON SPECIFIC SECTORIAL
INVESTMENT OPPORTUNITIES.

HOST A "DOING BUSINESS IN CANADA" SEMINAR AND BUSINESS LUNCHEON.
OCTOBER 87.

GENERATE INVESTMENT PROSPECTS ESPECIALLY
IN THE BUFFALO AND BINGHAMPTON AREAS.

REPORT #5
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QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

613 - BUFFALO

UNITED STATES OF AMERICA

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

JAMESTOWN INVESTMENT LUNCHEON.

POSTPONED DUE TO LACK OF TIME (COMMERCIAL DIVISION HAD A PERSONNEL CUT OF 20%, I.E. 1 OFFICER AND 1 SECRETARY).
RESULTS: TWO FIRMS WHO HAD ATTENDED OUR BUFFALO INVESTMENT SEMINAR ESTABLISHED OFFICES IN CDA & A ROCHESTER FIRM STARDED A SMALL METAL MANUFACTURING JOINT VENTURE IN FORT ERIE.

QUARTER : 2

QUARTER : 3

DOING BUSINESS WITH CANADA SEMINAR: ROM, NEW YORK
NOVEMBER 4, 1987

ATTENDANCE: 62; NO. OF FIRMS: 37; NO. OF SPEAKERS: 8; NET COST: C\$580. 21. FREE TRADE WAS A HIT. ONEIDA CUTLERY HAS ONTARIO PLAN AND MAY EXPAND BECAUSE OF FTA.

QUARTER : 4

REPORT 4A
88/03/17

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LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES
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POST : 613-BUFFALO

INVESTMENT COUNSELLORS MEETING, NEW YORK, DEC. 14-14/87
MARKETPLACE '87 (OFFICERS SPENT 4 WEEKS ON ROAD)
SPEECHES ON FREETRADE 9 LOCA. INCL. BUFFALO, ROCHESTER, SYRACUSE
CAN-AM BUSINESS COUNCIL MEETING
BACKOND REPT TO REINSTATE TRA. POS. LOST DURING A-BASE REVIEW

REPORT 4
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST : 602-CHICAGO

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

LEISURE PROD. TOOLS HARDWARE

DEVELOP MARKET DISTRIBUTOR GUIDEBOOK FOR SPECIFIC HARDWARE PROD.

7 NEW EXPORTERS WILL BECOME ESTABLISHED IN MARKET

DEVELOP MARKET DISTRIBUTOR GUIDEBOOK FOR SPECIFIC SPORTING GOODS PRODUCTS.

3 NEW EXPORTERS WILL BECOME ESTABLISHED IN MARKET.

DEVELOP MARKET DISTRIBUTOR GUIDEBOOK FOR SPECIFIC HOUSEWARES PRODUCTS.

5 NEW EXPORTERS WILL BECOME ESTABLISHED IN MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 REGISTER AGENTS & DISTRIBUTORS AT CDN PRODUCTS SHOWCASE AT NATIONAL HOUSEWEAR SHOW, APRIL 5-9, 1987.

25 NEW AGENTS REGISTERED AND IDENTIFIED FOR CONSULATE FILES. 3 INVESTMENT LEADS IDENTIFIED \$15,000 ON SITE SALES.

QUARTER: 1 COMPILE BASIS INFORMATION ON WOOD HEAT INDUSTRY OBTAINED AT TRADE SHOW IN ST. LOUIS.

REPORT COMPLETED AND BEING SEND TO 2 RELEVANT U.S. POSTS WHO WILL HOST WOOD HHEAT SHOWS IN NEXT YEAR.

QUARTER: 2 NATIONAL STAND AT INTERNATIONAL HARDWARE EXPOSITION SUPPORTED WITH NATIONAL ADVERTISING.

23 COMPANIES ATTENDED.
50 REPS REGISTERED.
2 INVESTMENT INQUIRIES IDENTIFIED.

QUARTER: 3 NATIONAL SPORTING GOODS ASSOCIATION SHOW, NATIONAL STAND, 25 COMPANIES.

USED AS VEHICLE TO PROMOTE CALGARY OLYMPICS- 400 PEOPLE ATTENDED RECEPTION. REGISTERED 15 MANUFACTURERS' AGENTS.

QUARTER: 3 IIDEX, INCOMING BUYERS MISSION 11/87

RECRUITED 6 BUYERS; RESULTS NOT AVAILABLE YET; QUESTIONNAIRES STILL BEING GATHERED.

QUARTER: 4 -----

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL, POULTRY BREEDING STOCK

DETERMINE POTENTIAL FOR LIVESTOCK BREEDING STOCK AND PREPARE
REPORT OUTLINING POTENTIAL.

\$500,00 IN NEW SALES FIRST YEAR

ONE ON ONE MEETINGS WITH INSTITUTIONAL FOOD DISTRIBUTORS, BROKERS
RETAILERS AND FOOD ASSOCIATIONS IN ST. LOUIS, KANSAS CITY AND
MILWAUKEE. RE: BUYING OPERATIONS AND PRODUCT OPPORTUNITIES.

DEVELOPMENT OF MINI-MARKET REPORT.

AGRICULTURE MACH, EQUIP, TOOLS

UNDERTAKE A POST PRODUCED LIVESTOCK EQUIPMENT MARKET.

\$4 MILLION IN NEW BUSINESS OVER 2 YEARS.

ESTABLISH CONTACT WITH QUEBEC, B. C. AND MARITIME FARM EQUIPMENT
ASSOCIATIONS TO PLUG THEM INTO OUR INFO SYSTEMS AND COORDINATE
MARKETING SEMINARS IN CANADA.

\$2 MILLION IN NEW BUSINESS OVER 2 YEARS.

MARKETING SEMINARS ACROSS CANADA AS FOLLOW-UP TO LIVESTOCK
EQUIPMENT MARKET STUDY

\$4MILLION IN NEW BUSINESS OVER 2 YEARS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INTRODUCTION OF MOLSON LIGHT BEER TO CHICAGO
MARKET THROUGH RECEPTION HOSTED AT CONGEN.

80 DEALERS ATTENDED, MANY NOW SELLING MOLSON
LIGHT.

QUARTER: 1 MANITOBA TRADE MISSION/REP LOCATOR ACTIVITY
FOR 11 COMPONENT SUPPLIERS. APRIL 28-30/87.

5 REPS APPOINTED/DETAILS TO FOLLOW. SALES WILL
BE REPORTED SEPT/87. REPEAT OF EVENT IN 1989 IS
BEING PLANNED FOR MILWAUKEE, WI. NUMBER OF EXHI-
BITORS TO BE TRIPLED.

QUARTER: 2 SOLO FOOD SHOW "TASTE OF CANADA". 71 COMPANIES
FROM ALL ACROSS CANADA EXHIBITED.

363 PEOPLE ATTENDED THIS EVENT (INSTITUTIONAL
AND RETAIL FOODS) FROM CHICAGO AND MILWAUKEE
TERRITORY.

QUARTER: 3 -----

QUARTER: 4 -----



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

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	AUTOMOTIVE	
	CONTINUE TO DEVELOP KEY CONTACTS IN AFTERMARKET DISTRIBUTION NETWORK AND ENCOURAGE THEM TO DEAL WITH CANADIAN FIRMS.	15 NEW AGENTS OR REPS FOR CANADIAN COMPANIES.
	ENCOURAGE US COMPANIES TO INCREASE THEIR AFTERMARKET PROCUREMENT FROM CANADA AND ADD NEW CANDIAN LINES.	\$5M NEW BUSINESS PER YEAR.
	IDENTIFY PURCHASING DECISION MAKERS IN NEW DIAMOND-STAR MOTORS CORP. AND ENCOURAGE THEM TO DEAL WITH CANADIAN SUPPLIERS.	\$5M TO \$10M NEW BUSINESS ANNUALLY
	URBAN TRANSIT	
	PREPARE MARKET REPORT ON URBAN TRANSIT MARKET FOCUSING ON NON-VEHICLE PROCUREMENT	\$2 MIL. NEW BUSINESS OVER 2 YEARS.
	MONITOR AND PREPARE STATUS REPORTS ON LIGHT RAIL PROJECTS IN ST. LOUIS AND MILWAUKEE.	\$35 MIL. SALE IN 3 YEARS.
	MONITOR CHICAGO TRANSIT AUTHORITY PLANNED PROCUREMENT OF HEAVY RAIL CARS AND KEEP UTDC AND BOMBARDIER APPRISED.	\$100 MIL. SALE OPPORTUNITY NEXT 2 YEARS.
	MARINE INDUSTRIES	
	MARKET GUIDE OUTLINING DISTRIBUTION CHANNELS. AGENTS AND DISTRIBUTORS FOR CANADIAN EXPORTERS.	10 CDN. COS TO APPOINT NEW AGENTS AND DISTRIBUTORS. \$300,000 NEW BUSINESS INFLUENCED. 6 PROGRAMMED OUTCALLS.
	AEROSPACE	
	CONTINUE FOLLOW-UP THOSE US CO PARTICIPANTS AT US/CDN AEROSPACE SEMINAR HELD IN ST. LOUIS DECEMBER, 1985 OFFERING POSSIBLE FUTURE BUSINESS DEVELOPMENT OPPORTUNITIES.	2M ADDITIONAL EXPORTS.
	CONTINUE TO WORK WITH MAJOR PRIME CONTRACTS.	INCREASE CDN PROCUREMENT BOTH QUANTITATIVELY AND QUALITATIVELY.
	CONCENTRATE EFFORT ON SECOND AND THIRD-TIER COMPANIES.	CONSIDER CDN SOURCES OF SUPPLY.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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OOB-TRANSPORT SYS, EQUIP, COMP, SERV.
UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 IDENTIFIED FINANCIAL OFFICERS AT ALL TRANSIT
PROPERTIES IN TERRITORY FOR EDC TO APPROACH
DURING APTA MEETING.

APPOINTMENTS SET UP WITH 4 KEY PEOPLE.

QUARTER: 2 NATIONAL STAND AT AUTOMOTIVE PARTS & ACCESSORIES
ASSOCIATION SHOW.

15 COMPANIES ATTENDED. 48 EXPORT AND SOURCING
INQUIRIES IDENTIFIED.

QUARTER: 3 -----

QUARTER: 4 -----

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE & MARINE

FOLLOW-UP WITH AVSCOM/TROSCOM PARTICIPANTS AT US/CANADA
AEROSPACE SEMINAR HELD IN ST. LOUIS, DECEMBER 1985 AND
AVSCOM INCOMING MISSION.

\$10M ADDITIONAL EXPORTS PER YEAR.

PARTICIPATE IN JOINT US/CDA WORKING GROUP TO BE ESTABLISHED TO
EXPLORE AVSCOM DDSP OPPORTUNITIES AND INITIATE R&D PROJECTS.

\$25M DDSP PROJECTS OVER 5 YEARS.

DEVOTE MORE EFFORT TO SUBCONTRACTING OPPORTUNITIES FOR CANADIAN
MANUFACTURERS OF COMPONENTS, PARTICULARLY IN ST. LOUIS AREA. (SEE
ALSO TRANSPORTATION SECTOR.)

\$10M ADDITIONAL EXPORTS PER YEAR.

ARMAMENTS & VEHICLES

DEVOTE MORE EFFORT TO SUBCONTRACTING OPPORTUNITIES FOR CANADIAN
MANUFACTURERS OF COMPONENTS. (SEE TRANSPORTATION SECTOR.)

\$5M ADDITIONAL EXPORTS PER YEAR.

ELECTRICAL & ELECTRONIC

DEVOTE MORE EFFORT TO SUBCONTRACTING OPPORTUNITIES FOR CANADIAN
MANUFACTURERS OF COMPONENTS.

\$5M ADDITIONAL EXPORTS PER YEAR.

OTHER DEFENSE PROD & SERV.

EXPLORE DDSP OPPORTUNITIES, IN PARTICULAR DEFENSIVE CHEMICAL
EQUIPMENT AND SECURITY PRODUCTS.

INITIALLY MODEST, BUT BETTER THAN NOTHING
AS NOW.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
88/03/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

PREPARE MARKET GUIDE FOR CDN SOFTWARE EXPORTERS THAT WILL INCLUDE NAMES FOR POTENTIAL AGENTS DISTRIBUTION CHANNELS AND MAJOR TRADE SHOWS.

INCREMENTAL SOFTWARE SALES IN 86/87 EXPECTED TO BE \$1 MILLION.
5 NEW AGENTS APPOINTED
6 PROGRAMMED OUTCALLS

ROBOTICS & ARTIFICIAL INTELL.

CATALOGUE ADVANCED MANUFACTURING TECHNOLOGY COMPANIES IN TERRITORY.

IDENTIFICATION OF POTENTIAL DIRECT INVESTMENT AND TECH TRANSFER LEADS.

UNDERTAKE DIRECT MAIL PROGRAM TO HI-TECH FIRMS TO SEEK OUT TECH TRANSFER AND DIRECT INVESTMENT OPPORTUNITIES.

3 TECH TRANSFER AND 1 DIRECT INVESTMENT.

ANALYSIS MARKET DEMAND FOR ROBOTICS AND PREPARE REPORT FOR DISTRIBUTION TO CANADIAN COMPANIES

8 NEW BUYING CONNECTIONS AND \$1 MIL. SALES IN 2 YEARS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 PC EXPO OCT 3-5/87, PEMD-FUNDED NATIONAL STAND
9 CDN COMPANIES; UTILIZED 9 MODULES OF BOOTH
RESIDENT IN CHICAGO.

1ST GOV'T-SPONSORED PARTICIPATION IN SOFTWARE
EXHIBITION IN CHICAGO, ON-SITE SALES OF \$100,000
POTENTIAL 2-YR SALES OF \$2M.

QUARTER: 4 -----

REPORT 4
88/03/21

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MANUFACT & MATERIAL PLANT, EQP.

DETERMINE POTENTIAL FOR POLLUTION CONTROL EQUIPMENT AND UNDERTAKE
POST PRODUCED MARKET STUDY.

IDENTIFICATION OF NEW MARKET OPPORTUNITIES
LEADING TO \$1 MIL. IN NEW BUSINESS WITHIN
2 YEARS.

UNDERTAKE TO PRODUCE DIRECTORY OF CANADIAN WATER POLLUTION
CONTROL COMPANIES USING ADVERTISING SUPPLEMENT IN KEY TO
WATER POLLUTION MAGAZINE.

BROAD PROMOTING OF CANADIAN SUPPLY CAPABILI-
TIES LEADING TO NEW BUSINESS OPPORTUNITIES.

MAKE CALLS ON 10 PUBLIC AND PRIVATE SECTOR FIRMS TO DETERMINE
WHAT THEY PURCHASE AND FROM WHOM, INCL. REP LOCATOR PROGRAM
PURSUANT TO CHICAGO MATS HANDLING SHOW, FEB/87.

AT LEAST 3 NEW BUYER CONNECTIONS RESULTING
IN \$1 MIL. IN NEW BUSINESS WITHIN 2 YEARS.

TOOLS & HARDWARE

FOLLOW-UP PROGRAM TO DEPARTMENTAL SPONSORED TOOL, DIE AND MARKET
STUDY.

10 NEW BUYING CONNECTIONS AND \$500,000 IN NEW
BUSINESS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

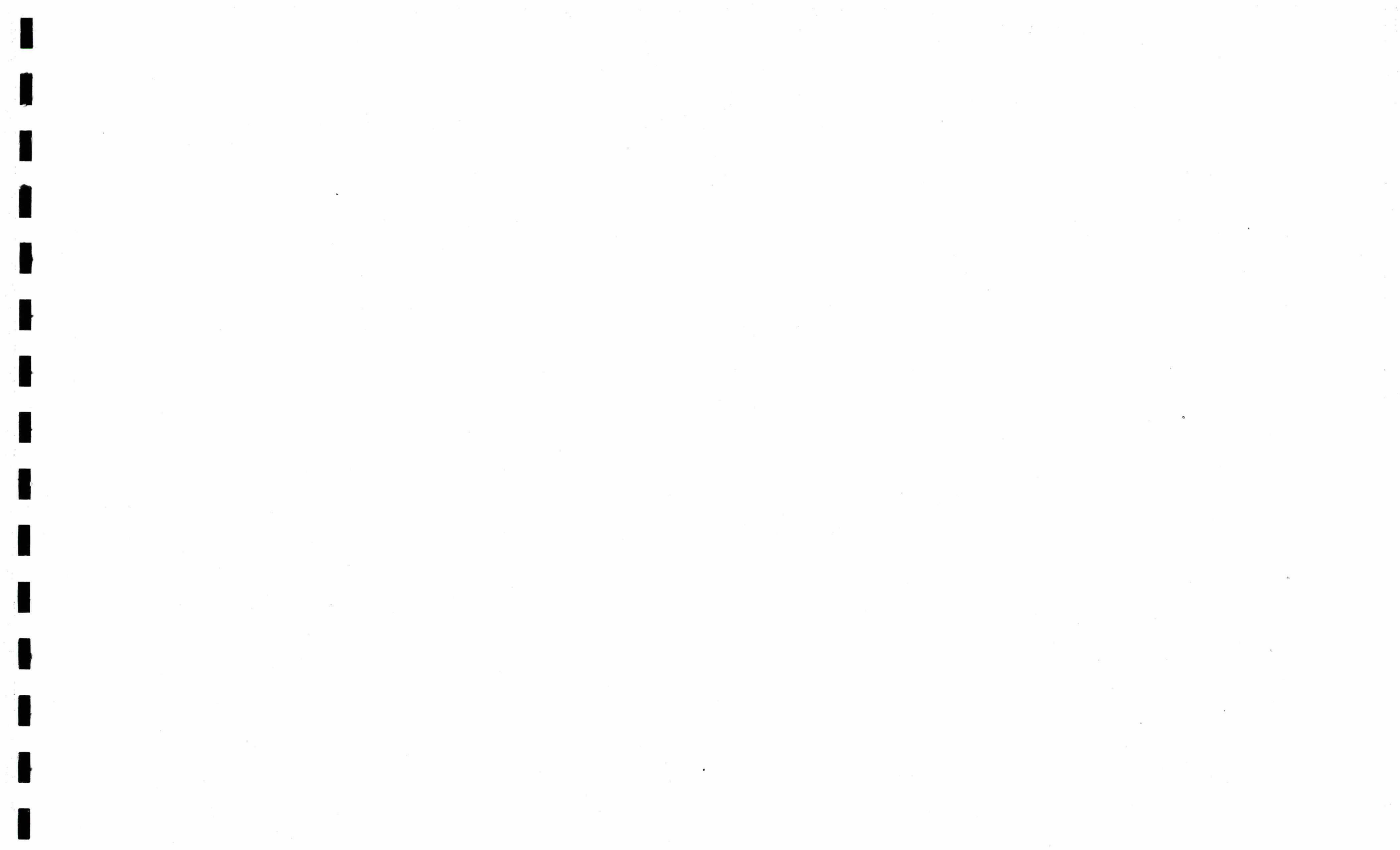
QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 GRAPH EXPO '87, NATIONAL STAND, 10 COMPANIES.

QUARTER: 4 -----

REGISTERED 10 AGENTS. IDENTIFIED 53 BUYERS.



PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV WORK WITH DRIE, INVESTMENT CANADA, PROVINCES AND CANADIAN AND LOCAL INDUSTRY ASSOCIATIONS TO PREPARE FOR VISITS WITH SELECTED FIRMS IN COMM. & INFORM., EQPT. & SERVICES SECTOR.	COMPUTERS, SOFTWARE & SYSTEMS	1)LEADS GENERATED: 200 2)LEADS IDENTIFIED: 20
ELECTRONICS EQUIP. & SERV WORK WITH DRIE, INVESTMENT CANADA, PROVINCES AND CANADIAN AND LOCAL INDUSTRY ASSOCIATIONS TO PREPARE FOR VISITS WITH SELECTED FIRMS IN ELECTRONICS EQPT. & SERVICES SECTOR.	INSTRUMENTATION	1)LEADS GENERATED: 200 2)LEADS IDENTIFIED: 20
AGRI & FOOD PRODUCTS & SERVICE WORK WITH DRIE, INVESTMENT CANADA, PROVINCES AND CANADIAN AND LOCAL INDUSTRY ASSOCIATIONS TO PREPARE FOR VISITS WITH SELECTED FIRMS IN AGRI. & FOOD PRODUCTS & SERVICES SECTOR.	FOOD HANDLING, PROCESSING EQUIP	1)LEADS GENERATED: 200 2)LEADS IDENTIFIED: 20
INDUSTRIAL MACHIN, PLANTS, SERV. WORK WITH DRIE, INVESTMENT CANADA, PROVINCES AND CANADIAN AND LOCAL INDUSTRY ASSOCIATIONS TO PREPARE FOR VISITS WITH SELECTED FIRMS IN INDUSTRIAL MACHINERY, PLANTS, SERVICES SECTOR.	TOOLS & HARDWARE	1)LEADS GENERATED: 200 2)LEADS IDENTIFIED: 20
COMM. & INFORM. EQP. & SERV WORK WITH DRIE, INVESTMENT CANADA, PROVINCES AND CANADIAN AND LOCAL INDUSTRY ASSOCIATIONS TO PREPARE FOR VISITS WITH SELECTED FIRMS IN COMM. & INFORM. EQPT. & SERVICES SECTOR.	ROBOTICS & ARTIFICIAL INTELL.	1)LEADS GENERATED: 200 2)LEADS IDENTIFIED: 20

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

REPORT #5
88/03/17

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

602 - CHICAGO

UNITED STATES OF AMERICA

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

INVESTMENT DEVELOPMENT INFO BOOTH, THE ROBOTS XI SHOW, APRIL 28-30 '87. -INVESTMENT DEVELOPMENT INFO BOOTH, NATIONAL COMPUTER CONFERENCE, JUNE 15-18 '87. -'BUSINESS ACTIVITY FORMS' ON INVEST TRANSACTION. -SEMINAR 'COOPERATIVE TECH TRANSFER TO EXPAND MARKETING OPPORTUNITIES IN THE DAIRY PRODUCTS INDUSTRY' APRIL 8, 1987.

