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1988 *March*  
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Canada Canada

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

QUARTERLY ACTIVITY REPORT  
RAPPORT TRIMESTRIEL DES ACTIVITÉS

UNITED STATES  
ÉTATS-UNIS

JANUARY - MARCH 1988  
(4th QUARTER, FY 1987-88)

JANVIER - MARS 1988  
(4<sup>e</sup> TRIMESTRE, AF 1987-88)







TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM

Quarterly Activity Report  
January - March 1988

Following is the Quarterly Activity Report for the quarter ending March 31, 1988. This report contains a synopsis of activities and results by sector and subsector reported by posts, matched against the proposed activities identified in their 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  
Janvier - Mars 1988

Voici le Rapport trimestriel des activités du trimestre qui a pris fin le 31 mars 1988. Le Rapport contient un résumé des activités et des résultats déclarés par les missions, par secteur et sous-secteur, qui sont comparés aux projets d'activités indiqués dans les plans de mission de 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

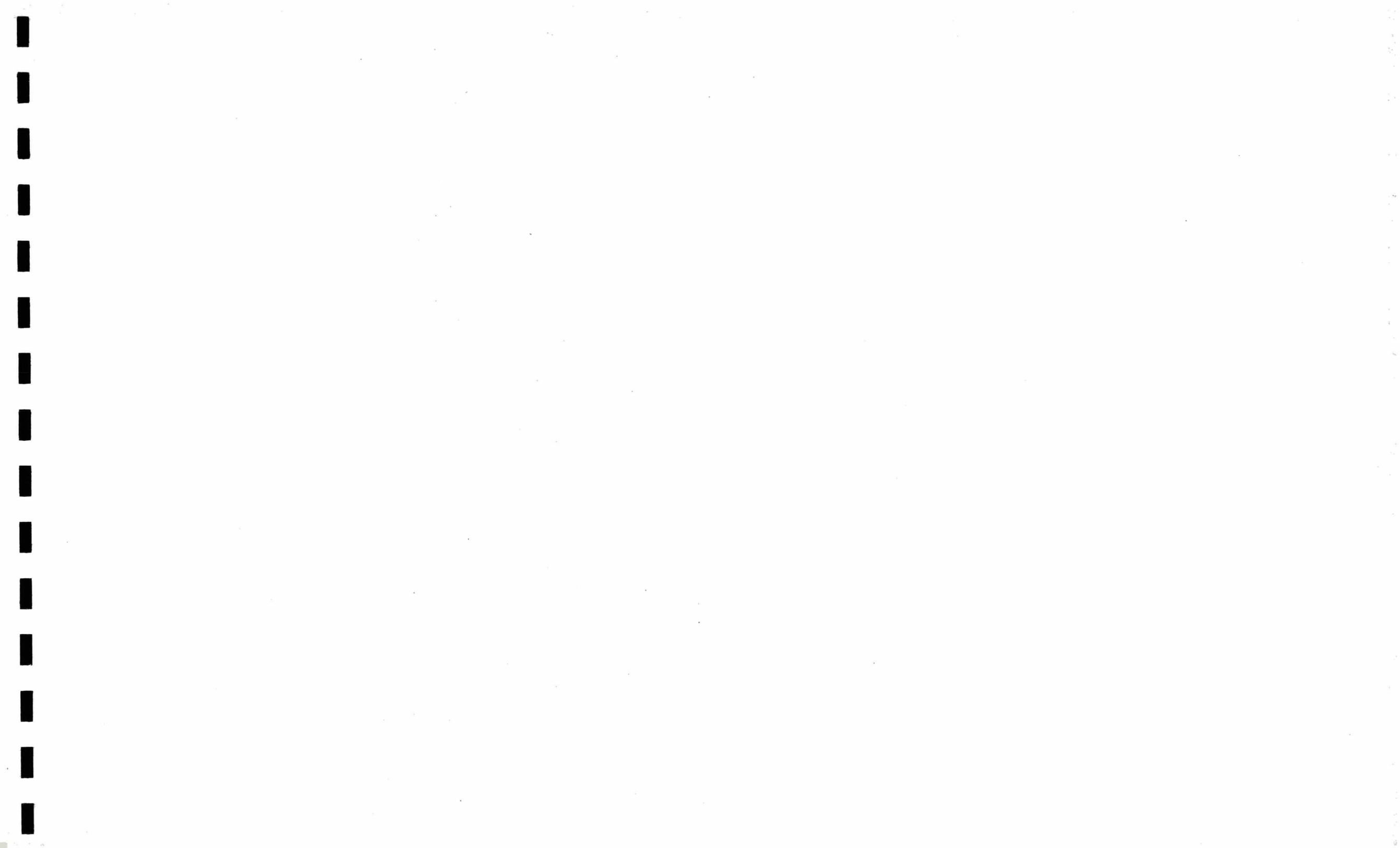
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UNITED STATES

<u>Mission</u>	<u>Page</u>
Atlanta	1
Boston	12
Buffalo	21
Chicago	27
Cleveland	37
Dallas	46
Detroit	55
Los Angeles	65
Minneapolis	72
New York, Consulate General	80
San Francisco	91
Seattle	100
Washington	108





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 CO  
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 A) ATTEND HITEC 88.  
B) UPGRADE AND EXPAND LIST OF DEFENCE CONTACTS.

B) CONTINUED PROGRAM OF VISITS TO PRIME CONTRAC-  
TORS, LOADING CONTACT INFO INTO WIN DATABASE.

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.



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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 IMPLEMENT CDN PARTICIPATION IN COMDEX SPRING '87.
- QUARTER: 2 A. ORGANIZE PARTICIPATION IN SATELLITE TELEVISION TECHNOLOGY INTERNATIONAL.  
B. ORGANIZE PARTICIPATION IN LAND MOBILE EXPO.
- QUARTER: 3 A. ESTABLISH PROGRAM OF REGULAR VISITS TO MAJOR END USERS. B. PARTICIPATE IN CARIBECOM 87 SAN JUAN.
- QUARTER: 4 EXPAND WIN DATABASE INFORMATION ON CANADIAN AND U. S. INDUSTRY.

QUARTERLY RESULTS REPORTED:

- ON-SITE SALES \$143,000. 12 MONTHS PROJECTED SALES \$51.7 MILLION.
- A