80 INVEST LEADS, 5 EXPORT SOURCING LEADS (RE SHOW REPORT, MAY 87). -APPROX. 30 INVEST LEADS, 5 EXPORT SOURCING LEADS (REPORT NOT YET FINISHED AND RESULTS STILL BEING ANALYZED). - SEE ATTACHED. - APPROX. 200 MEMBERS OF AMERICAN DAIRY PRODUCTS INSTITUTE INFORMED ON CDN TECH TRANSFER OPPORTUNITIES (RE SHOW REPORT, APR. 87).

QUARTER : 2

-IND'L DEV. INFO. BOOTH, AUTOMOTIVE PARTS AND ACCESSORIES ASSOC'N (APAA) 24-27 AUG. '87.
-IND'L DEV. INFO. BOOTH, FOOD & DAIRY EXPO, MCCORMICK PLAC, 26-30 SEPT. '87.
-SPEECH GIVEN IN CHCQO AT "FRANCHISING YOUR BUSINESS IN CDA" SEMINAR ORGANIZED BY LAVENTHOL & HORWATH, TORONTO. SEMINAR ATTRACTED APPROX. 20 POTENTIAL FRANCHISERS AND WAS ATTENDED BY REPS FROM DRIE/OTT & CANADIAN FRANCHISORS ASSOCIATION.

-SHOW GENERATED 22 INVESTMENT LEADS AND 27 EXPORT SOURCING LEADS.
-RESULTS NOT YET COMPILED. OUTSTANDING RESPONSE TO DATE IN TERMS OF INVESTMENT LEADS GENERATED.

QUARTER : 3

1) COOPERATIVE TECHNOLOGY TRANSFER SEMINAR, ROCKFORD, IL. NOV 19 '87. 2) AUTOMOTIVE INDUSTRY INVESTMENT SEMINAR, NOV 12/87. 3) 7TH ANNUAL MIDWEST ACCOUNTING AND BUSINESS MANAGEMENT TRADE SHOW.

1) REPORT PREPARED OUTLINING 38 INVESTMENT LEADS. 2) REPORT PREPARED OUTLINING 31 INVESTMENTS LEADS. 3) REPORT PREPARED OUTLINING 44 INVESTMENT LEADS.

QUARTER : 4

REPORT 4A
88/03/17

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87

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

POST : 602-CHICAGO

- OLYMPICS PROMOTION DURING NATIONAL SPORTING GOODS
ASSOCIATION SHOW.
- NATIONAL STAND AT GRAPH EXPO '87.

REPORT 4
88/03/21

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

BUYER PROCUREMENT SEMINARS FOR SPECIFIC MAJOR U.S. CORP. AND INDUSTRIES. PREPARATION OF CSN CAPABILITY GUIDE TO MATCH SPECIFIC COMPANY AND INDUSTRY NEEDS TO BE DEVELOPED IN COOPERATION WITH DRIE.

INCREASED PURCHASING ACTIVITY DIRECTED TO SPECIFIC CDN COMPANIES LISTED IN THE POST/ DRIE DEVELOPED CAPABILITY GUIDE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 POST TO PARTICIPATE IN FOUR BUYER PROCUREMENT SEMINAR. A) WESTINGHOUSE VENDOR DAYS B) CANADA. US SUBCONTRACTORS CONFERENCE C) US/CANADA WORKING GROUP (WPAFB) D) ON-SITE REVIEW (WP)

A) 30 FIRMS MET WITH WESTINGHOUSE-7 PLANT TOURS ARRANGED. B) 75 FIRMS MET WITH 25 U.S. FIRMS. ON-SITE SALES \$102,000. C) NEUTRON DIFFRACTION COST-SHARED AGREEMENT SIGNED. D) 12 WRIGHT AERONAUTICAL LAB OFFICIALS VISITED CMC & CAE.

QUARTER: 3

CO-CHAIRING USAF ASD/CDA WORKING GROUP MEETING & SPOKE AT AIAC MEETING FOLLOWING ON WITH INDUSTRY CALLS. ORGANIZED DPSA BREAKFAST MEETING AT WHICH TDD SPOKE.

QUARTER: 4 -----

REPORT 4
88/03/21

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

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

BUYER PROCUREMENT SEMINARS FOR SPECIFIC MAJOR U.S. CORP. AND INDUSTRIES. PREPARATION OF CDN CAPABILITY GUIDE TO MATCH SPECIFIC COMPANY AND INDUSTRY NEEDS TO BE DEVELOPED IN COOPERATION WITH DRIE.

INCREASED PURCHASING ACTIVITY DIRECTED TO SPECIFIC CDN COMPANIES LISTED IN THE POST/ DRIE DEVELOPED CAPABILITY GUIDE.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 POST TO PARTICIPATE IN THE OHIO AUTOMOTIVE WHOLESALE SHOW WITH INFORMATION BOOTH.

ONE CDN FIRM EXHIBITED THEIR PRODUCTS AT THE CONSULATE'S BOOTH.

QUARTER: 2 RECRUIT EXHIBITORS FOR GREAT LAKES SAIL AND POWER BOAT SHOW.

CANADIAN FIRMS EXHIBITED AT THE SHOW. ONE BOAT SOLD.

QUARTER: 3 INFORMATION BOOTH AT THE NATIONAL RECREATIONAL VEHICLE TRADE SHOW IN LOUISVILLE.

PARTICIPATED IN AMTDA SHOW WHICH WAS HELD IN CINCINNATI INSTEAD OF THE RV SHOW. ONE CDN EXHIBITED AT THE SHOW.

QUARTER: 4 -----

REPORT 4
88/03/21

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

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INSTIGATE MARKET STUDY ON OUTERWEAR TO SUPPORT NEEDED IN-HOUSE
OUTERWEAR SHOW WITH VARIOUS CANADIAN MANUFACTURERS -CLEVELAND

IDENTIFY DISTRIBUTORS/BUYERS.

VISIT MAJOR DEALERS AND REPS IN TERRITORY TO SEEK MARKET DATA RE:
MARKETING OF CANADIAN RESIDENTIAL FURNITURE.

UP-DATED INFO ON NATURE OF MARKET.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INCOMING BUYERS MISSION TO INTL. FUR FAIR.
INCOMING BUYERS MISSION TO RESIDENTIAL FURNITURE
SHOW. POST TO PARTICIPATE IN PITTSBURG & CLVND
BUSINESS AFTER HOUS WITH INFO BOOTH.

RECRUITMENT NIL DUE LAST MINUTE WITHDRAWAL OF
INVITEE. ONE BUYER RECRUITED. ON-SITE SALES TATA-
LLED \$10,000. ACTIVITY CANCELLED DUE TO STAFF
REDEPLOYMENT.

QUARTER: 2 A) RECENT BUYERS FOR TORONTO JEWELRY SHOW.
B) ORGANIZE SOLO SPORTING GOODS SHOW.

A) CANCELLED BY UTW (REF: UTW0194 JUNE 9)
B) CANCELLED DUE TO POSITION REDEVELOPMENT

QUARTER: 3 A. RECRUIT BUYERS FOR IDEX. B. RECRUIT BUYERS FOR
THE INT'L FOOTWEAR EXDPO.

RECRUITED 9 BUYERS. SALES RESULTING FROM SHOW TO
DATE TOTAL \$500,000. B. RECRUITING PROGRAM CAN-
CELLED.

QUARTER: 4 -----

REPORT 4
88/03/21

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

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

AS FOLLOW-UP TO YEARLY SOLO FOOD SHOW POST WILL CONTINUE TO SUPPORT INDIVIDUAL CO'S THROUGH SEARCHES AND INTRODUCTION OF FOOD BROKERS/DISTRIB. & CHAIN STORES WITH VIEW TO MAKING APPROPRIATE MATCHES.

ANTICIPATED RESULTS:

INCREASED BUYING CONNECTIONS , SALES DISTRIBUTION AGREEMENTS AND ESTABLISHMENT OF PRODUCTS IN STORES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 RECRUIT EXHIBITORS FOR THE OHIO STATE FARM SCIENCE REVIEW.

QUARTER: 3 ORGANIZE SOLO FOOD SHOW IN CLEVELAND.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

ONE CANADIAN FIRM EXHIBITED AT THE SHOW AND THREE AGENTS WERE APPOINTED.

28 FIRMS EXHIBITED AT SHOW. ON-SITE SALES \$55,000 WITH 12-MO. PROJECTED SALES TOTALLING \$3,000,000 ORGANIZED A WINE PROMOTION IN PBURG. HLD CHAMPAGNE PROMOTION IN CONJUNCTION WITH 4-CITY PIANO CONCERT TOUR.

REPORT 4
88/03/21

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

010-MINE, METAL, MINERAL PROD & SRV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

REPRESENTATIVE LOCATOR PROGRAM FOR MATERIALS
HANDLING EQUIPMENT.

ESTABLISH 10 NEW AGENCIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 POST TO PARTICIAPTE IN AMERICA CERAMIC SOCIETY
CONVERSION AND EXHIBITION.

20 CANADIAN FIRMS PARTICIPATED IN ACTIVITY, ONE
UTILIZING PEMD. POST MOUNTED CDN PRESENTATION &
HOSTED LUNCH FOR SELECTED VIP GUESTS.

QUARTER: 2 A) INFORMATION BOOTH AT FINISHING '87 CINCINNATI
B) RECRUIT EXHIBITORS FOR IRON & STEEL EXPO -
PITTSBURG.

A) SEVEN COMPANIES EXHIBITED AT THE SHOW.
B) SEVENTEEN COMPANIES EXHIBITED AT THE SHOW.

QUARTER: 3 A. INFORMATION BOOTH AT THE GREAT LAKES INDUS-
TRIAL SHOW IN CLEVELAND. B. CDN PAVILLION AT THE
INTERNATIONAL CAPITAL GOODS TRADE FAIR IN CLVND.

A. THREE COMPANIES EXHIBITED AT THE POST'S INFOR-
MATION BOOTH & ON-SITE SALES TOTALLED \$65,000.
B. FAIR CANCELLED.

QUARTER: 4 -----

REPORT 4
88/03/21

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE TO DEVELOP CLOSER CONTACTS WITH DISTRIBUTION NETWORK IN
COMMUNICATIONS AND INFORMATICS.

IMPROVE ACCESS FOR CANADIAN PRODUCTS.

IMPLEMENT AGENT LOCATOR SERVICE FOR COMMUNICATIONS/INFORMATICS.

INCREASE NUMBER OF REPRESENTATIVES PROMOTING
CANADIAN PRODUCTS.

WORK WITH DEPT. OF COMMERCE & WORLD TRADE GROUPS TO DEVELOP
EFFECTIVE PROGRAMS INVOLVING CANADIAN HIGH TECHNOLOGY, TECHNOLOGY
TRANSFERS, AND JOINT VENTURES.

ENHANCE CANADIAN PRESENCE IN THIS IMPORTANT
AREA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INFORMATION BOOTH AND PRESENTATION AT THE
INVESTMENT SOCIETY OF AMERICA CONVENTION.

ACTIVITY NOT CARRIED FORWARD DUE TO REDEPLOYMENT
OF STAFF RESOURCES.

QUARTER: 3

ORGANIZED PRESENTATION GIVEN BY TDD TO THE SOFT-
WARE ENGINEERING INSTITUTE OF PITTSBURGH.

QUARTER: 4 -----



PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV ROBOTICS & ARTIFICIAL INTELL.
CORPORATE LIAISON CALLS ARE ONE OF THE MOST USEFUL METHODS OF LEARNING
ABOUT CORPORATE PROPOSED MEDIUM AND LONG TERM PLANS FOR EXPANSION OF
OPERATIONS IN COMM. AND INFORM. EQPT. AND SERVICE (ROBOTICS)
INDUSTRIES.

MAKE DIRECT VISITS TO 25/50 MAJOR
INDUSTRIES IN TERRITORY.

COMM. & INFORM. EQP. & SERV COMPUTERS, SOFTWARE & SYSTEMS
OPENING OF PITTSBURGH OFFICE WILL PERMIT CONCENTRATING OUR EFFORTS IN
THE GROWING INFORMATICS SECTOR IN THAT AREA. JOINING THE ADVANCED
TECH. ASSOC. WILL PROVIDE A QUICK EXPOSURE.

PROVIDE AN ACCURATE PROFILE OF POTENTIAL
TARGET COMPANIES IN THE AREA.

PETROCHEM & CHEM PROD, EQP, SERV PLASTICS PRODUCTS, EQUIP, SERVIC
A STUDY OF THE POLYMER INDUSTRY PLANNED UNDER OUR NORMAL TRADE
ACTIVITIES WILL ASSIST US IN IDENTIFYING THOSE COMPANIES LOOKING TO
INVEST OR ENTER INTO A JOINT VENTURE PROGRAM.

IDENTIFYING PROSPECTS FOR FUTURE TARGET-
TING.

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
ATTEND A NUMBER OF LOCAL AUTOMOTIVE TRADE SHOWS WITH VIEW OF IDENTI-
FYING POTENTIAL PROSPECTS. SEEK OUT OPPORTUNITIES TO ADDRESS BUSINESS
GROUPS WHENEVER POSSIBLE.

DEEP IDEAS OF FUTURE EXPANSION PROSPECTS
IN MINDS OF INTERVIEWED COMPANIES.

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

603 - CLEVELAND

UNITED STATES OF AMERICA

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

-MINISTER DRIE/TRADE TO ADDRESS CLEVELAND WORLD
TRADE ASS. ANNUAL MEETING.
-MINISTER WORLD AFFAIRS COUNCIL IN CINCINNATI.
-INTERNATIONAL TRADE MINISTER - OPENING
PITTSBURGH OFFICE.

-AWARENESS OF FREE TRADE NEGOTIATION HIGHLIGHTED AMONGST
CLEVELAND BUSINESS COMMUNITY AS RESULT OF CDN GOVT
PARTICIPATION IN MEETING. HON. TOM HOCKIN GAVE
LUNCHEON ADDRESS. AUDIENCE OF 500 RESPONDED
POSITIVELY TO HIS REMARKS; ADVANTAGES OF A FREE
TRADE AGREEMENT. RECEPTION IN HIS HONOR ATTRAC-
TED APPROX. 100 BUSINESS LEADERS. GARRETT LAMBERT
PARTICIPATED IN PANEL WHICH PROVIDED IN-DEPTH
ANALYSIS OF NEGOTIATION. -WITHDREW DUE TO STAFF REDE-
PLOYMENT. -CANCELLED DUE TO MINISTER'S PRIOR CO

QUARTER : 2

POLYMER SEMINARS IN AKRON AND CANTON

SEMINARS CANCELLED DUE TO STAFF REDEVELOPMENT

QUARTER : 3

RECRUIT FOR INVESTMENT EXECUTIVES VISIT TO OTT.
ASSIST CITY OF SCARBOROUGH IN INVESTMENT PROMO-
TION MISSION TO COLUMBUS, OHIO; (03) RECRUIT FOR
TRANSTECH 87.

3 EXECUTIVES PARTICIPATED IN OTTAWA VISIT
OBTAINED SERVICES OF LEGAL EXPERT WHO SPOKE
ABOUT CDN INVESTMENT CLIMATE; (13) RECRUITED
1 PARTICIPANT FROM THE EDISON POLYMER INNOVA-
TION CENTER.

QUARTER : 4

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87

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

POST : 603-CLEVELAND

ASSISTED IN FUNDING & PARTICIPATED IN MIDFEST BUSINESS CONF.
ASSISTED ONT. IN ORGANIZING SOLO BUILDING PRODUCTS SHOW IN
COLUMBUS; (03) ORGANIZED SERIES OF SEMINARS FOR TDD IN CON-
JUNCTION WITH PITTSBURGH HIGH TECH CONFERENCE; (04) PARTICI-
PATED IN QUEBEC & ONTARIO SECTIONS OF MARKETPLACE WHICH IN-
CLUDED 8 CITIES; (05) DELIVERED LECTURE AT WILFRED LAURIER
UNIVERSITY REGARDING USA MARKET; (06) HOSTED FOLLOWING
SPEAKERS: JOHN KIRTON, U OF T; WILLIAM MACHNESS, BNS; JOHN
CRISP; (07) SPEAKING ENGAGEMENTS FOR THIS QUARTER: MIDFEST,
ERIE CHAMBER OF COMMERCE, DEPT OF COMMERCE BREAKFAST MEETING
IN PITTSBURGH, PITTSBURGH FOREIGN TRADE GROUP, PITTSBURGH
ROTARY.

REPORT 4
88/03/21

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

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

PERIODIC MEETINGS AND VISITS WITH KEY TRANSIT STAFF AND BOARD MEMBERS.

PARTICIPATION IN REGIONAL TRANSPORTATION CONFERENCE AND SEMINARS.

MAKE DETAILED ANALYSIS OF CURRENT PROCUREMENT PRACTICE OF WORK BOAT FLEET OPERATORS ALONG GULF COAST.

AEROSPACE

MAINTAIN CONTACT WITH AEROSPACE CONTRACTORS.

MAKE SURVEY OF AEROSPACE INDUSTRY. DETERMINE EXTENT OF NEW PROJECTS IN AREA.

ANTICIPATED RESULTS:

ONGOING MARKET INTELLIGENCE TO BE FORWARDED TO GOVERNMENT & INDUSTRY SOURCES TO FACILITATE BID/NEGOTIATING PROCESS.

CONTINUED EXPOSURE FOR CANADIAN GOODS AND SERVICES.

BE IN POSITION TO ADVISE CANADIAN COMPANIES CONCERNING FUTURE SALES TO THIS AREA.

UNDERSTANDING OF UP-COMING PROJECTS/ OPPORTUNITIES.

INTRODUCE 3 NEW EXPORTERS TO THE MARKET.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 PARTICIPATED IN REGIONAL TRANSPORTATION CONFERENCES AND SEMINARS. PERIODIC MEETINGS & VISITS WITH TRANSIT STAFF. INFO BOOTH AT TEXAS PUBLIC TRANSPORTATION CONFERENCE.

QUARTER: 1 PARTICIPATE IN OFFSHORE TECHNOLOGY CONFERENCE.

QUARTER: 2 AEROSPACE: PART 'N IN THE NAT'L BUSINESS AIRCRAFT ASSOC'N SHOW - SEPT. 29-OCT. 1.
URBAN TRANSIT: MEETING WITH KEY TRANSIT STAFF AND PARTICIPATION IN REGIONAL CONFERENCES.

QUARTER: 3 AUTOMOTIVE:
URBAN TRANSIT:
MEETINGS AND VISIT OF KEY TRANSIT STAFF & BOARD MEMBERS.
MARINE:

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

OBTAINED LITERATURE FROM CDN COYS. ATTENDED TEXAS PUBLIC TRANSPORTATION CONFERENCE. MET SEVERAL TEXAS TRANSIT OFFICIALS AND DISCUSSED PROJECTS IN DALLAS, HOUSTON AND CORPUS CHRISTI. ENCOURAGE CONSULTANTS TO BID ON CORPUS CHRISTI PROJECT.

THE OFFSHORE TECHNOLOGY CONFERENCE BROUGHT 26 EXHIBITORS TO THE CDN GOV'T STAND. THEY MADE \$1,357,500.00 IN ON-SITE SALES AND PROJECT OVER \$26,000,000.00 IN SALES DURING THE NEXT 12 MONTHS.

PARTICIPATED WITH INFO BOOTH IN NBAA; ASSISTED 20 CDN COS THROUGH LITERATURE DISTIB'N & SUPPORTED EXHIBITORS. CONS. GEN. & TRADE COMM. MET WITH EXEC. DIR. OF DART & REVIEWED MAJOR ISSUES. PROPOSED EDC-DART MEETING ON EXPORT FINANCING.

-VISITED AUTO. WHOLESALERS SHOW. ESTABLISHED EXCELLENT AGENT INTEREST; RENEWED CDN CONTACTS.
-ARRANGED VISIT OF DALLAS CITY MGR & DELEG (5).
-ADVISED CDA CO'S OF OPPORTUNITIES & PROGRESS.
-WORK BOAT SHOW CANCELLED.

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MACHINERY AND EQUIPMENT

INTRODUCE 10 NEW CANADIAN SUPPLIERS TO MARKETPLACE.

5 NEW AGENCIES, 5 NEW SALES.

CALLS ON MAJOR OIL COMPANIES AND ENGINEERING CONTRACTORS.

OPPORTUNITIES FOR SALES -US & TO IND.
WORLD MARKETS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ENHANCE CONTACTS AND MARKET INTELLIGENCE ON THIRD COUNTRY PURCHASING OFFICES IN HOUSTON AND INCREASE AWARENESS OF CANADIAN PRODUCTS AMONGST HOUSTON BASED COMPANIES.

OBTAINED LIST OF ALL PURCHASES IN 1986 BY BARIVEN (VENEZUELLA). WORKING TO QUALIFY CDN VENDORS. OBTAINED UPDATE ON CURRENT PURCHASING BY ARAMCO (SAUDI ARABIA). RECRUITED 4 HOUSTON COMPANIES TO ATTEND INTERCAN 87, EDMONTON. ORGANIZED MISSION

QUARTER: 2 PARTICIPATION IN THE SOCIETY OF PETROLEUM ENGINEERS ANNUAL MEETING AND EXHIBITION - SEPT. 27 - 30.

5 CDN COS EXHIBITED INDEPENDENTLY. 3 OTHERS WERE WITH U.S. PARENTS & 2 COS WORKED FM OUR BOOTH. 1 CO. REC'D SPECIFIC INVITA'N TO CHINA TO DISCUSS CONTACTS. LITERATURE WAS DISTRIBUTED FM 31 COS. SEVERAL CONTACTS WERE MADE.

QUARTER: 3 PARTICIPATION IN THE SOCIETY OF EXPLORATION GEOPHYSICISTS SHOW OCT 11-15.

-32 CDN CO'S HAD INDIVIDUAL BOOTHS. LITERATURE OF 47 CO'S WAS DISTRIBUTED. 150 TRADE ENQUIRIES WERE RECEIVED.

QUARTER: 4 -----

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013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

EXPAND CONTACTS WITH AGENTS AND DISTRIBUTORS ON BEHALF OF
CANADIAN FIRMS.

ESTABLISHMENT OF FIVE LOCAL REPRESENTIVE
DISTRIBUTORS.

JEWELRY & GIFTWARE

INTRODUCE 8 NEW CANADIAN EXPORTERS TO THE MARKETPLACE.

5 SALES, 5 NEW AGENCIES ESTABLISHED.

PARTICIPATION WITH PRODUCT INFORMATION BOOTH IN NATIONAL SPA AND
POOL INSTITUTE SHOW.

INTRODUCTION OF 10 EXPORTERS TO THE U.S.
MARKETPLACE.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 EXPAND CONTACT WITH LOCAL SALES REPRESENTATIVES
AND DISTRIBUTORS.

ENCOURAGE 2 BUYERS TO ATTEND MONTREAL INTERNAT-
IONAL FUR FAIR. DISCUSSED APPAREL MARKETING APPR-
OACH WITH CDN COYS & DALLAS MARKET CENTER. ENCOU-
RAGE 3 NEW CDN COYS TO VISIT TERRITORY & EXPLORE
OPPORTUNITIES.

QUARTER: 2 EXPAND CONTACTS WITH LOCAL SALES REPRESENTATIVES
AND DISTRIBUTORS.

A MAJOR MAILING OF THE "CANADIAN CHIC" ARTICLE
WAS MADE TO RETAILERS AND SALES REPS IN THE
TERRITORY. SEVERAL SALES REPS HAVE EXPRESSED
INTEREST IN CARRYING CANADIAN LINES.

QUARTER: 3 FURNITURE: RECRUITMENT FOR IIDEX
APPAREL: EXPAND CONTACTS WITH RETAIL ORGANIZA-
TIONS AND MANUFACTURERS SALES REPS.

-13 BUYERS VISITED IIDEX TORONTO.
-MET WITH 10 SALES REPS & RETAIL ORGANIZATIONS
TO DISCUSS REPRESENTATION/SALES IN SOUTHWEST OF
LADIES DESIGNER CLOTHING.

QUARTER: 4 -----

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:
PARTICIPATION WITH PRODUCT INFORMATION BOOTHS IN FT. WORTH FAT STOCK SHOW & PAN AMERICAN LIVESTOCK SHOW.
SEMI & PROCESSED FOOD & DRINK
INTRODUCE 10 NEW CANADIAN EXPORTERS TO THE MARKETPLACE.
AGRICULTURE MACH, EQUIP, TOOLS
FOLLOW-UP WORK TO PARTICIPATION WITH PRODUCT INFO BOOTH IN AMARILLO FARM & RANCH SHOW, NOV. 86

ANTICIPATED RESULTS:
INCREASED SALES OF BREEDING STOCK.

5 NEW AGENCIES/10 NEW EXPORT CONTRACTS.

SEVERAL NEW AGENCY/DISTRIBUTOR AGREEMENTS SIGNED.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:
QUARTER: 1 PARTICIPATE IN 31 AG EQPT SHOW-THE PRIME DRYLAND FARMING EQPT SHOW IN TERRITORY. RECRUIT FOR WESTERN CANADA FARM PROGRESS SHOW. PARTICIPATE IN TX RESTAURANT ASS'N SHOW WITH INFO BOOTH.
QUARTER: 2 LIVESTOCK: PART'N IN FORTH WORTH & DALLAS STOCK SHOW. MACHINERY: FOLLOW-UP ON 1986 AMARILLO FARM SHOW. HORTICULTURE: PARTICIPATE IN TEXAS ASSOCIATION OF NURSERYMAN SHOW.
QUARTER: 3 LIVESTOCK: PARTICIPATE IN HOUSTON LIVESTOCK SHOW PROCESSED FOOD AND HORTICULTURE: PREPARATION FOR OUR PARTICIPATION IN TRA, TRGA AND TANMISSLARK UNDERTAKEN.
QUARTER: 3 MACHINERY: PARTICIPATION I 1987 AMARILLO FARM SHOW.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:
24 CDN SUPPLIERS IN NATIONAL STAND PLUS 7 OTHERS ON THEIR OWN AT 31. ON-SITE SALES \$132,500-1YEAR FORECAST \$1.8M. SENT 2 BUYERS TO WCFP SHOW, REGINA. SOLICITED PRODUCT & LITERATURE FROM 17 CDN COYS FOR BOOTH AT TRA. OBTAINED 51 SERIOUS LEADS.

DUE TO SCHEDULE & PERSONNEL CONSTRAINT UNABLE TO ENTER DALLAS SHOW THIS YR. CURRENTLY EXPLORING PART'N IN HSTN LIVESTOCK SHOW MAR. '88. SENT 2 CATTLE BUYERS TO CDA. -CURRENTLY PREPARING SUBSTANTIVE PART'N IN NOV. 87 AMARILLO SHOW.

-UNABLE TO OBTAIN SPACE AT HOUSTON LIVESTOCK SHOW FOR THIS YEAR. ALTA MINISTER ATTENDING.

24 CO'S PROVIDED INFO DISTRIBUTED AT CDN INFO BOOTH. MANITOBA HAD INFO BOOTH WITH 8 CO'S. 12 EXHIBITORS PARTICIPATED INDEPENDENTLY. ON-SITE SALES OF \$23,000. 12-MONTH PROJECTED SALES OF \$392,000.

REPORT 4
88/03/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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005-COMM. & INFORM. EQP. & SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

EXPAND CONTACTS WITH AGENTS AND DISTRIBUTORS ON BEHALF OF
CANADIAN FIRMS.

ENHANCED REPRESENTATION TO INITIATE NEW
SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 EXPAND CONTACTS WITH LOCAL AGENTS AND DISTRIBUTORS.

MET WITH CDN COMPANIES ATTENDING ELECTRO 87,
LAND MOBILE EXPO AND PASSED INFORMATION TO SEVERAL
POTENTIAL MANUFACTURING REPRESENTATIVES.

QUARTER: 2 -----

QUARTER: 3 PARTICIPATION IN THE FIRST SPACE TELECOM SHOW
NOVEMBER 17-20.

10 CO'S PROVIDED LITERATURE. 2 CO'S + DRIE SENT
REPS. GENERAL REACTION WAS SURPRISE THAT CDA HAD
SUCH AN EXTENSIVE SPACE PROGRAM & CORPORATE EX-
PERTISE. OBJECTIVE WAS TO MAKE A STATEMENT OF
OUR INTEREST IN SPACE AND THIS WAS ACHIEVED.

QUARTER: 4 -----

REPORT #5
88/03/17

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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UNITED STATES OF AMERICA

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PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

OIL & GAS EQUIPMENT, SERVICES **MACHINERY AND EQUIPMENT**
FOLLOWING MAILOUT TO 5500 ENERGY-RELATED COMPANIES IN 1985, 150 HAVE
BEEN IDENTIFIED AS ACTIVELY INTERESTED IN CANADA, HOWEVER, DUE TO CUR-
RENT CLIMATE, HAVE NOT PURSUED MATTER FURTHER. WITH RETURN TO STABLE
PRICES, ONE-ON-ONE CONTACT WILL BE MADE WITH THESE COMPANIES.

GREATER AWARENESS OF CDN JOINT VENTURE AND
INVESTMENT OPPORTUNITIES FOLLOWED BY MAT-
CHING OF COMPANIES ON BOTH SIDES OF THE
BORDER.

COMM. & INFORM. EQP. & SERV **ROBOTICS & ARTIFICIAL INTELL.**
MANY SMALL/MED. SIZE U.S. FIRMS ARE UNAWARE OF LEVEL OF TECHL. DVLPMT.
IN CDA. CDN FIRMS CAN MAKE MAJOR INROADS THROUGH ACQUISITION OF TECH.
EFFORTS NEED TO BE EXPENDED TO BRING THE GROUPS TOGETHER TO EXPLORE
MUTUALLY BENEF'L OPPORTS IN THE COMM. & INFORM. EQPT. SERV. IND. (ROBOTICS)

CONTACTS MADE AT GENERAL INVESTMENT PROMO-
TION MEETINGS CAN BE REFERRED BACK TO OGDS
OR PROVINCES FOR SPECIFIC FOLLOW-UP.

ELECTRONICS EQUIP. & SERV **PRODUCTS & COMPONENTS**
MANY MEDIUM/LARGE SIZE U.S. FIRMS NEED TO BE CONVINCED TO LOOK TO CDA
FOR EITHER NEW OR EXPANDED INVESTMENT PLANS.

CONTACTS MADE AT GENERAL INVESTMENT PROMO-
TION MEETINGS CAN BE REFERRED BACK TO OGDS
OR PROVINCES FOR SPECIFIC FOLLOW-UP.

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

- FOLLOW-UP ON MASS MAILING TO INDEPENDENT OIL & GAS PRODUCERS IN TEXAS AND OKLAHOMA.
- CONTINUE GENERAL PROMOTION OF POSITIVE CDN INVESTMENT CLIMATE.
- EXAMINE INVESTMENT POTENTIAL IN HIGH TECH AREAS LIKE SPACE AND MEDICAL.

- UNDERTOOK INITIAL SELECTED FOLLOW-UP. 1 PROBABLE INVESTOR UNCOVERED WHO IS NOW PROCEEDING WITH PLANS.
- WORKED CLOSELY WITH STYROTECH INDUSTRIES OF HOUSTON; WILL BE UNDERTAKING CONSTRUCTION OF POLYETHELENE FOAM PLANT IN ONTARIO.
- MADE CONTACT WITH OFFICIAL IN CLEAR LAKE CHAMBER OF COMMERCE (JSC), IS IDENTIFYING SPACE CENTER TECH THAT COULD HAVE A COMMERCIAL POTENTIAL WILLING TO COOPERATE WITH CDN COMPANIES.

QUARTER : 2

DIRECT MAIL CAMPAIGNS IN THE AREA OF ELECTRONIC AND MEDICAL EQUIPMENT. INVESTMENT SEMINARS.

DUE TO CONTINUED UNANTICIPATED PERSONNEL CONSTRAINTS, THESE INITIATIVES COULD NOT BE UNDERTAKEN IN THE 2ND QUARTER. IT IS OUR INTENT THAT THEY WILL BE UNDERTAKEN BEFORE THE END OF THE FISCAL YEAR.

QUARTER : 3

THE PURCHASE OF DATA LISTS FOR AN ELECTRONICS/ COMPUTER INDUSTRY MAILING; (02) A MEDICAL/BIO-TECHNOLOGY INVESTMENT MAILING; (03) INVESTMENT SEMINARS.

DISCUSSIONS ARE IN THEIR FINAL STAGES WITH D&B TO OBTAIN THE APPROPRIATE LISTS. INSERT LITERATURE NOW ON HAND. (12) LISTS WERE OBTAINED IN THIS QUARTER BUT BECAUSE OF HOLIDAY SEASON ACTUAL MAILING WILL OCCUR IN THE 4TH QUARTER. (13) PREPARATION IS UNDERWAY FOR SEMINARS IN MARCH IN ARKANSAS, MAY IN DALLAS & POSSIBLY APRIL IN LOUISIANA.

QUARTER : 4

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES
WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

POST : 604-DALLAS

SPACE TELECOM SHOW
PARTICIPATION IN EXPORT TRADE MONTH-WHILE THIS IS A SPECIAL
ACTIVITY IT IS NOT AN UNPLANNED EVENT, BUT IT DOES TAKE UP
OFFICE RESOURCES-2 OFFICERS FOR TOTAL OF 4 WEEKS; (03) DALLAS
CITY MANAGERS' MISSION TO CDA; (04) INVESTMENT SEMINAR IN NEW
YORK; (05) AS A RESULT OF "CANADIAN CHIC" ARTICLE & SUBSEQUENT
LITERATURE, UNDERTOOK A PROGRAM OF VISITS & DISCUSSIONS WITH
SALES REPS RE LADIES DESIGNER APPAREL; (06) OTTAWA GAVE
AUTHORIZATION FOR PROCUREMENT OF NEW COMPUTER WORK STATIONS
FOR TOURISM. PROCUREMENT & INSTALLATION COORDINATED &
EFFECTED IN THIS QUARTER.

POST : 605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

REVIEW AND INTERVIEW AGENTS/REPS FOR THE AUTOMOTIVE SECTOR.

GATHER MARKET INTELLIGENCE ON AUTOMOTIVE JOINT VENTURE COMPANIES
IN CANADA/U. S. A.

REPORT ON REACTION OF CANADIAN MFRS. TO IMMIGRANT FIRMS NOT
MEETING AUTO PACT REQUIREMENTS RE CANADIAN CONTENT.

URBAN TRANSIT

FOLLOW-UP VISITS TO LOCAL TRANSIT AUTHORITIES AS WELL AS STATE
DEPARTMENTS OF TRANSPORTATION.

DIRECT MAILING TO CANADIAN COMPANIES RE UPCOMING PROCUREMENT
CONTRACTS AND GENERAL OPPORTUNITIES AVAILABLE IN TERRITORY.

TARGETED VISIT TO TTC IN TORONTO AND O. C. TRANSPD FOR THE IPTC
SENIOR OFFICIALS - RE: BUSWAY POSSIBILITIES OR ALTERNATIVELY
LIGHT RAIL PROJECT FOR N. E. QUADRANT OF MARION COUNTY.

DINNER/RECEPTION FOR MAYOR OF DETROIT, UTDC STAFF, KEY TRANSIT
OFFICIALS IN CONJUNCTION WITH AUG. 17/87 - OFFICIAL OPENING OF
DETROIT PEOPLE MOVER PROJECT.

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

MONITOR THE EFFECT THESE FIRMS WILL HAVE ON IMPORT/EXPORT STATISTICS VS. THE NORTH AMERICAN PARTS MFRS. AND AUTO COMPANIES.

CONTRIBUTE TO OTTAWA POLICY FORMULATION IN THIS IMPORTANT AREA.

IDENTIFY POTENTIAL PROJECTS AND UPCOMING PROCUREMENT CONTRACTS.

INCREASED NUMBER OF CANADIAN COMPANIES BIDDING ON PROJECTS/SUCCESSFUL SALES.

SERIOUS CONSIDERATION TO USE OF CANADIAN TECHNOLOGY DURING CONSTRUCTION PROCUREMENT PHASE.

POTENTIAL ANNOUNCEMENT OF MAJOR LONG TERM CAPITAL PROJECTS ENVISIONED FOR DETROIT/S. E. MICHIGAN.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 FOLLOW-UP VISITS TO LOCAL TRANSIT AUTHORITIES AS WELL AS STATE DEPARTMENTS OF TRANSPORTATION.

ENCOURAGE IPTC TO CONSIDER ADDITIONAL CDN SUPPLIERS (TALFORD JONES SUCCESSFUL IN OBTAINING CONTRACT FOR SALE OF FOAM STANCHIONS). INTRODUCED CDN SUPPLIERS TO MAJOR TRANSIT AUTHORITIES AS WELL AS NEW CONTACTS WITH STATE GOVERNMENT.

QUARTER: 2 IMPROVED REPORTING ON AUTO SECTOR THROUGH INCREASED EMPHASIS ON INTELLIGENCE GATHERING (CORPORATE VISITS INFO FROM AGENTS, ETC) ANALYSIS AND DISTRIBUTION.

COMPLETED AND DISTRIBUTED MAJOR OVERVIEW REPORT ON THE USA AUTO. IND. PARTICIPATE MORE FULLY IN CDN AUTO POLICY FORMULATION PROCESS, CONSIDER FEASIBILITY OF QUARTERLY REPORT PREPARATION & DISTRIB'N TO WIDE NET IN CDN AUTO INDUSTRY.

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 3 CORPORATE LIAISON VISITS WITH AUTOMOTIVE MANU-
FACTURERS ASSOCIATIONS AS WELL AS GOV'T OFFICES
IN TERRITORY.

MET WITH PRES. OF MVMA(USA) FORD, MAZDA, GM, ALLI-
SON, MAGNA INT'L, US DEPT. OF COMMERCE, STATE OF
INDIANA, VARIOUS CHAMBERS OF COMM. TO DISCUSS THE
AUTO INDUSTRY, CDN SOURCES OF SUPPLY AS WELL AS
IMPLICATIONS OF FTA RESULTING IMPROVED REPORTING

QUARTER: 4 -----

POST : 605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

AT THE U.S. ARMY TANK AUTOMOTIVE COMMAND WKING GRP. EST. IN '86 TO IDENTIFY & RECOMMEND POTENTIAL PROJECTS FOR FUNDING UNDER THE DEFENCE DEV. SHARING AGREEMENT. WE WILL WORK CLOSELY WITH THIS GROUP TO KEEP ABREAST OF DEV. & TO INFORM THE ARMY OF CDN CAPAB'S

DEVELOP CLOSER CONTACT WITH SENIOR PROCUREMENT AND RESEARCH/ DEVELOPMENT/ENGINEERING PERSONNEL AT THE NAVAL AVIONICS CENTER AND NAVAL WEAPONS SUPPORT CENTER IN INDIANA.

CONTINUE TO IDENTIFY & CULTIVATE KEY CONTACTS AT COMPANIES INVOLVED IN U.S. MILITARY PRODUCTION AT BOTH PRIME CONTRACTOR & MAJOR SUBCONTRACTOR LEVELS. WE WILL INTRODUCE THOSE CONTACTS TO CANADIAN BUSINESS & GOVERNMENT REPRESENTATIVES AS APPROPRIATE.

COMPUTERIZE PROFILES OF U.S. GOVERNMENT AND DEFENCE INDUSTRY CONTACTS AND PROCUREMENT REQUIREMENTS AND POLICIES.

DEVELOP CLOSER WORKING RELATIONSHIP WITH OFFICE OF THE TACOM COMPETITION ADVOCATE.

ORGANIZE VISIT TO OTTAWA (DEA, CCC, DRIE, DND,) FOR MEMBERS OF DDSP WORKING GROUP FROM TACOM.

ADDITIONAL OPPORTUNITIES FOR CDN CO. TO PARTICIPATE IN U.S. MILITARY R&D PROJ. WITH POSSIBILITY OF SUBSEQUENT PRODUCTION AND SALES.

INCREASED AWARENESS AMONG CENTER'S PERSONNEL OF THE DDSA & DPSA. BETTER KNOWLEDGE ON OUR PART OF PROCUREMENT/PRODUCTION & DEVELOPMENT OPPORTUNITIES FOR CDN BUSINESS.

INCREASED SUBCONTRACTING OPPORTUNITIES FOR CANADIAN COMPANIES.

WILL ENABLE CANADIAN COMPANIES TO TARGET POTENTIAL MARKETS MORE ACCURATELY.

INCREASED CONSIDERATION GIVEN BY THE ARMY TO CANADIAN SUPPLY SOURCES.

ENHANCE DDSA AS KEY INTERNATIONAL AGREEMENT; RAISE MEMBER'S AWARENESS OF CANADIAN CAPABILITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 IDENTIFY & RECOMMEND POTEN'L PROJS FOR JOINT FUNDING UNDER DEFENSE DVLPMT SHARING AGREEMENT (DDSA). COMPUTERIZE PROFILES OF USA GOVT & DEF. IND. CONTACTS, ETC. DEVELOP & IMPROVE ON CONTACTS AT MAJOR DEFENCE INSTALLATIONS.

QUARTER: 3 IDENTIFY & RECOMMEND POTENTIAL PROJECTS FOR JOINT FUNDING UNDER DEFENCE DEVELOPMENT SHARING AGREEMENT (DDSA).

PROJ. AGREEMENT UNDER DDSA SIGNED FOR WATER HEATER SYSTEM. PLUS "PRIORIZED" LIST OF TACOM R&D PROJS FORWARDED TO EXTOTT TDU FOR EVALUA'N. -PROJ. 70% COMPLETE & ON TRACK. -COMPLETED CALL ON NAVAL AVIONICS CENTRE & ATTENDED COMBAT

DEVELOPMENT SHARING PROGRAM (DDSP) FOR NEW VEHICLE HEATING SYSTEM HAS BEEN MOVED TO TOP OF TACOM'S PRIORITY LIST FOR FUNDING.

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 3 COMPUTERIZE PROFILES OF USA GOV'T & DEFENCE
INDUSTRY CONTACTS, PROCUREMENT REQUIREMENTS &
POLICIES.

PROJECT 75% COMPLETE.

QUARTER: 3 DEVELOP & IMPROVE ON CONTACTS AT MAJOR DEFENCE
INSTALLATIONS.

PAID INTRO VISIT TO NEW COMMANDING GENERAL OF
TACOM. ATTENDED ASSN OF US ARMY ANNUAL MEETING IN
WASHINGTON, DC. ESTABLISHED SIGNIFICANT NEW CON-
TACTS AT GENERAL DYNAMICS LAND SYSTEMS(GDLS).
PROPOSAL TO MT INCOMING PROCUREMENT MISSION

QUARTER: 4 -----

POST : 605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

MEETING WITH LOCAL FOOD BROKERS AND DISTRIBUTORS TO DETERMINE MARKET NICHEs FOR CANADIAN PRODUCTS.

DEVELOPMENT OF POST INITIATED FOOD SHOW, SIMILAR TO BUFFALO PROGRAM, FEATURING 30 CANADIAN FOOD PRODUCTS MANUFACTURERS.

DEVELOPMENT OF "CANADA WEEK" PROMOTION WITH DETROIT AREA FOOD CHAIN.

SEVERAL NEW CANADIAN FIRMS ENTERING THE MARKET.

EXPOSURE OF NEW PRODUCTS TO AGENTS, WHOLESALERS, DISTRIBUTORS, FOOD STORE PURCHASING PERSONNEL IN TERRITORY.

STRENGTHENED PUBLIC AWARENESS OF WIDE VARIETY OF CANADIAN FOODSTUFFS ALREADY AVAILABLE TO THEM.

AGRICULTURE MACH. EQUIP, TOOLS

PARTICIPATION IN BOTH THE MICHIGAN EQUIPMENT DEALERS ASSN. ANNUAL CONVENTION/TRADE SHOW AND THE INDIANA IMPLEMENT DEALERS ASSN. ANNUAL CONVENTION/111-IN. FARM IMPLEMENT SHOW.

TARGET A GROUP OF APPROX. 6 MAJOR DEALERS FROM MICHIGAN & INDIANA FOR PARTICIPATION IN A MISSION TO SOUTHWESTERN ONTARIO FOR ONE-ON-ONE MEETINGS WITH CANADIAN SUPPLIERS.

MEET WITH DEALERS AND ENCOURAGE INTEREST IN CONSIDERING CANADIAN PRODUCT LINES.

CONSIDERATION OF NEW CANADIAN SHORT LINE EQUIPMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MEETING WITH FOOD BROKERS, DISTRIBUTORS AND GROCERY CHAINS TO DETERMINE MARKET NICHEs FOR CDN PRODUCTS. DEVELOPMENT OF "CANADA WEEK" PROMOTION WITH DETROIT AREA FOOD CHAIN.

MET WITH A&P STORES AND STARK & CO. (DISTRIBUTORS). EQ WILL LIKELY SEE 300,000 CASES OF "CONNAISSEUR" BOTTLED SPARKLING GLACIAL WATER START ROLLING INTO DETROIT MARKET MID-AUGUST. DISCUSSED "CDA WEEK" PROMO WITH A&P. NO DATE SET.

QUARTER: 1 ENCOURAGE U.S. DEALERS/DISTRIBUTORS TO ATTEND *WCFPS FOR CONSIDERATION OF NEW CDN LINES. *WESTERN CANADA FARM PROGRESS SHOW.

SENT BEN YANTIS TO WCFPS WHICH RESULTED IN SERIOUS CONSIDERATION OF NEW LINES AS WELL AS PURCHASE OF \$80,000 WORTH OF AGRICULTURAL EQPT. INTRODUCED CDN SUPPLIERS TO CONTACTS IN TERRITORY AND UPDATED AGRI. DEALERS/DISTRIBUTORS LIST.

QUARTER: 2 DEVELOPMENT OF "CANADA WEEK" PROMOTIONS WITH DETROIT AREA FOOD CHAINS. DEVELOP POST INITIATED FOOD SHOW.

PROJECT STILL AT EARLY STAGE DUE TO EXPECTED COSTS OF JOINT PUBLICITY SO ADD'L POSSIBILITIES BEING EXPLORED WITH NUMBER OF MAJOR HOTELS. -WILL LIKELY OPT TO COOP. WITH ONT GOVT CHCGO OFFICE IN ORG. SUCH SHOW IN METRO DETROIT IN MID WINTER

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

COMPLETED A MAILING IN MID SEPT. /86 TO SIXTY FIRMS INVOLVED IN ALL ASPECTS OF ELECTRONICS. THIS INITIATIVE WILL BE CONTINUOUSLY REVIEWED AND EXPANDED.

VISITS TO DISTRIBUTORS, REPRESENTATIVES AND MANUFACTURING FIRMS.

FOLLOW-UP ON DEC. /86 CANADIAN INVESTMENT AND SOURCING SEMINAR IN ANN ARBOR, MICHIGAN.

SEMINAR IN CONJUNCTION WITH THE COMPUTER AND AUTOMATED SYSTEMS ASSOCIATION OF SOCIETY OF MANUFACTURING ENGINEERS (CASA/SME) SEPT. /87.

COMPILE PROFILE LISTING OF ROBOTIC AND ARTIFICIAL INTELLIGENCE FIRMS IN THE TERRITORY FOR DISSEMINATION TO POTENTIAL CANADIAN SUPPLIERS.

GAIN INSIGHTS INTO MARKET FM DIRECT COMMUNICATIONS WITH DECISION-MAKERS. INCREASE KNOWLEDGE OF CDN GOODS/SERV. & INVESTMENT CLIMATE. INCREASE CDN CONTENT IN U.S. PRODUCTS.

GAIN FIRSTHAND KNOWLEDGE OF MARKET & INCREASE OVERALL CANADIAN CONTENT IN TERRITORY.

IDENTIFICATION OF PROSPECTIVE JOINT VENTURE PARTNERS AND LICENSING AND SALES OPPORTUNITIES.

TARGETING A SECTOR-SPECIFIC ORGANIZATION SUCH AS CASA/SME INCREASES EXPOSURE OF CANADA AS A SUPPLIER AND/OR INVESTMENT OPPORTUNITY.

WILL SERVE AS REFERENCE GUIDE FOR POTENTIAL EXPORTERS TO THE TERRITORY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROPOSED OUTGOING MISSION TO EXHIBIT AT INT'L PROGRAMMABLE CONTROLLERS CONFERENCE.

POST AND BUREAU CANVASSED AND COULD NOT GET ENOUGH TRYLY CDN FIRMS RELATED TO THEME OF SHOW.

QUARTER: 2 INFO BOOTH PART'N AT MAJOR TECHNOLOGY SHOW AUTOFACT 87 TO BE ORGANIZED AS BASE FOR CDN COS & ORGANIZA'NS TO WORK FM TO KEEP ABREAST OF NEW DVLPMTS IN MFG SECTORS PARTICULARLY THOSE WITH MAJOR ELECTR. CONTROL SYSTEM COMPONENTS.

PROJ. 80% COMPLETE THROUGH TO 18 CDN ORGANIZ'NS HAVING CONFIRMED ATTENDANCE AT SHOW. ALL BOOTH ARRANGEMENTS COMPLETE & PLANS TO UNDERTAKE SIZE-ABLE RECEPTION DURING SHOW AT CONSULATE UNDER WAY. NUMBER OF MAILINGS & VISITS HAVE RESULTED IN

QUARTER: 3 PARTICIPATION IN AUTOFACT 87, ONE OF THE MAJOR TECHNOLOGY SHOWS IN N.A. WITH EMPHASIS ON COMPUTER INTEGRATED MANUFACTURING.

GENERATED OVER 60 QUALIFIED LEADS REQUESTING PRODUCT INFORMATION, MARKETING & SUPPLY CAPABILITY DATA.

QUARTER: 3 A MAJOR TRADE & INVESTMENT DEVELOPMENT MEETING/ RECEPTION AT CONGEN IN CONJUNCTION WITH AUTOFACT '87.

ATTENDANCE EXCEEDED 145 WITH IDEAL MIX OF 60% US PART. VERSUS 40% CDN. ATTENDEES INCLUDED 20 ECONOMIC DEVELOPMENT COMMISSIONERS. SEVERAL GOOD COMMERCIAL CONTACTS ESTABLISHED.

QUARTER: 4 -----



PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
PARTICIPATE IN 4 DETROIT BASED TRADE SHOWS BY SETTING UP INFO BOOTH IN
CONJUNCTION WITH INVESTMENT CANADA PERSONNEL.

IDENTIFY POTENTIAL PROSPECTS. AWARENESS OF
OVERALL SCOPE OF WHAT IS HAPPENING RE: AUTO
INDUSTRY IN CANADA.

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
ORGANIZE A MAJOR INVESTMENT SEMINAR IN CO-OPERATION WITH INDUSTRY
ASSOCIATIONS, LOCAL CHAMBER OF COMMERCE & PROVINCIAL GOVERNMENTS.

IDENTIFY SECOND TIER CO'S FOR POTENTIAL
INVESTMENT IN AUTO INDUSTRY IN CANADA.

DEFENCE PROGRAMS, PRODUCTS, SERV ARMAMENTS & VEHICLES
CONTINUE TO CULTIVATE HIGH LEVEL CONTACTS AT GENERAL DYNAMICS LAND
SYSTEMS AND OTHER MILITARY VEHICLE MANUFACTURERS TO ENCOURAGE POSSIBLE
J. V. 'S IN COMPONENTS AND/OR SYSTEMS MANUFACTURING.

PROBABLE TRANSFERS OF U. S. DEFENCE TECHNO-
LOGY TO CANADIAN J. V. PARTNERS.

COMM. & INFORM. EQP. & SERV COMPUTERS, SOFTWARE & SYSTEMS
TARGETTED MAILINGS/CORPORATE LIAISON VISITS TO SR. OFFICIALS OF LOCAL
HIGH TECH CO'S. INFO BOOTH AT 4 MAJOR SHOWS TO INCLUDE REGIONAL AND
SECTOR SPECIFIC INVESTMENT INFO.

TAP INTO CURRENTLY UNDER-DEVELOPED MARKET.

ELECTRONICS EQUIP. & SERV ALL SUB-SECTORS
REGULAR REVIEW OF TRADE JOURNALS & BUSINESS SECTION OF LOCAL NEWSPAPER
FOR LIKELY PROSPECTS-DEVELOP DIRECT CONTACT WITH PRINCIPALS AND PRO-
VIDE PROMOTIONAL MATERIAL FROM INVESTMENT CANADA IN ELECTRONICS
SECTOR. ENCOURAGE CDN. VISIT OF CORP. EXECUTIVES.

IDENTIFY DIRECT INVESTMENTS AND POTENTIAL
JOINT VENTURE PARTNERS.

AGRI & FOOD PRODUCTS & SERVICE SEMI & PROCESSED FOOD & DRINK
HOLD MINI-SEMINARS ON AGRI & FOOD PRODS & SRVCS AT CONSULATE GENERAL
TO FOLLOW REG'L GEN'L & SECTOR SPECIFIC SEMINARS IN CONJUNCTION WITH
IND'L DVLPMT COMMISSIONERS, INCENTIVE OFFICERS FM DRIE & PROVINCIAL
GOVERNMENT AS WELL AS INVESTMENT CANADA PERSONNEL.

IDENTIFY SERIOUSLY INTERESTED INVESTMENT
PROSPECTS.

NON SECTORALLY ORIENTED ACTIVITIES

MAINTAIN REGULAR CONTACT WITH LAWYERS, ACCOUNTANTS, BROKERS, PORTFOLIO
MANAGERS IN ORDER TO KEEP THEM APPRISED OF CHANGES IN INVESTMENT
POLICY.

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

CONDUCT SERIES OF INTERVIEWS BETWEEN CORPORATE SR. EXECUTIVES IN TER-
RITORY AND HOM/STC TO EXCHANGE VIEWS RELATING TO TRADE PROMOTION, IND-
USTRIAL DEVELOPMENT, BUSINESS STRATEGY, EXPORT ACTIVITIES AND OTHER
PERTINENT ISSUES.

GATHER MKT INTELLIGENCE WHICH WILL BE FOR-
WARDED TO OTTAWA & OTHERS AS USEFUL BACK-
GROUND INFO. IN FORMULATING APPROPRIATE
POLICY TO PROTECT CANADIAN INTERESTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

- COMMUNICATIONS/ROBOTICS 7 A. I. SEMINAR IN ANN ARBOR.
- REGIONAL INVESTMENT SEMINARS FOR MAY/JUNE.
- MAIL CAMPAIGN-FURN. -MICH. /IND.

- SEMINAR HAS BEEN RESCHEDULED TO LAST QUARTER FY
- THESE HAVE BEEN RESCHEDULED UNTIL LATE FALL DUE TO OTHER PRIORITIES THAT HAVE TAKEN PRECEDENCE DURING THIS QUARTER.
- ONGOING MAILING TO FURN. MFRS. TO DETERMINE LEVEL OF INTEREST IN JV, LICENSING, TECH. TRANSF IS ALMOST COMPLETE. RATHER THAN A FOLLOW-UP SEMINAR, RECOMMEND COORDINATED VISITS BY PERSONEL FROM POST, DRIEOTT, DRIETRNT0 & PRIVATE SECTOR ACCOUNTING FIRMS.

QUARTER : 2

- AFTER CONSIDERABLE INTERNAL DISCUSSION HAS BEEN DECIDED TO UNDERTAKE A "MANUFACTURING IND." INVESTMENT SEMINAR IN METRO DETROIT AREA COMBINING PREVIOUS SEPARATE PLANS TO DO SEMINARS FOR AUTO AND ELECTRONICS SECTORS.
- MAIL CAMPAIGN TO FURNITURE SECTOR.
- DEFENCE PROGRAMS SEMINAR.

- SEMINAR SPACE HAS BEEN BOOKED, PRIVATE CONSULTANTS HAS BEEN RECRUITED TO BE PRIMARY SPEAKER.
- MAILING RESULTED IN APPROX 20 POSITIVE RESPONSES PRIMARILY REQUESTING ADD'L INFO. POSSIBILITY OF ORGANIZING INC. MISS. BEING DISCUSSED WITH DRIEOTT/JFCP. -EXPLORATORY TALKS WITH MAJOR DEFENCE CONTRACTORS HAVE IDENTIFIED ONE (GENERAL DYNAMICS) AS BEING POTENTIALLY INTERESTED IN UNDERTAKING MISSION TO CDA WHICH THOUGH PROCUREMENT ORIENTED CLD BE EXPANDED TO TECH. TRANSFER.

QUARTER : 3

- PARTICIPATED WITH INFOR BOOTH IN AUTOFACT '87 WHICH IS ONE OF THE MAJOR TRADE SHOWS IN N. A. AIMED AT COMPUTER INTEGRATED MANUFACTURING.
- (02)ORGANIZED A MAJOR INVEST. SEM. IN DETROIT HIGHLIGHTING TOPICS SUCH AS INVESTMENT CLIMATE IN CDA, TAX REFORM LEGISLATION & IMPLICATIONS OF US/CDA FTA; (03)TARGETED DIRECT MAIL CAMPAIGN PROMOTING JOINT VENTURES & TECH. TRANSFER (FURNITURE INDUSTRY).

- GENERATED OVER 30 QUALIFIED LEADS REQUESTING INVESTMENT INFORMATION; (12)SEMINAR ATTENDED BY 105 BUSINESS PEOPLE. POST IN PROCESS OF FOLLOWING UP ON INVESTMENT LEADS GENERATED; (13)POST IN PROCESS OF SCREENING & REPORTING ON RESULTS OBTAINED.

QUARTER : 4

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87

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

POST : 605-DETROIT

ASSESSED SPECIFICATIONS & AVAILABILITY, PURCHASED & SHIPPED TO OTTAWA COMPUTER EQUIPMENT (ON BEHALF OF UTW/OTT); (02) PARTICIPATED WITH 2 OFFICERS IN ONT. & QUE. PROGRAMS OF EXPORT MARKETPLACE '87; (03) COORDINATED & MANAGED FORMAL PROGRAM OF DOWNLOADING EXISTING POST FILES INTO WIN SYS. & ESTABLISHED METHODOLOGY FOR ONGOING DOWNLOAD; (04) PARTICIPATED IN 4-DAY WIN SYS. MGMT TRAINING/UPGRADING (KINGSTON & OTTAWA, ONT); (05) PART. IN 2-DAY INVESTMENT DEV'T OFFICERS' MEETING IN NEW YORK; (06) REC'D ONT. PROFIT MISSION, 22 MEMBERS, NOV 17-18 87; (07) SUPPORTED NO. OF CORP. LIAISON VISITS BY HOM, INCLUD. MEETINGS WITH DOW CHEMICAL, STROH BREWERY & MVMA MOTOR VEH. MFRS ASSN.; (08) PART. IN SEMINAR ON "HOW TO SELL TO THE JAPANESE AUTO INDUSTRY", SPONSORED BY TOKYO/CHICAGO BANK; (09) PART. IN WEEK-LONG COFI-SPONSORED LUMBER FAMILIARIZATION TOUR IN B. C.; (10) ORGANIZED & LED TWO TRADE MISSIONS FROM DETROIT TO A) PAC EX '87, T. O., & B) FED. & PROV. TV CABLE COMMISSIONS, AGENCIES & VENDORS IN T. O.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

PROVIDE A DATA BASE OF CANADIAN CAPABILITIES ON A DISKETTE FOR DISTRIBUTION.

IMPROVE U. S. ACCESS TO DATA

PROMOTING CANADIAN DEFENCE R & D CAPABILITY TO U. S. DEFENCE INDUSTRY.

IMPROVE PENETRATION HIGH TECH SALES.

PROMOTING CANADIAN DEFENCE R & D CAPABILITY TO U. S. DEFENCE INDUSTRY.

IMPROVE PENETRATION HIGH TECH SALES.

PUBLISH A "GUIDE TO SELLING DEFENCE PRODUCTS IN S. CALIFORNIA".

BETTER INFORMED CDN INDUSTRY ON LOCAL REPRESENTATION, ETC.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SPACE DIVISION WORKING GROUP MEETING
BASIS DEVELOPED FOR ESTABLISHMENT OF WORKMANSHIP GROUP.

DEFENCE WHITE PAPER BRIEFING
TO DEVELOP AWARENESS OF AND SUPPORT FOR CDN DEF-
ENCE POLICY OVER 100 PRIORITY CONTACTS ATTENDED.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 606-LOS ANGELES

006-ELECTRONICS EQUIP. & SERV
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

POST IS PLANNING A MARKET REVIEW ON THE COMPUTER INDUSTRY.

A PRE COMDEX EXHIBIT IS PLANNED FOR THE CONSULATE GENERAL OFFICES

ANTICIPATED RESULTS:

AN ENHANCED CAPACITY TO SERVICE CANADIAN EXPORTERS.

TO INCREASE LOCAL AWARENESS OF CANADA AND TO STIMULATE GREATER ACTIVITY AT CANADA'S COMDEX STAND.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 ELECTRO-OPTICAL TECHNOLOGY SEMINAR.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

THIS HIGHLY SUCCESSFUL SEMINAR GENERATED SIGNIFICANT INTEREST & NEW LEADS FOR CDN COMPANIES WHICH PROMISES IMPROVED TECHNOLOGY EXCHANGES.

REPORT 4
88/03/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

NO PLANS AT THIS TIME.

IN OFFICE PRESENTATION OF CANADIAN URBAN TRANSIT TECHNOLOGY.

TO INCREASE LOCAL AWARENESS OF ADVANCED CDN
CAPABILITY, AND TO SUPPORT MARKETING EFFORTS
OF CANADIAN COMPANIES.

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 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

DEMONSTRATION OF WATERLOO PORT LAN TO POTENTIAL CUSTOMERS.

SPECIAL REPORT ON S. CALIFORNIA COMPUTER INDUSTRY.

ANTICIPATED RESULTS:

DIRECT MARKETING SUPPORT FOR HIGHLY EFFECTIVE
CANADIAN PRODUCT.

MORE PRECISE AND UP TO DATE INFORMATION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 INTERFACE '87
 TO EXHIBIT AT THE INTERFACE TELECOMMUNICATIONS
 SHOW.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

ALTHOUGH CANADIAN FIRMS FARED RELATIVELY WELL,
THE SHOW ITSELF FELL SHORT OF EXPECTATIONS.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

CONTINUED ACTIVITY TO PRESENT CANADIAN POSITION ON THE SOFTWOOD
LUMBER AND CEDAR SHINGLES CASES.

TO EXPAND POST ACTIVITY INTO THE STATE OF ARIZONA, WHICH CONTINUES
TO EXPERIENCE INCREASED DEMAND.

ANTICIPATED RESULTS:

TO DEVELOP SUPPORT WITHIN CALIFORNIA WHICH IS
A POTENTIAL LOSER, FOR ELIMINATION OF THE
COUNTERVAILING DUTIES.

INCREASED AWARENESS OF CANADIAN SUPPLIERS
WILL LEAD TO ENHANCED EXPORT SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTERLY RESULTS REPORTED:

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV COMPUTERS, SOFTWARE & SYSTEMS
WORK WITH DRIE, INVESTMENT CANADA, PROVINCES AND LOCAL INDUSTRY
ASSOCIATIONS TO PREPARE FOR VISITS WITH SELECTED FIRMS IN COMM. AND
INFORM., EQPT & SERVICES (COMPUTERS) SECTOR.

IDENTIFY INTEREST IN INVESTING IN CANADA.

COMM. & INFORM. EQP. & SERV ROBOTICS & ARTIFICIAL INTELL.
WORK WITH DRIE, INVESTMENT CANADA, PROVINCES AND LOCAL INDUSTRY
ASSOCIATIONS TO PREPARE FOR VISITS WITH SELECTED FIRMS IN COMM. AND
INFORM, EQPT & SERVICES (ROBOTICS) SECTOR.

IDENTIFY INTEREST IN INVESTING IN CANADA.

TRANSPORT SYS, EQUIP, COMP, SERV. AEROSPACE
WORK WITH DRIE, INVESTMENT CANADA, PROVINCES AND LOCAL INDUSTRY
ASSOCIATIONS TO PREPARE FOR VISITS WITH SELECTED FIRMS IN TRANSPORTA-
TION SYST., EQPT., COMPONENTS & SERVICES SECTOR.

IDENTIFY INTEREST IN INVESTING IN CANADA.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
WORK WITH DRIE, INVESTMENT CANADA, PROVINCES AND LOCAL INDUSTRY
ASSOCIATIONS TO PREPARE FOR VISITS WITH SELECTED FIRMS IN EDUCATION,
MEDICAL, HEALTH CARE PRODUCTS & SERVICES SECTOR.

IDENTIFY INTEREST IN INVESTING IN CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

REPORT #5
88/03/17

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

606 - LOS ANGELES

UNITED STATES OF AMERICA

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

QUARTER : 2

QUARTER : 3

ALBERTA/BC - NOVEMBER 15-20
HON. DON MACDONALD BREAKFAST - NOV. 24

QUARTER : 4

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 618-MINNEAPOLIS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ORGANIZE SOLO SHOW TO INCLUDE PRODUCT SHOWING BY 40
MANUFACTURERS PLUS NEW EXPORTERS SEMINAR AND TOUR OF
LOCAL TRADE.

ORGANIZE A SERIES OF PRODUCT SAMPLINGS AT BOTH BUYER AND
CONSUMER LEVEL

AGRICULTURE MACH, EQUIP, TOOLS

REP. LOCATOR ACTIVITY FOR AGRICULTURAL COMPONENT SUPPLIERS.

ANTICIPATED RESULTS:

INTRODUCTION OF 10 NEW EXPORTERS TO MARKET;
SHORTENED TIME BETWEEN INTRODUCTION AND INITI
AL SALES.

INCREASE PRODUCT MOVEMENT IN RETAIL STORES.

IDENTIFY ALTERNATE MARKETS FOR COMPONENT
SUPPLIERS OUTSIDE AG SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 FOOD AND BEVERAGE--FOLLOW UP OF LAST QUARTER'S
SOLO FOOD SHOW

QUARTER: 2 UPPER MIDWEST FARM EQUIPMENT MEETING, AUG 87,
HUSKER HARVEST DAYS, 87, UPPER MIDWEST HOSPITA-
LITY SHOW 88, SOLO FOOD SHOW 88.

QUARTER: 3 NORTHERN FARM SHOW, DECEMBER 1987.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

23 FIRMS CONTACTED, ADD'L ASSISTANCE OFFERED.
REPORTED APPOINTMENT OF 7 NEW BROKERS AND SALES
OF \$400,000 U.S. ATTENDED WCFPS. INTRODUCED NEW
OF CR. REP. FOR SECTOR TO INDUSTRY. COMMENCED PLA-
NNING FOR HUSKER H. DAYS 9/87. DISCUSSED MKYQ. PLANS

DISC. OF FAR MACH. MKTG. STRATEGY ATTND'D BY 5
FED/PROV/IND. REPS.; ORG'D PARTIC. OF 18 COS AT
HUSK. HARV. DAYS: ON SITE SALES \$130,500. PLAN-
NING FOR ND. FARM SHOW. INFO BOOTH AT IA GROCER'
SHOW. ORG'D NEBS MISSION OF 14 MAN. FOOD MFCTRS.

ORGANIZED PARTICIPATION OF 16 COMPANIES AT
NORTHERN FARM SHOW INFO BOOTH. PLANNING FOR ND AG
EXPO JAN 88. PLANNING & RECRUITMENT FOR UPPER
MIDWEST HOSPITALITY SHOW FEB 88.

POST : 618-MINNEAPOLIS

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

PLAN FIVE PRODUCT INTRODUCTION EVENTS FOR INDIVIDUAL APPAREL MANUFACTURERS WHO WILL NOT BE PARTICIPATING IN GROUP SHOWS.

LEISURE PROD. TOOLS HARDWARE

PRODUCT INTRODUCTION/ DEMONSTRATION FOR SHEPHERD PRODUCTS, ONTARIO (GAS BARBECUES & FIREPLACE DOORS.)

CONTINUE TO INVESTIGATE PRODUCT LIABILITY ISSUE WHICH HAS PROVEN TO BE A BARRIER FOR SMALL CANADIAN EXPORTERS IN THIS SECTOR.

PLAN ADDITIONAL PRODUCT INTRODUCTIONS FOR INDIVIDUAL CANADIAN MANUFACTURERS TO INTERFACE WITH LOCAL REPS AND BUYERS.

IN COOPERATION WITH MANITOBA AND ONTARIO, PERFORM NEBS ACTIVITIES WITH NEW EXPORTERS OF SPORTING GOODS AND HARDWARE PRODUCTS.

FURNITURE & APPLIANCES

WORK WITH FURNITURE WEST ORGANIZATION, WINNIPEG, TO DEVELOP EDUCATIONAL SEMINARS ON U. S. EXPORT MARKETING FOR RESIDENTIAL FURNITURE MANUFACTURERS.

ORGANIZE NEBS VISIT FOR MANITOBA/PRAIRIES RESIDENTIAL FURNITURE MANUFACTURERS TO ATTEND IMS FURNITURE MART, PARTICIPATE IN MARKETING SEMINAR AND TOUR RETAIL STORES.

ORGANIZE INFORMATION BOOTH AT AMERICAN SOCIETY OF INTERIOR DESIGNERS REGIONAL SHOW, MPLS. ENCOURAGE PARTICIPATION BY HIGH-END CONTRACT AND RESIDENTIAL MANUFACTURERS.

ANTICIPATED RESULTS:

ESTABLISH REPRESENTATION AND NEW BUYING CONNECTIONS.

INCREASE CANADIAN EXPORT SALES.

PROVIDE INFORMATION AND GUIDANCE TO CANADIAN EXPORTERS TO EASE MARKET ACCESS.

ESTABLISH LOCAL REPRESENTATION AND INCREASE SALES.

INCREASE SALES IN SECTOR BY EDUCATING NEW EXPORTERS AND HELPING TO LOCATE SALES REPS. AND BUYERS.

EXPORTERS BETTER PREPARED AND MORE COMPETITIVE IN NORTHWESTERN US MARKET.

INTRODUCTION OF 6 NEW EXPORTERS TO MARKET, PROVIDED WITH EXTENSIVE INFORMATION.

PROMOTION OF WIN EXPORT SOURCING CAPABILITY, INCREASE MARKET PENETRATION OF HIGH-END MANUFACTURERS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 APPAREL/TEXTILES: RECRUIT U. S. BUYERS TO FESTIVAL OF CDN FASHION; ASSIST OTT WITH OUTERWEAR MKT. STUDY INFO PLAN PROD INTRO FOR 5 CO; HOLD APPAREL REP LOCATOR. FURNITURE MANUS. ORGANIZE PARTICIPATION IN ASIDMSALA REGIONAL SHOW.

QUARTERLY RESULTS REPORTED:

RECRUITED SIGNIFICANT BUYER FOR F. O. C. F., RESULTING IN \$200,000(CDN) INITIAL SALES; ASSISTED OTT IN REPORTING ON OUTERWEAR MKT; HELD APPAREL REP LOCATOR WITH MANITOBA. FURNITURE PLANNING FOR NEBS MISSION UNDERWAY IN CONSULTATION WITH DRIE/PROV.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 618-MINNEAPOLIS

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 2 APPAREL/TEXTILES: ASSIST OTT WITH OUTERWEAR MKT. STUDY INFO; PLAN PROD. INTRO FOR 5 COS; FURNITURE: ORGANIZE PARTICIPATION IN ASID-MSAIA REGIONAL SHOW. RECRUIT BUYERS TO ATTEND IIDEX SHOW.

AS FOLLOW-UP TO FOCF, DIRECTED MAJOR MAIL CAMPAIGN TO 40 KEY BUYERS. PRESENTATION IN WPG TO CDN IND. RE: OUTERWEAR MKT. STUDY. MET WITH CGNY TO PLAN JOINT FASHION VENTURE. ORG'D EXHIBIT IN MSAIA-ASID REG'L TRADE SHOW. BEGAN BUYER RECRUIT

QUARTER: 3 FURNITURE: MSAIA-ASID REGIONAL DESIGN SHOW PARTICIPATION. IIDEX TORONTO MISSION RECRUITMENT. APPAREL: DIRECT MAIL CAMPAIGN TO KEY CLOTHING BUYERS; IN-STORE CDN FASHION PROMOTION AT CEDRIC'S.

ORGANIZED PARTICIPATION OF 3 FURNITURE MFGRS. IN REGIONAL MSAIA-ASID DESIGN SHOW. RECRUITED 8 BUYERS TO ATTEND IIDEX. SENT 4 FASHION PUBLICATIONS TO 40 BUYERS; ORGANIZED & PROVIDED MERCHANDISING AIDS FOR CDN FASHION PROMO AT CEDRIC'S.

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :618-MINNEAPOLIS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

INCREASE CONTACTS TO DEVELOP RELATIONSHIPS WITH REGIONAL TRADE ASSOCIATIONS E. G. ELECTRONIC REP ASSOC., TWIN CITY PURCH. MGMT. ASSOC., MIDWEST IMPORTERS ASSOC.

EXPAND CORPORATE LIASON CALLS TO EXECUTIVES AND PURCHASING MANAGEMENT IN TARGETED FIRMS LOCATED IN TWIN CITIES AND OTHER STATES IN TERRITORY

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

HOLD SALES REPRESENTATIVE CONFERENCES IN IOWA AND NEBRASKA.

INCREASE AWARENESS BY LOCAL FIRMS OF CANADIAN SOURCING CAPABILITY.

ASSIST IN ESTABLISHING CANADIAN FIRMS ON QUOTING LISTS.

ESTABLISH USE OF CANADIAN VENDORS AS AN OPPORTUNITY FOR SALES REPS. TO INCREASE BUSINESS AND FIRMS TO OBTAIN COMPETITIVE SOURCES.

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A) ORGANIZED CDN EXHIBIT AT MIDWEST ELECTRONICS EXPO '87. B) INCREASE CONTACTS WITH REGIONAL TRADE ASSOCIATIONS.

A) 11 11 CDN FIRMS PARTICIPATED IN MIDWEST ELEC. EXPO '87 ON-SITE SALES AMOUNTED TO APPROX. \$50,000 (US. PROPOSAL, IF SUCCESSFUL, COULD RESULT IN EARLY \$10 M(US) IN SALES FOR AN EXHIBITOR. B) DISCUSSIONS WERE HELD WITH THE ELEC. REP. ASSOC.

QUARTER: 2 FOLLOW-UP ON CONTACTS WITH REGIONAL TRADE ASSOCIATIONS.

FORMAL PROPOSALS WERE GIVEN TO TWIN CITY PURCHASING MGMT. ASSOC. RE: PROGRAM ON SOURCING IN CDN & ELECT. REPS. ASSOC. RE: INFORMATIONAL SEMINAR TO BOARD OF DIRECTORS.

QUARTER: 3 FOLLOW-UP CONTACTS WITH REGIONAL TRADE ASSOCIATIONS.

INFORMATION MEETING ON SOURCING IN CDA & STATUS OF FREE TRADE AGREEMENT ARRANGED WITH BOARD OF DIRECTORS OF ELECTRONIC REPS. ASSOCIATION.

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 618-MINNEAPOLIS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

HOLD PROCUREMENT SEMINAR FOR HONEYWELL DEFENCE PRODUCTS DIVISION.

PREPARE SURVEY OF OPPORTUNITIES AT DEFENCE COMPANIES IN SECTOR/
SUB-SECTOR.

ANTICIPATED RESULTS:

INCREASE NUMBER OF CANADIAN FIRMS QUALIFIED
AS VENDORS AT HONEYWELL.

DEVELOP INCREASED INTEREST & NUMBER OF CDN
FIRMS CONTACTING DEFENCE CONTRACTORS IN
TERRITORY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 A) FOLLOW UP ON ELECTRONICS INVESTMENT SEMINARS
B) HOLD PROCUREMENT SEMINAR FOR HONEYWELL DEFENCE
PRODUCTS DIVISION.

QUARTER: 2 HOLD PROCUREMENT SEMINAR FOR HONEYWELL DEFENCE
SYSTEMS GROUP.

QUARTER: 3 HOLD PROCUREMENT SEMINAR FOR HONEYWELL DEFENSE
SYSTEMS GROUP.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

A) 2 FIRMS PARTICIPATING IN SEMINARS HAVE ANNOUNCED
INTENTIONS TO INVEST IN CDN OPERATIONS. B) A
NEW PROPOSAL FOR THE SEMINAR IS BEING SUBMITTED
AT A HIGHER LEVEL IN HONEYWELL. CONTACT APPEARS
RECEPTIVE TO PROPOSAL.

PROPOSAL FOR SEMINAR & SUPPORTING SETS OF
LITERATURE HAVE BEEN GIVEN TO CO-CHAIRMAN OF
HONEYWELL'S PROCUREMENT COUNCIL. PRESENTLY AWAITING
RESPONSE.

PROPOSAL FOR SEMINAR HAS BEEN EVALUATED BY PRO-
CUREMENT COUNCIL AT HONEYWELL WHICH INDICATED A
PREFERENCE FOR A DIFFERENT FORMAT. A MISSION OF
HONEYWELL TO CDA WILL BE PROPOSED IN THE APRIL-
JUNE QUARTER 1988.



PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV HOSP. & MEDICAL EQUIP, INSTRUM.
THROUGH CORPORATE LIAISON CALLS TO MAJOR COMPANIES IDENTIFY
EXPANSION PLANS FOR COMPANIES, EXPLAIN OPPORTUNITIES OFFERED
BY INVESTMENT IN CDA & IDENTIFY SPECIFIC OPPORTUNITIES IN
COMM. AND INFORM. EQPT. IND.

INCREASE THE NUMBER OF CORPORATE VISITS.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
FOLLOW-UP WITH LEADS IDENTIFIED AT BIO-MEDICAL SEMINAR AND
INCREASE CONTACTS WITH BIO-MEDICAL AND MEDICAL DEVICES
MANUFACTURERS.

THERE ARE 300 COMPANIES IN MINNESOTA IN
THE MEDICAL SECTOR. WE PLAN TO MEET 30.

COMM. & INFORM. EQP. & SERV COMPUTERS, SOFTWARE & SYSTEMS
THROUGH CORPORATE LIAISON CALLS TO MAJOR COMPANIES IDENTIFY
EXPANSION PLANS FOR COMPANIES, EXPLAIN OPPORTUNITIES OFFERED
BY INVESTMENT IN CANADA AND IDENTIFY SPECIFIC OPPORTUNITIES IN
COMM AND INFORM. EQPT. IND. (COMPUTERS).

INCREASE THE NUMBER OF CORPORATE VISITS.

AGRI & FOOD PRODUCTS & SERVICE SEMI & PROCESSED FOOD & DRINK
THROUGH CORPORATE LIAISON CALLS TO MAJOR COMPANIES IDENTIFY
EXPANSION PLANS FOR COMPANIES, EXPLAIN OPPORTUNITIES OFFERED
BY INVESTMENT IN CANADA AND IDENTIFY SPECIFIC OPPORTUNITIES IN
AGRI AND FOOD PROD. AND SERV. INDUSTRIES (SEMI & PROC. FOOD & DRK).

INCREASE THE NUMBER OF CORPORATE VISITS.

AGRI & FOOD PRODUCTS & SERVICE FEED, FERTILIZER & VET PRODUCTS
THROUGH CORPORATE LIAISON CALLS TO MAJOR COMPANIES IDENTIFY EXPANSION
PLANS FOR COMPANIES, EXPLAIN OPPORTUNITIES OFFERED BY INVESTMENT IN
CANADA, AND IDENTIFY SPECIFIC OPPORTUNITIES IN AGRI & FOOD PRODUCTS
AND SERVICE INDUSTRIES (FEED, FERT.).

INCREASE THE NUMBER OF CORPORATE VISITS.

SERVICE INDUSTRIES TOURISM
THROUGH CORPORATE LIAISON CALLS TO MAJOR COMPANIES IDENTIFY EXPANSION
PLANS FOR COMPANIES, EXPLAIN OPPORTUNITIES OFFERED BY INVESTMENT IN
CANADA, AND IDENTIFY SPECIFIC OPPORTUNITIES IN SERVICE INDUSTRIES
(TOURISM).

INCREASE THE NUMBER OF CORPORATE VISITS.

NON SECTORALLY ORIENTED ACTIVITIES

MAINTAIN & IMPROVE CONTACTS WITH BANKING, LEGAL, & FINANCIAL COMMUNI-
TY. CONDUCT INFORMAL SESSIONS WITH PROFESSIONAL GROUPS TO IMPROVE
KNOWLEDGE OF BUSINESS & INVESTMENT CLIMATE IN CANADA.

IMPROVE KNOWLEDGE BASE OF PROFESSIONALS
ADVISING COMPANIES ON INVESTMENT DECISIONS

FOLLOW-UP LEADS DEVELOPED AT INVESTMENT SEMINAR PLANNED FOR DES
MOINES, IOWA AND OMAHA, NEBRASKA IN FEBRUARY 1987.

INTERVIEWS WITH 15 - 20 NEW INDUSTRIAL
DEVELOPMENT PROSPECTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

AS PLANNED, POST ACTIVELY FOLLOWED UP ON LEADS EMANATING FROM PREVIOUS QUARTER'S MAJOR EVENTS. INVESTMENT WAS ONE FOCUS OF IMPACT VISIT TO FARGO, ND, 5/19/87.

EXCELLENT INVESTMENT PROSPECTS EXIST WITH NUMBER OF MAJOR FIRMS IN TERRITORY WHICH SHOULD RESULT IN AT LEAST 2 MAJOR INVESTMENTS IN CANADA THIS FISCAL YEAR. PILLSBURY ACQUIRED FRASER VALLEY FOODS IN B.C. DURING THIS QUARTER.

QUARTER : 2

ACTIVITIES WERE DEVOTED TO FOLLOW-UP ON LEADS PREVIOUSLY DEVELOPED.

POST CONTINUES TO PERSUE SEVERAL EXCELLENT INVESTMENT PROSPECTS WHICH SHOULD RESULT IN AT LEAST ONE MAJOR NEW INVESTMENT.

QUARTER : 3

COMPILATION OF MAILING LISTS FOR AGRO-BUSINESS & HEALTH CARE SECTORS (02)CONSULATE HOSTED SUCCESSFUL SEMINAR/PRESENTATION FOR MINNESOTA MEDICAL ALLEY ASSOCIATION AT WHICH SEVERAL GOOD INVESTMENT LEADS WERE DEVELOPED.

AGRO BUSINESS DIRECT MAILING WILL TAKE PLACE NEXT QUARTER SUBJECT TO NEW DRIE PRODUCED PUBLICATIONS ON THIS SECTOR BEING RECEIVED ON TIME. (12)HEALTH CARE DIRECT MAIL CAMPAIGN WILL ALSO TAKE PLACE IN 4TH QUARTER.

QUARTER : 4

REPORT 4A
88/03/17

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87

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

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POST : 618-MINNEAPOLIS

VISIT BY MAYOR OF WINNIPEG OCT 6-8, 1987
IMPACT VISITS TO DES MOINES&CEDAR RAPIDS, IOWA, NOV 16-20/87
POST HAS RECEIVED LARGE NO. OF REQUESTS FOR SPEECHES & MEDIA
INTERVIEWS ON FREE TRADE AGREEMENT. SENIOR TRADE COMMISSIONER
HAS BECOME INCREASINGLY INVOLVED IN THIS REGARD.

POST : 608-NEW YORK, CONSULATE GENERAL

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

FOLLOW UP WITH CDN EXHIBITORS WHO PARTICIPATED IN SEPT. 86 ALBANY FOOD SHOW. ALSO DO A MAIL CAMPAIGN TO APPROXIMATELY 40 BROKERS IN AREA.

SERVICE INQUIRIES RECEIVE AT FOOD EXPO '86 IN VANCOUVER.

WORK WITH AGRIC. MKTING BUREAU IN OTTAWA REGARDING STUDY FOR MARKETING FOOD PRODUCTS IN NEW YORK STATE.

IMPLEMENT BUYER IDENTIFICATION PROGRAM IN COOPERATION WITH AG & FOOD BUREAU IN OTTAWA (TAP).

INCREASE CANADIAN PRESENCE IN ALBANY AND SURROUNDING MARKET AREA.

OBTAIN REPRESENTATION AND/OR OTHER REQUESTED INFORMATION FOR THESE MANUFACTURERS.

SELECTION AND APPOINTMENT OF CONSULTANT TO DO STUDY.

PROGRAM IS ONGOING FOR 1 YEAR & OBJECTIVE IS TO DISSEMINATE MARKET INFORMATION RE AVAILABILITY OF CANADIAN PRODUCTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PREPARED & ORGANIZED "WINE & CHEESE TASTING" RECEPTION TO BE HELD IN CONJUNCTION WITH INTERNATIONAL FANCY FOOD * CONFECTION SHOW IN JULY. PREPARED FOR THE ALBANY FOOD SHOW TO BE HELD IN SEPT. 87.

INVITED 500 FROM THE LOCAL TRADE TO ATTEND THIS EVENT. BUDGET HAS BEEN APPROVED AND ARRANGEMENTS ARE IN PLACE FOR PARTICIPATION OF 28-36 CANADIAN COMPANIES.

QUARTER: 2 ORGANIZATION OF ALBANY FOOD SHOW, SEPT. 87. HOSTING OF WINE AND CHEESE TASTING RECEPTION FOR 500 LOCAL IMPORTERS AND SUPPLIERS.

23 CANADIAN COS PARTICIPATED IN THIS EVENT WHICH WAS HIGHLY SUCCESSFUL AND GENERATED MARKETING OPPORTUNITIES ON BOTH SIDES OF THE BORDER. THE EVENT WAS WELL ATTENDED AND A NUMBER OF LEADS ARE BEING ACTIVELY PURSUED.

QUARTER: 3 ASSISTANCE TO MINERAL WATER OF CDA IN INTRODUCING THEIR PRODUCT TO LOCAL MARKET.

ORGANIZED RECEPTION ON THEIR BEHALF. EVENT WAS WORTHWHILE & WELL ATTENDED BY TRADE. OBJECTIVE OF FAMILIARIZING POTENTIAL DISTRIBUTORS WITH PRODUCT WAS ACHIEVED.

QUARTER: 4 -----

REPORT 4
BB/03/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 608-NEW YORK, CONSULATE GENERAL

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

CONTINUE TO SUPPORT PROVINCIAL FISHERIES PROMOTIONAL EFFORTS
THROUGH RECEPTIONS IN CANADA ROOM.

SCHEDULE CALLS ON PROSPECTIVE OUTLETS FOR REPRESENTATION.

MAINTAINING CONTACT WITH MARKET AND MEETING
NEW CUSTOMERS.

OBTAINING ADDITIONAL BUSINESS VOLUME.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUE TO SEEK NEW BUYERS FOR FISH AND SEAFOOD
PRODUCTS.
ARRANGE PROGRAM OF VISITS FOR MINISTER OF FISHERIES
(PROVINCE OF NOVA SCOTIA).

PROGRESS IS BEING MADE WITH SECURING REPRESENTATION
OF CANADIAN SUPPLIERS. MINISTER WAS WELL
RECEIVED AND FEEDBACK FROM OUR CONTACTS INDICATE
THAT THE VISIT WAS USEFUL.

QUARTER: 2 PARTICIPATION IN THE ANNUAL FISHERIES COUNCIL
MEETING, SEPT. 12-15, HALIFAX.

UPDATED INFORMATION ON CURRENT IMPORT/EXPORT
ACTIVITIES OF THE FISH INDUSTRY FOR IMPLEMENTATION
IN THE TRADE SECTION.

QUARTER: 3 ASSISTANCE TO CDN FISH PROCESSORS TO ENTER OUR
MARKETING AREA.

10 NEW BUYING CONNECTIONS WERE ESTABLISHED AND
TEN NEW AGENCY AGREEMENTS WERE CONCLUDED.

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 608-NEW YORK, CONSULATE GENERAL

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

URBAN TRANSIT

NYC IS PLANNING TO "TRADE IN" WESTWAY FUNDS FOR A WEST SIDE TRANSIT SYSTEM. ASSIST IN ARRANGING CANADIAN SUPPLIER (BOMBARDIER AND UTDC) PRESENTATIONS TO THE N. Y. STATE'S - GOVERNOR'S TASK FORCE ON TRANSIT.

MAINTAIN CANADA AS THE LEADING SUPPLIER VERSUS OTHER FOREIGN AND DOMESTIC SUPPLIERS.

ASSIST UTDC IN SETTING UP PRESENTATIONS TO PORT AUTHORITY OF NY & NJ NYC PLANNING COMMISSION ETC IN GAINING FURTHER ACCEPTANCE OF THEIR SEABUS SYSTEM.

SOLIDITY ACCEPTANCE OF SEABUS CONCEPT FOR HUDSON RIVER E-W (AND POSSIBLY) N-S "PEOPLE MOVER" CROSSINGS.

ASSIST BOMBARDIER WITH PRESENTATIONS TO THE MTA IN CONNECTION WITH FOLLOW ON ORDERS FOR 200-400 PASSENGER TRAINS AS WELL AS 500 REBUILTS.

MAINTAIN BOMBARDIER AS A LEADING SUPPLIER TO THIS QUANTITY PURCHASER.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MONITORED DEVELOPMENTS OF NEW YORK CITY'S PROPOSED WEST SIDE TRANSPORTATION SYSTEMS & ITS POTENTIAL FOR CDN. PARTICIPATION. EXPAND CONTACTS IN THE "BUS TRANSIT" SECTOR.

SYSTEM APPEARS TO BE ON HOLD FOR THE MOMENT WITH NO MAJOR EXPENDITURE PLANNED FOR THIS FISCAL YEAR. BASED ON ADVICE FROM OTTAWA: STATE OF FLUX CDN. BUS INDUSTRY, POST HAS PLACED SECTOR ON HOLD.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 608-NEW YORK, CONSULATE GENERAL

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

NATURE OF WORK IS HIGHLY RESPONSIVE. CNQNY MEETS BROAD RANGE OF COMPANIES AT MARKETPLACE, HI TECH & OTHER SECTORAL TRADE FAIRS AND CONTINUES TO ASSIST THEM WITH MARKET ENTRY INFORMATION.

NATURE OF WORK IS HIGHLY RESPONSIVE. CNQNY MEETS BROAD RANGE OF COMPANIES AT MARKETPLACE, HI TECH & OTHER SECTORAL TRADE FAIRS AND CONTINUES TO ASSIST THEM WITH MARKETING INFORMATION.

ANTICIPATED RESULTS:

A) A GREATER NUMBER OF DISTRIBUTORSHIP AND AGENCY AGREEMENTS. B) INCREASED DIRECT SUPPLY TO U. S. MANUFACTURERS.

EXPANDED PENETRATION OF MARKET BY CANADIAN COMPANIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 CONTINUE WITH PROJECT TO PLACE HIGH-TECH COMPANIES ON IN-HOUSE DATA BASE AND EVENTUALLY WIN SYSTEM. SUMIT PROPOSAL FOR CDN. PARTICIPATION IN PC EXPO SEPT. 1-4TH, NEW YORK CITY.

QUARTER: 2 ORGANIZATION AND PARTICIPATION OF 7 CANADIAN COS IN PC EXPO, A COMPUTER SHOW FOR IBM PC & COMPATIBLE HARDWARE AND SOFTWARE PRODUCTS.

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

TO DATE HAVE APPROX. 150 LOCAL HIGH-TECH COMPANIES ON FILE AND ARE IN PROCESS OF CLASSIFYING THEM ACCDG. TO CITC CODES. DEPT HAS AGREED TO PAY FOR SPACE FOR 8 CDN. COMPUTER SOFTWARE COMPANIES

6 PARTICIPATING COS FOUND THE SHOW HIGHLY SUCCESSFUL WITH PROJECTED SALES OF \$1.3 MN OVER THE NEXT YEAR & SEVERAL NEW AGENCY AGREEMENTS. THE INFO BOOTH MANNED BY THE POST REC'D IN EXCESS OF 200 ENQUIRIES ON CANADIAN COMPUTING PRODUCTS.

POST : 608-NEW YORK, CONSULATE GENERAL

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

CONTINUE TO SEEK SUPPORT FOR ONGOING EVENTS PROGRAM AS OUTLINED IN POST STRATEGY OF JAN/85.

BI-ANNUAL REVISION OF MARKETING HANDBOOK & EXPANSION OF RECIPIENT LIST. DISTRIBUTE 500 EVERY 2 YEARS TO 1) NEWLY IDENTIFIED CO'S. 2) CDN FASHION PRESS & REGIONAL OFFICES. 3) NEWCOMERS TO OFFICE. 4) AS UPDATE TO COMPANIES IN PROCESS OF ESTABLISHING.

CONTINUE MARKET & TRADE SHOW EVALUATIONS FOR SPECIALIZED CATEGORIES: BRIDAL, SPECIAL SIZES UNIFORMS, MEN'S CASUAL, ACTIVE WEAR WITH VIEW TO INCREASED TRADE SHOW PARTICIPATION.

DEVELOP CALENDAR OF EVENTS & MARKET WEEKS INTO POSTCARD MAILER. SEND TO 500, INITIALLY ONCE PER YEAR, LATER PER MAJOR SEASON.

DEVELOP MEANS OF PROMOTING SUGGESTED BOOKLET OR LIST OF RESOURCES OF LICENSING/CONTRACTUAL MANUFACTURING TO END USERS. B) IDENTIFY & START PROCESS TO RESOLVE PROBLEMS RELATED THERETO, E. G. CUSTOMS/ BONDING ETC.

LEISURE PROD. TOOLS HARDWARE

ON A CONTINUING BASIS POST ASSISTS CANADIAN BOAT MANUFACTURERS IN CONTACTING DEALERS HERE RELATIVE TO DISTRIBUTION POSSIBILITIES.

FURNITURE & APPLIANCES

INCREASE VISITS TO DESIGNERS & SPECIFIERS OFFICES TO MAKE THEM AWARE OF THE AVAILABILITY OF CANADIAN PRODUCTS IN THIS AREA.

FOLLOW-UP ON IIDEX TORONTO, OCTOBER '86.

USE OF CANADA ROOM FRO MANUFACTURERS TO EXHIBIT PRODUCTS.

WORK CLOSELY WITH TWO CONSULTING GROUPS WHO HAVE EXPRESSED INTEREST IN JOINT VENTURES WITH CANADIAN MANUFACTURERS OF VARIOUS CONSUMER PRODUCTS IN MY PORTFOLIO.

INCREASE IDENTIFIABLE BUSINESS INFLUENCE BY 20%.

1. IDENTIFICATION OF 30 COMPANIES CAPABLE OF EXPORTING BUT NOT DOING SO. 2. PROVISION OF INFO NEEDED TO UPGRADE ANOTHER 50 WHO MAY ALREADY BE INTERESTED BUT NOT YET CAPABLE.

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

INCREASED BOTH BY 10%- 1) PARTICIPATION IN TRADE SHOWS. 2) SHOWINGS IN CONSULATE DURING MARKET WEEK, 3-5 MARKET ARRANGEMENT PER YEAR.

BETTER UNDERSTANDING OF CDN CAPABILITIES.

NEW MARKET OPPORTUNITIES.

IMPORTANT AWARENESS IN THIS MARKET OF EXCELLENCE OF CANADIAN WORKMANSHIP.

SUCCESSFUL SHOW - MORE CANADIAN COMPANIES SPECIFIES ON LARGE PROJECTS.

EXCELLENT IF ROOM CAN BE SCHEDULED. PROBLEMS OF AVAILABILITY OF ROOM DUE TO HEAVY USE BY OTHER DEPARTMENTS.

POSSIBILITY OF JOINT VENTURE WITH CANADIAN MANUFACTURERS WITH THESE LOCAL GROUPS.

POST : 608-NEW YORK, CONSULATE GENERAL

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE & MARINE

FIND REPRESENTATION FOR FOUR NEW FURNITURE EXPORTERS IN THIS TERRITORY.

INCREASE EXPORT SALES OF CANADIAN FURNITURE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECRUIT BUYERS TO ATTEND MONTREAL FURNITURE SHOW
JUNE 14-16
ORGANIZED AND PLAN EXHIBITION FOR KEILHAUER
CONTRACT SEATING AT CONSULATE APRIL 8-9.

SUCCESSFULLY RECRUITED 19 BUYERS TO ATTEND SHOW.
ON SITE ORDERS AND SALES WERE IN RANGE OF \$5MIL-
LION. EXHIBITION ATTRACTED 200 INTERIOR DESIGN-
NERS.

QUARTER: 2 ORGANIZATION AND COORDINATION OF CANADIAN PARTI-
CIPATION AT THE SPORTING GOODS MANUFACTURERS
ASSOCIATION (SGMA) SEPT. 20-22ND.

OVER \$100,000 ON SITE SALES GENERATED WITH OVER
\$1 MN POTEN'L DURING NEXT 2 YRS. OVER 100 PRODS
FM 40 CDN SUPPLIERS WERE DISPLAYED IN POST
MANNED INFORMATION BOOTH, GENERATING IN EXCESS
OF 200 ENQUIRIES.

QUARTER: 2 RECRUITMENT OF INTERIOR DESIGNERS, SPECIFIERS,
AND FACILITIES MANAGERS FOR THE IIDEX SHOW,
TORONTO, NOVEMBER, 1987, AS WELL AS WORKING WITH
U. S. TRADE PRESS TO COVER THIS EVENT.

NEWSDAY IS CURRENTLY WORKING ON ARTICLE ON THE
RESIDENTIAL FURNITURE MARKET IN CANADA WHICH
WILL BE PUBLISHED WITHIN THE NEXT TWO WEEKS.

QUARTER: 3 COMPLETE RECRUITMENT OF INTERIOR DESIGNERS,
SPECIFIERS & FACILITIES MANAGERS FOR THE IIDEX
SHOW, TORONTO, NOVEMBER 87.

TOOK 20 DESIGNERS & FACILITIES MANAGERS TO IIDEX
SHOW WAS THE BEST TO DATE WITH OVER 300 EXHIBI-
TORS. US DESIGN COMMUNITY LIKED WHAT THEY SAW &
ALL ENJOYED INFORMATIVE SEMINARS.

QUARTER: 3 1988 APPAREL PROMOTION PROGRAM: ESTABLISH A SERIE
OF IN-HOUSE & TRADE FIRM PARTICIPATION ON BEHALF
OF CDN MANUFACTURERS.

EXTENSIVE PROMOTION PROGRAM "CANADIAN SELEC-
TIONS" IS IN PLACE UNTIL SPRING '88.

QUARTER: 4 -----



PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV ALL SUB-SECTORS
EVENTS IN LATTER PART OF 86/87 WILL BE FOLLOWED UP WITH INDIVIDUAL
CALLS. ADD'L MAILINGS & PHONE SURVEYS NEEDED. FURTHER PRESENTATION
ON LONG ISLAND & SW/CT. NEEDED TO MAINTAIN PROFILE FOR CDA TO REMAIN
IN TOUCH WITH NEW PROSPECTS IN ELECTR. EQPT. & SERV. INDUSTRY.

IDENTIFY 5 IMMEDIATE PROSPECTS FOR NEW
INVEST. & 15 - 30 MEDIUM TERM PROSPECTS.
CONTACT MOST COS. WITH EXISTING INVEST.
REGARDING EXPANSION.

COMM. & INFORM. EQP. & SERV ALL SUB-SECTORS
EVENTS IN LATTER PART OF 86/87 WILL BE FOLLOWED UP WITH INDIVIDUAL
CALLS. ADD'L MAILINGS & PHONE SURVEYS NEEDED. FURTHER PRESENTATION
ON LONG ISLAND & SW/CT. NEEDED TO MAINTAIN PROFILE FOR CDA TO REMAIN
IN TOUCH WITH NEW PROSPECTS IN COMM & INFORM. EQPT. & SERV. INDUSTRY.

IDENTIFY 5 IMMEDIATE PROSPECTS FOR NEW
INVEST. & 15-30 MEDIUM TERM PROSPECTS.
CONTACT, MOST COS. WITH EXISTING INVEST.
REGARDING EXPANSION.

TRANSPORT SYS, EQUIP, COMP, SERV. AEROSPACE
EVENTS IN LATTER PART OF 86/87 WILL BE FOLLOWED UP WITH INDIVIDUAL
CALLS. SOME ADD'L MAILINGS & PHONE SURVEYS NEEDED. FURTHER PRESENTATION
ON LONG ISLAND & SW/CT. NEEDED TO MAINTAIN PROFILE FOR CDA TO REMAIN
IN TOUCH WITH NEW PROSPECTS IN TRANSPORT SYST. EQPT. (AEROSPACE) IND.

IDENTIFY 5 IMMEDIATE PROSPECTS FOR NEW
INVEST. & 15-30 MEDIUM TERM PROSPECTS.
CONTACT MOST FIRMS WITH EXISTING INVEST.,
REGARDING POSSIBLE EXPANSION.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
PHASE 1 WILL UPDATE & AUGMENT DATA BASE ON FIRMS MAINLY IN N. J. AND
TO CONSULT WITH DRIE RE PRIORITIES. PHASE 2 WILL BE MAILING PHONE
SURVEY REGARDING INVESTMENT INTENTIONS AND PHASE 3 WILL BE PRESENTA-
TION/SEMINAR.

BETTER DEFINITION OF POTENTIAL AND TAR-
GETTING OF EFFORT. IDENTIFICATION OF 5
TO 10 IMMEDIATE PROSPECTS FOR NEW INVEST.
IN EDUC., MEDICAL, HEALTH PRODUCTS.

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
RESEARCH CONSULTATION WITH DRIE RE TRANS. SYST., EQPT., COMP., SERV.
(AUTOMOTIVE) IND. AND DEVELOPMENT OF DATA BASE REQUIRED LIKELY FOL-
LOWED BY MAILING SELECTED INDIV. CONTRACTS AND A PRESENTATION/SEMINAR
POSSIBLY EXTENDING IN FY 88/89.

DEFINITION OF POTENTIAL. IDENTIFICATION
10-20 IMMEDIATE OR MEDIUM TERM PROSPECTS.

PETROCHEM & CHEM PROD, EQP, SERV ALL SUB-SECTORS
STUDY REQUIRED REGARDING OVERALL STRUCTURE OF INDUSTRY IN N. J. AND
OTHER PARTS OF POST TERRITORY AS BASIS FOR DECISION IN CONSULTATION
WITH DRIE AS TO WHETHER & IN WHAT SPECIFIC AREAS THERE IS POTENTIAL
FOR NEW INVESTMENTS IN CANADA IN PETROCHEM & CHEM. PROD. EPQT., SERV. IND

DECISION AS TO FUTURE PROGRAM (IF ANY).

NON SECTORALLY ORIENTED ACTIVITIES

INSTITUTIONAL INVESTORS: LUNCHEON FOR MONEY MGRS WITH MINISTER OF FIN-
ANCE. MISSION OF INSTIT'NAL INVESTORS TO OTT/TORONTO. PRESENTATIONS ON
CDN ECONOMIC POLICY CHANGES. SEMINAR IN HARTFORD FOR MONEY MGRS IN
MAJOR INSURANCE COMPANIES.

INCREASED RECEPTIVITY FOR CDN EQUITIES AND
BONDS. INCREASED PROPORTION OF SOME PORT-
FOLIOS INVESTED IN CDA.

CORPORATE LIAISON: PRIVATE LUNCHEON FOR SELECT CEOS WITH PRIME MINISTER
CALLS ON SR. EXECS IN 20 MAJOR COMPANIES. USE OF DIRECT MAIL 3-5 TIMES/
YEAR ON MAJOR POLICY DEVELOPMENTS.

DEVELOPMENT OF INFORMED AND POSITIVE VIEWS
TOWARD CDA BY SR. EXECS.

EXPTRS TO CDA: CONTACT WITH U. S. EXPTRS TO CDA WHO DO NOT HAVE INVEST-
MENT. LIST HAS BEEN PREPARED BUT NEEDS REFINING. DIRECT MAIL PROGRAM
FOLLOWED BY PERSONAL CONTACT PLUS SEMINAR IN N. J.

IDENTIFY 10-20 MEDIUM NEW PROSPECTS FOR
INVESTMENT IN CDA.

608 - NEW YORK, CONSULATE GENERAL

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

INVESTMENT SEMINAR FOR PORTFOLIO INVESTORS.
PRODUCTION & ISSUANCE OF ONE STOP SERVICES
BROCHURE.
SEMINAR ON TAX REFORM.
FOLLOW-UP ON OVER 200 INVEST. PROSPECTS AND
FAVOURABLY CONCLUDED AT LEAST 2 NEGOTIATIONS.
ESTABLISH A NEW MANUAL 'LEAD TRACKING' SYSTEM.

HIGHLY SUCCESSFUL SEMINAL FOR 75 PORTFOLIO IN-
VESTORS INCLUDING PRESENTATIONS BY TOP CDN SE-
CURITIES ANALYSTS WAS HELD ON APRIL 8.
ONE STOP SERVICES BROCHURES WERE COMPLETED &
DISTRIBUTED TO 500 PROSPECTS AND INTERESTED
INDIVIDUALS/CORPORATIONS. -TAX CLIENTS JOINTLY
SPONSORED WITH PACE UNIVERSITY--QUALITY AUDIENCE
TO LISTEN TO QUALIFIED PANEL OF SPEAKERS. 5 NEGO
CONCLUDED, TOTTALLING OVER \$3.3M. -NEW MANUAL
'LEAD TRACKING SYSTEM' IN PLACE & OPERATING.

QUARTER : 2

TO BEGIN PLANNING FOR MISSION OF SENIOR INSTI-
TUTIONAL INVESTMENT EXECUTIVES TO OTTAWA.
COMPLETE MAILING TO IDAC & OICD MEMBERS TO BUILD
& INDEX A VIDEO TAPE & BROCHURE LIBRARY.
WRITE A MKTG PLAN TO UNDERTAKE A MORE PRODUCTIVE
MKTG STANCE IN CONGEN & WILL OBTAIN FUNDING FOR
MKTG PLAN.
CO-ORDINATE ON ARTICLE FOR AREA DEV. MAGAZINE.
HIRE A PERMANENT SECRETARY & A PROGRAM ASSISTANT

-PROG. WORKED OUT & CONFIRMED WITH OTT., INCL.
PART'N OF MIN. OF FIN. & GOVERNOR OF BANK OF CDA
-WITH CDN INVSTMT DEALERS, IDENTIFIED LIST OF
INVITEES FOR MISSION. CONTACTED OTHER USA CON-
GENS TO PARTICIPATE IN MISSION. -ISSUED INVITA'NS
TO INVITEES. -WE HAVE REC'D VIDEO TAPES FM 58
ORG'NS & THESE ARE NOW BEING INDEXED. WE PLAN TO
SEND COPIES OF THE INDEX TO ALL OTHER CONGENS IN
THE USA. -MKTG PLAN COMPLETED - OBTAINED FUNDING
SUPPORT THROUGH INVSTMT CDA FOR PURCHASE OF

QUARTER : 3

INSTITUTIONAL INVESTORS TRIP TO OTTAWA TO MEET
WITH MINISTER OF FINANCE, GOVERNOR OF THE BANK
OF CDA & SENIOR GOV'T OFFICIALS; (02) ECONOMIC
BRIEFING IN NEW YORK WITH SENIOR FINANCE & BANK
OF CDA OFFICIALS; (03) VISIT OF MIN. WILSON TO
NEW YORK. ORGANIZED VISIT IN CONJUNCTION WITH
CDN SOCIETY.

EXCELLENT FEEDBACK. FIDELITY, A LARGE USA MONEY
MANAGER, DECIDED TO OPEN A CDN FUND AS A RESULT
OF TRIP; (12) KEVIN LYNCH, GEN. DIR., FISCAL POLICY
& ECONOMIC PROGRAM, FINANCE, & BILL WHITE, ADVISER
BANK OF CDA, BRIEFED SENIOR EXECS OF T. O. DOM-
INION BANK, INSTITUTIONAL CLIENTS OF CAN-AM
SECURITIES, & CDA WATCHERS ON CDN ECONOMIC &
MONETARY POLICY; (13) OVER 350 FIN. EXECS, MONEY
MGRS, TRADE REPS, CORP. OFFICERS, ATTENDED KEYNOTE
CDN SOCIETY SPEECH BY MIN. MIN. ALSO MET WITH

QUARTER : 4

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87

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

POST : 608-NEW YORK, CONSULATE GENERAL

VISIT OF MIN. WILSON, OCT 7-8/87
VISIT OF AMB. SYLVIA OSTRY DEC 14-15/87
VISITS OF RICK EGELTON & SALLY ARSOVE(DOF) ON LDC DEBT
REPORT ON NY FIN. COM. VIEWS TO FIN. COORD. AS SUMMIT TOPIC
VISIT OF KEVIN LYNCH, PAT GRADY, JANICE HARITOS(DOF)& BILL
WHITE (BANK OF CDA) ON US ECONOMY; (06)VISIT OF MIN. BEATTY
TO BRIEF NEW YORK COMMUNITY ON DEFENCE WHITE PAPER & DEFENCE
PROCUREMENT IN CDA; (07)FIRST TIME PART. IN NEW YORK CHEM
SHOW DEC 7-10 WITH INFO BOOTH DISPLAYING PRODUCTS OF 34 CDN
COS.; (08)RECRUITMENT & PART. IN PLUMBING, HEATING, COOLING &
PIPING EXPO ALONG WITH 13 CDN FIRMS; (09)HOLD SEMINAR ON FREE
TRADE/TAX WHITE PAPER WITH MCCARTHY & MCCARTHY ET AL;
(10)PURCHASE & INSTALLATION OF THE HARDWARE & SOFTWARE FOR
WIN SYSTEM & COMMENCEMENT OF TRAINING COURSES FOR ALL USERS

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 610-SAN FRANCISCO

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

URBAN TRANSIT MISSIONS TO EXPO 86 FOR HAWAII, CONTRA COSTA AND DENVER.

INCREASE CANADA'S PROFILE.

URBAN TRANSIT SEMINAR IN CONTRA COSTA AND DENVER.

INCREASE CANADA'S PROFILE.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 HAWAIIAN URBAN TRANSIT LUNCH IN HONOLULU FOR 25 STATE AND LOCAL POLITICIANS.

PROVIDED AN OPPORTUNITY FOR KEY DECISION MAKERS IN AN \$850M ADVANCED LIGHT RAPID TRANSIT PROJECT BE EXPOSED TO CDN EXPERTISE IN URBAN TRANSIT SECTOR.

QUARTER: 2 INTERNATIONAL PUBLIC TRANSIT EXPOSITION RECEPTION FOR 350 CDN AND AMERICAN PUBLIC TRANSIT OFFICIALS.

RECEPTION BROUGHT TOGETHER CDN SUPPLIERS AND MANUFACTURERS OF MAJOR US URBAN TRANSIT SYSTEMS IN AN INFORMAL AND RELAXED ATMOSPHERE.

QUARTER: 3 URBAN TRANSIT MISSION. HONOLULU TO VANCOUVER.

POST ORG. MISSION & ACCOMPANIED 12 SR POLITICIAN FROM STATE OF HAWAII TO VISIT VCR'S ALRT SYSTEM. AS RESULT OF MISSION CDA IS WELL-PLACED TO BID ON US \$850M CONTRACT FOR HONOLULU SYSTEM.

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 610-SAN FRANCISCO

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

DIRECT FURNITURE MANUFACTURERS TO HOSPITAL/HOME CARE ORIENTED
MARKETS, TRADE SHOW OPPORTUNITIES.

WORK WITH CANADIAN NEW CONTRACT FURNISHINGS MANUFACTURERS TO
OBTAIN SALES REPRESENTATION AND INCREASE MARKET SHARE FOR CANADA.

ANTICIPATED RESULTS:

INCREASED SALES TO AREA - \$1,000,000 OVER
NEXT 3 YEARS.

4 NEW SALES AGENCY AGREEMENTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 WOOD HEATING ALLIANCE SHOW, RENO, POST, ATTENDED.
COY PARTICIPATION WITH PEMD.

QUARTER: 2 CANADIAN PROMOTION HELD AT RESIDENTIAL FURNITURE
MARKET WEEK

QUARTER: 3 PLAN PROMOTION OF CDN WOMEN'S BETTER FASHION
APPAREL IN CONJUNCTION WITH SAN FRANCISCO MART
TO COINCIDE WITH THEIR FALL MARKET WEEK.

QUARTER: 3 ACCOMPANY 13 FURN. SPECIFIERS TO IIDEX & TOUR OF
SHOWROOMS ARRANGED BY POST TO HIGHLIGHT OUT-
STANDING CDN FURNITURE & THOSE MFRS REPRESENTED
LOCALLY. MEET WITH CONTACTS-OLD & NEW-FOR FURTHER
EXPORT ACTIVITY.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

CDN FIRMS GAINED INCREASING FOOHOLD IN WESTERN
US MKT.

OVER 100 BUYERS/DESIGNERS PARTICIPATED IN A CDN
PROMO DRAW FOR 1 ROUND-TRIP ECONOMY AIRFARE TO
ATTEND IIDEX '87 IN TORONTO 19-21 NOV. NINE
LOCAL SALES REPS EXHIBITED PRODUCTS.

FINALIZED PROMO. WHEREBY SAN FRAN. APPAREL MART
IS ESSENTIALLY HIGHLIGHTING CDN FASHION & SUP-
PORTING OUR EFFORTS FINAN. & PROMOTIONALLY WITH
THEIR FALL MKT THEME "CDA FSHION FOCUS-FALL".
PERSONALLY CONTACTED PERSPECTIVE WOMEN'S APPAREL

US/S. FRAN. DESIGNERS LEFT IIDEX WITH ACCOLADES
FOR CDN MFRS. CDN MFRS IMPRESSED WITH CALIBRE OF
DESIGNERS SFRAN INVITED (FROM INT'L ARCHITEC-
TURAL DESIGN FIRMS)& MANY ASKED TO BE INCLUDED
IN POST ARRANGED AUXILLIARY SHOWROOM TOURS IN 88

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

GUIDE TO DEFENSE-RELATED CONTACTS IN NORTHERN CALIFORNIA
DEVELOPED BY POST

\$10-20 MILLION SALES

MICROWAVE TECHNOLOGY SEMINAR- COMMERCIAL AND MILITARY APPLICATION

\$5 MILLION SALES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
88/03/21

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 : 610-SAN FRANCISCO

006-ELECTRONICS EQUIP. & SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

GATHERING INFORMATION ON ELCTRONIC REPS IN NORTHERN CALIFORNIA:
SURVEY IS BEING COMPLETED, OF ELECTRONICS REPS, VARS AND DISTRI-
BUTORS.

DATA BASE TO BE INCORPORATED WITH WIN
EXPORTS.

SETTING UP CATA IN TECHMART

SPACE AVAILABLE IN SILICON VALLEY FOR
CANADIAN COMPANIES TO USE FOR MARKETING
PURPOSES.

MICROWAVE ROUNDTABLE.

INTRODUCE CANADIAN MICROWAVE/MILLIMETER
WAVE COMPANIES TO SILICON VALLEY.

SEMICONDUCTOR ROUNDTABLE

INTRODUCE CANADIAN SEMICONDUCTOR COMPANIES
TO BAY AREA COUNTERPARTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MAJOR SILICON VALLEY RECEPTION TO MAKE NEW CONT-
ACTS WITH ELECTRONICS FIRMS.

130 SILICON VALLEY HI-TECH ELECTRONICS COY REPS
ATTENDED RECEPTION. MANY NEW LEADS GENERATED FOR
CDN COYS.

QUARTER: 2 -----

QUARTER: 3 ELECTRO-OPTICS PRESENTATION

INTRODUCED 7 CDN COS. TO ELECTRO-OPTIC COMMUNITY
IN CALIFORNIA. POTENTIAL INCREASE IN SALES & JV
OPPT. PREPARE GROUND WORK FOR CDN INVOLVEMENT IN
OPTCON.

QUARTER: 3 CDN PARTICIPATION AT WESCON

AS RESULT OF CDN GOV'T SECURING SPACE AT WESCON,
& CDN COS. EXHIBITED PRODUCTS. SHORT TERM SALES
OF \$250,000. POTENTIAL ANNUAL SALES OF \$10M(US).

QUARTER: 4 -----

REPORT 4
88/03/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:
ELECTRO OPTIC PRESENTATION.

ANTICIPATED RESULTS:

IN COOPERATION WITH LOS ANGELES, POST WILL BE
PROVIDING SALES, TECHNOLOGY TRANSFER OPPOR-
TUNITY FOR CANADIAN COMPANIES IN CALIFORNIA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 A. XIOS SYSTEM CORP. DEMO AT CONGEN.
B. WATERLOO MICROSYSTEMS DEMO AT CONGEN.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

4 MAJOR FIRMS RECEIVED COMPLETE DEMO AND
EXPRESSED INTEREST.
US DEPT. OF HEALTH AND HUMAN RESOURCES DECIDED
TO PURCHASE PRODUCT ON PILOT PROJECT BASIS.

REPORT 4
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 610-SAN FRANCISCO

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

DENVER SOLO FOOD (RETAIL/INSTITUTIONAL & FOOD SERVICE) SHOW FOR
BROKER REPRESENTATION 1989.

KEEP ABREAST OF SPECIALTY FOOD AND BEVERAGE TASTE TRENDS TO SOURCE
CANADIAN SUPPLIERS.

ANTICIPATED RESULTS:

3 NEW AGENCY REPRESENTATION AGREEMENTS.

4 SPECIALITY FOOD/BEVERAGE MANUFACTURERS
INITIATE EXPORT TO POST TERRITORY.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 EXPLORATORY MEAT EXPORT VISIT FM ALTA GOVT.

QUARTER: 2 -----

QUARTER: 3 MAKE CONTRACT WITH MANAGEMENT OF THREE MAJOR
FOOD SHOWS IN TERRITORY TO RESERVE SPACE FOR
POTENTIAL CDN EXHIBITORS.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

INITIAL CONTACTS MADE WITH MEAT PROCESSORS,
WHOLESALE AND RETAILERS.

PRIME SPACE ON RESERVE AT 2 OF 3 SHOWS (WHICH
OCCUR IN SFRAN ALTERNATE YRS-WE HAVE ESTABLISHED
PRIORITY). SHOW MANAGEMENT FOR NATIONAL SHOW, HERE
IN 88, WILL CONTACT ME WHEN FURTHER INFO AVAILA-
BLE.



PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV TELECOMMUNICATIONS (INC SPACE)
ANALYSIS OF CDN STRENGTHS. 10% OF SANTA CLARA OFFICE TIME & TARGETTING
OF COS IN TERRITORY WHICH WILL BE INTERESTED CDN ASSETS. EG., R & D,
ACADEMIC INSTITUTIONS, CURRENT CDN CAPABILITIES.

INCREASED AWARENESS IN LOCAL MICROWAVE
SECTOR OF FAVOURABLE CANADIAN INVESTMENT
ENVIRONMENT IN COMM. & INFORM. EQPT. AND
SERVICE SECTOR.

DEFENCE PROGRAMS, PRODUCTS, SERV ELECTRICAL & ELECTRONIC
DEVELOP CONTACT BASE THROUGH CORPORATE LIAISON VISITS. AUGMENT WITH
PUBLIC AWARENESS PROGRAM ON CANADIAN DEFENCE UPGRADE - 10% OF SAN
FRANCISCO OFFICE AND 5% SANTA CLARA OFFICE.

INCREASED INTEREST IN DND ACTIVITIES AND
JOINT ARRANGEMENTS WITH CANADIAN DEFENCE
COMPANIES.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
DEDICATE 10% OF SANTA CLARA OFFICE TIME TO PURSUING OPPORTUNITIES IN
BIOTECH AREA.

INCREASE AWARENESS OF CANADIAN ACTIVITIES
IN BIOTECH FIELD. BETTER UNDERSTANDING OF
US COMPANIES LOOKING FOR JOINT VENTURE
OPPORTUNITY IN CANADA.

COMM. & INFORM. EQP. & SERV ELECTRONIC COMPONENTS
DEVELOP A TARGETTED AD CAMPAIGN FOR ELECTRONICS SECTOR WHICH WILL RE-
QUIRE 100 MAN HOURS SANTA CLARA OFFICE AND 25 MAN HOURS SAN FRANCISCO
OFFICE.

INVESTMENT INTEREST IN CANADIAN ELECT-
RONICS SECTOR ELEVATED.

ELECTRONICS EQUIP. & SERV INSTRUMENTATION
DEVELOP A TARGETTED AD CAMPAIGN FOR ELECTRONICS SECTOR WHICH WILL RE-
QUIRE 100 MAN HOURS SANTA CLARA OFFICE AND 25 MAN HOURS SAN FRANCISCO
OFFICE.

INVESTMENT INTEREST IN CANADIAN ELECT-
RONICS SECTOR ELEVATED.

MINE, METAL, MINERAL PROD & SRV METALS, PRIMARY & FABRICATED
PURSUE INVESTMENT OPPORTUNITIES IN NATURAL RESOURCES SECTOR. REQUIRES
10% OF MAN YEARS FROM SAN FRANCISCO OFFICE.

INCREASED AWARENESS WITHIN FINANCIAL AND
BROKERAGE COMMUNITY OF RESOURCE INVESTMENT
OPPORTUNITY IN CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

MEETINGS WITH HEWLETT PACKARD, AMDAHL, TANDEM TO FOLLOW UP INVESTMENT INTEREST IN CANADA.
MEETING WITH RAYCHEM TO FOLLOW UP ITS INTEREST IN INVESTING IN BC AND/OR ONTARIO.
MEETING WITH SYNTEX TO KEEP INFORMED OF DEVELOPMENTS CONCERNING REVISED COMPULSORY LICENSING (PATENT) LEGISLATION.

DRIE HAS ANNOUNCED MAJOR INVESTMENT PLANS OF ABOUT \$300M IN CDA BY THESE 3 FIRMS (FEB 17 LETTER FROM DRIE TO EXTERNAL).
COMPANY IS NOW HIRING TELECOM MAAGER IN BC AND I IS COMPLETING ITS INVESTMENT STRATEGY FOR CDA IN NEXT SIX MONTHS.
CO MOST ENCOURAGED BY NEW LEGISLATION AND CONSIDERING PLANS TO EXPAND ITS R & D FACILITIES IN ONTARIO.

QUARTER : 2

MEETING WITH TANDEM, SUN MICROSYSTEMS;
SILICON GRAPHICS, EVEREX AND NEWELL RESEARCH.

POST MET WITH TANDEM IN RATIONALIZATION PROPOSAL BEING PREPARED AND WILL BE SUBMITTED AT THE END OF Q-3 OR BEGINNING OF Q-4. POST ALSO FOLLOWED UP WITH SUN MICROSYSTEMS, SILICON GRAPHICS, EVEREX COMPUTERS. AS WELL, POST INTRODUCED CDN JOINT VENTURE KAADIDAK TO LOCAL FIRM PRODUCING CARTRIDGES FOR COMPUTER TAPE BACK-UP.

QUARTER : 3

ELECTRO-OPTICS PRESENTATION
BIOTECHNOLOGY PRESENTATION
DIRECT MAIL ELECTRONICS CAMPAIGN
CONTACTS AS RESULT OF AD CAMPAIGN

EARLY INDICATIONS ARE THAT CDN FIRMS WILL INCREASE SALES IN CALIFORNIA AS RESULT OF VISIT.
POST WILL FOLLOW-UP WITH COS AT END OF 4TH QUAR.
(12) SEV. CDN FIRMS SOLD APPROX. \$50,000 US IN PRODUCT AT SHOW. LONG TERM SALES APPROX. \$500,000
(13)SEE SPEC. ACTIVITIES #8.
(14)SEE SPEC. ACTIVITIES #9

QUARTER : 4

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87

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

POST : 610-SAN FRANCISCO

ORGANIZED BUSINESSMEN'S LUNCH FOR HON. J. HORSMAN, PROV. OF ALBERTA TO PROMOTE F. T. A.
(02) SPEECH TO CDN STUDIES PROGRAM-UC BERKELEY-TO PROMOTE FTA
(03) SPEECH TO COMMONWEALTH CLUB OF SANFRAN-PROMOTE FTA
(04) SPEECH TO WORLD TRADE CLUB-KEYNOTE ADDRESS ON CDA/US TRADE RELATIONS (05) VISIT BY EMR CALIFORNIA NATURAL GAS SPECIALIST: MET WITH KEY INDUSTRY REPS. & CALIF. REGULATORY AGENCIES (06) ECONOMIC REPORT ON STATE SUPPORT OF COAL INDUSTRY IN POST TERRITORY (07) SPEECH TO UCSF FACULTY ON CDA/US TRADE ISSUES & THE FTA (08) AS RESULT OF AD CAMPAIGN POST HAS COMPLETED, IN EARLY DEC. DIRECT MAIL CAMPAIGN TO 193 HIGH TECH GROWTH FIRMS (09) POST RECEIVED 18 LEADS AS RESULT OF AD CAMPAIGN; 10 OF NO VALUE, 8 ARE BEING PURSUED. OF 8, 4 ARE STRONG LEADS; 1 JV IS BEING NEGOTIATED; 1 CDN FIRM HAS GOOD OPPORTUNITY TO SELL IN EXCESS OF \$250,000 US THROUGH LOCAL DISTRIBUTOR (10) POST HAS BEEN INVOLVED IN REPORTING ON SEMICONDUCTOR CONSORTIUM CALLED SEMATECH. SEMATECH HAS BEEN ORGANIZED BY MAJOR US SEMICONDUCTOR FIRMS TO EXCLUDE JAPANESE. UNFORTUNATELY, THERE IS SPILL-OVER TO CDN FIRMS. POST HAS BEEN ASSISTING CDN FIRMS.

POST : 611-SEATTLE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

AUTOMOTIVE AFTERMARKET TRADE SHOW - ONE DAY IN SEATTLE AND ONE DAY IN PORTLAND AREA. TENTATIVE MID/87

MARINE INDUSTRIES

FOLLOW UP TO OIL AND GAS STUDY UNDERTAKEN IN 185/86.

INCOMING MARINE TRADE MISSION TO BRITISH COLUMBIA IN NOVEMBER/87 (FUNDED FROM DISCRETIONARY SOURCES).

AEROSPACE

ONGOING PROMOTION OF BOEING OPPORTUNITIES FOR CANADIAN COMPANIES.

AD HOC GROUP VISITS TO BOEING.

ANTICIPATED RESULTS:

30 PLUS CDN COMPANIES TO DISPLAY PRODUCTS AND GENERATE INROADS INTO MARKET.

85 COMPANIES APPRISED OF SIGNIFICANCE OF CHANGING CONDITIONS IN ALASKA.

10 AREA COMPANIES EXPOSED TO CDN SUPPLY CAPABILITIES.

MORE CANADIAN COMPANIES PURSUING WIDER SPECTRUM OF BOEING PROGRAMS.

1. EXPAND RANGE OF COMPANIES DEALING WITH BOEING.
2. EXPAND INVOLVEMENT OF CDN COMPANIES INTO A FULLER RANGE OF BOEING'S ACTIVITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 AD HOC GROUP VISITS TO BOEING.

QUARTER: 2 AUTOMOTIVE AFTERMARKET SHOW IN SEATTLE AND PORTLAND.

QUARTER: 3 AD HOC BUSINESS VISIT TO BOEING. INCOMING MARINE TRADE MISSION TO B.C. (SCRAPPED IN FAVOUR OF LARGE INCOMING BUYERS MISSION TO VANCOUVER BOAT SHOW.)

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

CHANGES AT BOEING HAVE MADE GROUP VISITS IMPRACTICAL. REPORTS SUBMITTED ON CHANGES. WORKED WITH 23 COMPANIES AT BOEING ON INDIVIDUAL BASIS \$9.5 MILLION IN BUSINESS INFLUENCED RECORDED.

EVENT IMPLEMENTED AS PLANNED. INTRODUCED 21 NEW COMPANIES TO THIS MARKET AND GENERATED \$507,000 IN ON SITE SALES.

WORKED WITH 4 COS. MEETING BOEING. VISIT OF HON. GRACE MCCARTHY, B.C. MIN OF EC. DEVPT. WILL BE FOLLOWED UP BY TECH. EXCHANGE VISIT TO BOEING AS WELL AS 2 MISS. FOR B.C. SUPPLIERS. RECRUITED 2 BUYERS FOR T. O. BT SHOW. 1 PLACED FM ORDR \$100,000

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :611-SEATTLE

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

POST INITIATED PARTICIPATION IN NORTHWEST HOSPITALITY SHOW -
PORTLAND (APRIL 87).

PEMD PARTICIPATION IN FAR WEST SHOW, PORTLAND (AUGUST 87).

SOLO FOOD SHOW - SEATTLE (FEBRUARY 88)

ANTICIPATED RESULTS:

5 NEW COMPANIES DOING BUSINESS IN THE MARKET
WITH 50,000 IN SALES WITHIN ONE YEAR.

DUE TO SLOW ACCEPTANCE OF NEW SOURCES \$50,000
SALES WITHIN 2 YEARS.

5 NEW COMPANIES INTRODUCED TO MARKET, EXPAND
LOCAL AWARENESS OF CDN SOURCES AND \$50,000
IN SALES WITHIN ONE YEAR.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 PARTICIPATION IN NORTHWEST HOSPITALITY SHOW.

QUARTER: 2 PEMD PARTICIPATION IN FAR WEST SHOW, PORTLAND.

QUARTER: 3 NONE

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

DESPITE OUR EFFORTS, INDUSTRY INTEREST WAS INAD-
EQUATE TO SUPPORT PARTICIPATION IN SHOW. ELEVEN
MAILINGS WERE UNDERTAKEN IN SUPPORT OF BUYER CO-
NNECTION PROGRAM. FOLLOW UP ON NEBS GENERATED
FIVE BUSINESS INFLUENCED REPORTS.

FAR WEST SHOW: SELL-OUT SHOW INCLUDED 12 CDN
EXHIBITORS.

INFORMATION BOOTH AT FISH EXPO GENERATED 32
ENQUIRIES AND \$850,000 IN PROJECTED SALES.

POST :611-SEATTLE

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:
JULY 1987 SEATTLE GIFT SHOW

ANTICIPATED RESULTS:

15 NEW CANADIAN COMPANIES INTRODUCED TO MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PEMD PARTICIPATION IN SEATTLE GIFT SHOW.

DUE TO LACK OF INTEREST ONPART OF CDN INDUSTRY, GIFT SHOW PARTICIPATION WAS REPLACED BY GIFTWARE NEBS ON BEHALF OF TWENTY COMPANIES. TWO BUYERS RECRUITED FOR FURNITURE SHOW IN MONTREAL.

QUARTER: 1 NONE AT THIS TIME.

FOLLOW UP TO BUILDING MATERIAL NEBS IN PROGRAM.

QUARTER: 2 PEMD PARTICIPATION IN SEATTLE GIFT SHOW.

WHILE RECRUITMENT DIFFICULTIES FOR SEATTLE GIFT SHOW LED US TO ORGANIZE A GIFTWARE NEB'S, 10 COMPANIES, INCLUDING TWO FOR THE FIRST TIME, PARTICIPATED IN SEATTLE GIFT SHOW WITH OUR SUPPORT.

QUARTER: 3 NONE

RECRUITED 12 BUYERS FOR IDEX. POST ALSO ORGANIZED SUPPLEMENTAL VISIT FOR 12 BUYERS TO 6 PLANTS IN T. O. AREA. ARRANGED PROGRAM FOR BUYER FROM ANCHORAGE AIRPORT DUTY FREE SHOP TO CALGARY AND VANCOUVER.

QUARTER: 4 -----

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88/03/21

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POST :611-SEATTLE

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUPPORT CANADIAN PARTICIPATION IN WESTERN BUILDING MATERIALS
DEALERS ASSOCIATION SHOW.

SIX COMPANIES INCREASE THEIR PENETRATION IN
THE MARKET.

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

SIX COMPANIES TO ENHANCE OR ESTABLISH THEIR
MARKET POSITION.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 NONE AT THIS STAGE.

QUARTER: 3 SUPPORT CDN PARTICIPATION IN WESTERN BUILDING
MATERIALS DEALERS SHOW.

SIX CDN COMPANIES PARTICIPATED IN SHOW. BUSINESS
INFLUENCED WILL BE REPORTED IN 4TH QUARTER.

QUARTER: 4 -----

REPORT 4
88/03/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST : 611-SEATTLE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

PROMOTION OF DEFENCE/AEROSPACE OPPORTUNITIES

20 NEW COMPANIES IN AREA.

PEMD OR DISCRETIONARY PARTICIPATION AT NORTHCON '87.

6 COMPANIES TO INCREASE THEIR PRESENCE IN
LOCAL MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUATION OF SOFTWARE PROMOTION PROGRAM.

TWO FIRMS TOOK ADVANTAGE OF OUR SUPPORT TO MEET
WITH LOCAL SOFTWARE BUYERS.

QUARTER: 2 PEMD OR DISCRETIONARY PARTICIPATION AT NORTHCON.

SHOW EMPHASIS HAS SHIFTED AND WILL BE USED FOR
DIFFERENT PURPOSES IN FUTURE. ONE CDN CO.
PARTICIPATED, REC'D 100 ENQUIRIES OF WHICH TEN
WERE GOOD LEADS, ANTICIPATING \$25,000 IN SALES
OVER NEXT 12 MONTHS.

QUARTER: 3 -----

QUARTER: 4 -----

611 - SEATTLE

UNITED STATES OF AMERICA

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PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV ALL SUB-SECTORS
SERIES OF TARGETTED CORPORATE LIAISON CALLS COMBINED WITH ONE MODEST
PROMOTIONAL EVENT FOCUSING ON COMM. & INFORM. EQPT. & SERV. SECTOR.
THERE WILL ALSO BE SPILL OVER FROM GENERAL PROGRAM AND FOLLOW UP FROM
PREVIOUS EFFORTS.

TWENTY COMPANIES WILL BECOME MORE AWARE OF
OPPORTUNITIES IN CANADA. IDENTIFY FOUR
TARGETS FOR FOLLOW UP.

OIL & GAS EQUIPMENT, SERVICES EQUIPMENT & MACHINERY
SERIES OF TARGETTED CORPORATE LIAISON CALLS COMBINED WITH MODEST
PROMOTIONAL EVENTS FOCUSING ON OIL AND GAS EQPT. & SERV. SECTOR.

DOZEN COMPANIES WILL BECOME MORE AWARE OF
OPPORTUNITIES IN CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

POST EXPECTS TO INTRODUCE INVESTMENT IN CANADA FOCUS IN 3 - 5 FORUMS
ORGANIZED BY THIRD PARTIES IN THIS TERRITORY.

APPROX. 120 COMPANIES WILL BE MADE AWARE
OF OPPORTUNITIES IN CANADA. TEN WILL LIKE-
LY WARRANT FOLLOW UP.

CORPORATE LIAISON CALLS ON 15 COMPANIES.

VIEWS OF 15 COMPANIES WILL BE REPORTED.
SEVERAL COULD CONSIDER EXPANSION, OR
ESTABLISHMENT OF, OPERATIONS IN CANADA.

LUNCHEONS IN TWO SECONDARY CENTRES WITH PRESENTATION ON CANADA.

30-40 COMPANIES IN MORE REMOTE AREAS OF
THE TERRITORY WILL BE MADE AWARE OF CONDI-
TIONS IN CANADA.

REPORT #5
88/03/17

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

611 - SEATTLE

UNITED STATES OF AMERICA

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TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

PARTICIPATION IN DOING BUSINESS IN CDA SEMINAR,
IN SPOKANE.
PARTICIPATION IN EX IM PROGRAM.

EVENT CANCELLED BY ORGANIZERS.
POST PARTICIPATED BUT THRUST CHANGED BY ORGANI-
ZERS TO TRADE INVESTMENT ORIENTTION. POST
SUPPORTED MARINE TECHNOLOGY TRANSFER SEMINAR
IMPLEMENTED IN APRIL. ACTIVITY BROUGHT TOGETHER
10 AMERICAN AND 6 CDN CO'S, AGREEMENTS TO DATE.

QUARTER : 2

CORPORATE LIAISON CALLS.

POST COMPLETED FOUR CALLS AND REPORTED ON
EACH ONE.

QUARTER : 3

NONE

INT'L INVESTORS' FORUM IN VANCOUVER ATTRACTED
150 VISITORS FROM THIS TERRITORY AS A RESULT
OF OUR PROMOTIONAL ACTIVITIES (12) MEETING BE-
TWEEN NFLD GOV'T & FLETCHER CHALLENGER HAS LED
TO ACTIVE EVALUATION OF INVESTMENT PROSPECT IN
NFLD.

QUARTER : 4

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87

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

POST : 611-SEATTLE

MARKETPLACE 87-WESTERN CANADA, TORONTO
LUMBER TRAINING COURSE-MARKETPLACE 87
ALASKA CHAMBER OF COMM. SHOW-SUPPORTED YUKON TERRITORY MIS.
VISIT BY MINT-TWO CONFERENCES ON FTA
FTA-MEETING, 7 SPEECHES & CORPORATE LIAISON CALLS
FTA-VISIT OF HON. JAMES HORSMAN, ALTA MIN. OF INTERGOV'T AFFAIR
ALBERTA MISSION TO ALASKA-OIL & GAS
VISIT OF HON. GRACE MCCARTHY, B. C. MIN. OF ECONOMIC DEVELOP.

POST : 612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE & MARINE

COMPLETE STUDY TO OBTAIN LIST OF US SUPPORT PROGRAMS IN DEFENCE PRODUCTS AREA.

IMPROVED ABILITY TO COUNTER PROTECTIONIST MEASURES.

STUDY OF US OWNERSHIP, AND CONTROL OF CANADIAN DEFENCE INDUSTRY AND US CONTENT IN CDN DEFENCE PRODUCTS.

IMPROVED ABILITY TO COUNTER PROTECTIONIST MEASURES.

STUDY ON INTEGRATED NATURE OF N.AMERICAN DEFENCE INDUSTRIAL BASE AND NEGATIVE POTENTIAL AND PROTECTIONIST MEASURES.

IMPROVED ABILITY TO COUNTER PROTECTIONIST MEASURES.

SERIES OF INDUSTRY PRESENTATIONS AT EMBASSY AIMED AT ADI/SDI MARKETS (ONE OR MORE COMPANIES PER BRIEFING)

R & D CONTRACTS AND INCREASED SALES.

MINE COUNTERMEASURES BRIEFING AT EMBASSY (APPROXIMATELY 20 COMPANIES).

R & D CONTRACTS AND INCREASED SALES.

INDIVIDUAL INDUSTRY PRESENTATIONS AT EMBASSY

R & D CONTRACTS AND INCREASED SALES.

ARMAMENTS & VEHICLES

COMPLETE STUDY TO OBTAIN LIST OF US SUPPORT PROGRAMS IN DEFENCE PRODUCTS AREA.

IMPROVED ABILITY TO COUNTER PROTECTIONIST MEASURES.

STUDY OF US OWNERSHIP, AND CONTROL OF CANADIAN DEFENCE INDUSTRY AND US CONTENT IN CDN DEFENCE PRODUCTS.

IMPROVED ABILITY TO COUNTER PROTECTIONIST MEASURES.

STUDY ON INTEGRATED NATURE OF N.AMERICAN DEFENCE INDUSTRIAL BASE AND NEGATIVE POTENTIAL OF PROTECTIONIST MEASURES.

IMPROVED ABILITY TO COUNTER PROTECTIONIST MEASURES.

PARTICIPATION IN PRECISION GUIDED MISSILE STUDY GROUP (NORTH AMERICAN INDUSTRIAL BASE)

INCREASED SALES OF MISSILE COMPONENTS

INDIVIDUAL COMPANY PRESENTATIONS AT EMBASSY TO DOD OFFICIALS

INCREASED SALES

SENIOR LEVEL DOD MEETINGS (AS APPROPRIATE) TO LOBBY ON BEHALF OF CANADIAN PRODUCTS

INCREASED SALES

ELECTRICAL & ELECTRONIC

COMPLETE STUDY TO OBTAIN LIST OF US SUPPORT PROGRAMS IN DEFENCE PRODUCTS AREA.

IMPROVED ABILITY TO COUNTER PROTECTIONIST MEASURES.

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88/03/21

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

STUDY OF US OWNERSHIP, AND CONTROL OF CANADIAN DEFENCE INDUSTRY,
AND US CONTENT IN CDN DEFENCE PRODUCTS.

IMPROVED ABILITY TO COUNTER PROTECTIONIST
MEASURES.

STUDY ON INTEGRATED NATURE OF N. AMERICAN DEFENCE INDUSTRIAL BASE
AND NEGATIVE POTENTIAL AND PROTECTIONIST MEASURES.

IMPROVED ABILITY TO COUNTER PROTECTIONIST
MEASURES.

INDIVIDUAL COMPANY PRESENTATIONS TO DOD OFFICIALS AT EMBASSY.

-TO INTRODUCE CDN COMPANIES TO KEY CONTACTS
IN DOD. - INCREASED SALES.

SENIOR LEVEL REPRESENTATIONS TO DOD OFFICIALS ON BEHALF OF CDN
PRODUCTS (AS APPROPRIATE).

-TO INTRODUCE CDN COMPANIES TO KEY CONTACTS
IN DOD - INCREASED SALES

RE-ESTABLISHMENT OF AIR FORCE ESD DDSA WORKING GROUP

INCREASE IN DEFENCE DEVELOPMENT SHARING PRO-
JECTS LEADING TO INCREASED SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

CONTINUE TO ADVISE CANADIAN INDUSTRY OF OPPORTUNITIES IN MAJOR PROJECTS (EG. FTS 2000).

IMPROVED PROCUREMENT BIDDING OPPORTUNITIES IN THIS SECTOR AND OTHERS. THIS WILL BE ESPECIALLY RELEVANT AS A FOLLOW-UP TO THE CURRENT BIDNET AND DABS PROGRAMS.

PROVIDE INFORMATION & ASSISTANCE TO CANADIAN MANUFACTURING ENTERING THE U. S. FEDERAL GOVERNMENT MARKET.

IMPROVED PROCUREMENT BIDDING OPPORTUNITIES IN THIS SECTOR AND OTHERS. THIS WILL BE ESPECIALLY RELEVANT AS A FOLLOW-UP TO THE CURRENT BIDNET AND DABS PROGRAMS.

COMPUTERS, SOFTWARE & SYSTEMS

CONTINUING INDIVIDUAL COMPANY PRESENTATIONS TO USA FEDERAL GOVERNMENT OFFICIALS.

NEW PENETRATION AND IMPROVED ACCEPTABILITY OF CANADIAN DEFENCE RELATED PRODUCTS.

CONTINUING ADVICE AND ASSISTANCE TO CANADIAN FIRMS ON HOW TO SELL TO USA FEDERAL GOVERNMENT AGENCIES.

CANADIAN COMPANY WILL SAVE CONSIDERABLE TIME AND COST AND AVOID BEING DISCOURAGED BY THE PURCHASING BUREAUCRACY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

REPORT 4
88/03/21

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

CONTINUING ASSISTANCE, ESPECIALLY TO NEW EXPORTERS, IN OVERCOMING
NON-TARIFF BARRIERS (FDA, BATF). WASHINGTON IS THE ONLY SOURCE OF
THIS EXPORT CRITICAL INFORMATION IN THE USA.

BETTER ACCESS FOR CANADIAN FOOD PRODUCTS AND
LESS REJECTION BY THE US. FDA AND CUSTOMS
AUTHORITIES.

DEVELOP AND IMPROVE THE LEVEL OF PROFILE WITH THE INTERNATIONAL
FINANCE CORPORATION (IFC) THROUGH INCREASED MEETINGS.

BETTER INFORM CDN COS & GVT. OFFICIALS ON PO-
LICIES, PRACTICES & PROCEDURES. PARTICULARLY RE-
LEVANT TO CDN EXPORT OF FOOD & AGR. PRODUCTS
SEEKING DEVELOPING COUNTRY MARKETS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

POST : 612-WASHINGTON

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

CONTINUING ASSISTANCE, ESPECIALLY WITH U.S. CUSTOMS SERVICE, RE CLASSIFICATION, IS REQUIRED TO ENSURE ENTRY OF CANADIAN GOODS.

CONTINUING ADVICE AS TO FTC LABELLING REQUIREMENTS AND CPSC FIRE-RETARDANT STANDARDS, ON RESPONSIVE BASIS.

BETTER ACCESS TO US MARKETS FOR CANADIAN EXPORTERS ESPECIALLY FOR THE GROWING FASHION INDUSTRIES (EXCLUDING FURS).

IMPROVED ACCEPTANCE BY THE US CONSUMER OF CDN APPAREL PRODUCTS AS WELL AS KEEPING PACE WITH PRODUCTS FROM COMPETING NATIONS.

FURNITURE & APPLIANCES

POST HAS PROVIDED MARKET INFORMATION, ESPECIALLY AS REGARDS OFFICE SYSTEM FURNITURE, TO CANADIAN INDUSTRY, VIA DRIEOTT/JFCP.

POST HAS CONSULTED WITH SENIOR U.S. FEDERAL GOVERNMENT OFFICIALS RESPONSIBLE FOR REQUISITION OF FURNITURE AS TO MARKET OPPORTUNITIES.

5-10 CANADIAN FIRMS EXPECTED TO BID ON CONTRACTS.

ENHANCED ACCESS TO INFORMATION LEADING TO MORE CURRENT DATA ON GOVERNMENT PROCUREMENT BID OPPORTUNITIES FOR CANADIAN SUPPLIERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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POST : 612-WASHINGTON

006-ELECTRONICS EQUIP. & SERV
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INSTRUMENTATION

CONTINUING TO ADVISE CANADIAN FIRMS ON PROCEDURES AND OPPORTUNITIES IN MARKETING TO U. S. FEDERAL GOVERNMENT.

CDN FIRMS WITH SOPHISTICATED PRODS, ESPECIALLY NICHE PRODS MEETING GOVT FOR DEFENCE NEEDS, CAN BE EXPECTED TO ACHIEVE GD SALES IN THIS MKT, ONCE ADVICE & PROCEDURES RECEIVED.

TO CONTINUE PRESENTING INDIVIDUAL COMPANIES TO SELECTED SENIOR U. S. FEDERAL GOVERNMENT OFFICIALS.

FAMILIARISATION OF INFLUENTIAL FEDERAL GOVT. OFFICIALS WITH ADVANCED TECH. AVAILABLE FM CDN SOURCES. INCREASING ACCESS TO SENIOR U. S. GOVT. OFFICIALS FOR CANADIAN COMPANIES.

GROUP PRESENTATIONS BY CANADIAN COMPANIES IN SELECTED AREAS E. G. SECURITY PRODUCTS, DRUG ENFORCEMENT AND POLLUTION CONTROL.

CANADIAN COMPANIES WITH SOPHISTICATED PRODS COULD ANTICIPATE GOOD SALES OVER A LONG TERM PERIOD.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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POST : 612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PHARMACEUTICALS, BIOTECHNOLOGY

CONTINUING DETAILED ASSISTANCE TO INDUSTRY AS REQUIRED TO ENSURE
U. S. REGULATORY REQUIREMENTS (NON-TARIFF BARRIERS) COMPLIANCE.

BETTER ACCESS FOR CANADIAN EXPORTERS, LESS
DELAYS IN RESPONDING TO BID OPPORTUNITIES
AND GREATER ACCEPTANCE OF CANADIAN PRODUCTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV INSTRUMENTATION
PLAN TO ACQUIRE A DATABASE ON TERRITORY MANUFACTURERS INCLUDING
TECHNOLOGY AVAILABILITY & THROUGH A PROGRAM OF CALLS & VISITS FOCUS IN
ON THOSE COMPANIES WITH SPECIFIC INTEREST IN CANADA.

HOPE TO IDENTIFY 10 - 20 COMPANIES WITH
POTENTIAL AS INVESTORS/TECHNOLOGY SUPPLIES

DEFENCE PROGRAMS, PRODUCTS, SERV ELECTRICAL & ELECTRONIC
COVER 12 TRADE SHOWS IN ELECTRONICS/INSTRUMENTATION TO IDENTIFY AND
MEET MAJOR SUPPLIERS AND DEVELOP INFORMATION PLANS AND MARKET
INTERESTS.

IDENTIFY GOOD PROSPECTS & FOLLOW-UP WITH
INVESTMENT INFORMATION. INFORM HEAD-
QUARTERS & ESTABLISH LIAISON LINES AS
APPROPRIATE.

TRANSPORT SYS, EQUIP, COMP, SERV. MARINE INDUSTRIES
THROUGH CORPORATE LIAISON CALLS IDENTIFY MARINE INDUSTRY FIRMS IN
TERRITORY WITH EXPORT BUSINESS TO CANADA. FOLLOW-UP WITH LITERATURE
AND CONTACTS TO ENCOURAGE ADDING CANADIAN CONTENT TO MARKETING EFFORTS
IN CANADA.

ESTABLISH DIALOGUES WITH 10-12 MAJOR
TERRITORY CORPORATIONS WITH EXPANSION
POTENTIAL.

NON SECTORALLY ORIENTED ACTIVITIES

CONTINUE PROGRAM OF EDUCATION & INFORMATION DIRECTED AT INVESTMENT
"INFLUENCES" SUCH AS INTERNATIONAL BANKERS, PORTFOLIO MANAGERS,
INVESTMENT BROKERS AND ANALYSTS, INTERNATIONAL LAWYERS, ETC..

INFLUENCE INVESTORS THROUGH THEIR
PRINCIPLE ADVISERS.

REPORT #5
88/03/17

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

612 - WASHINGTON

UNITED STATES OF AMERICA

<u>TRACKING:</u>	<u>ACTIVITIES UNDERTAKEN IN QUARTER</u>	<u>RESULTS REPORTED</u>
QUARTER : 1	-----	
QUARTER : 2	-----	
QUARTER : 3	-----	
QUARTER : 4	-----	

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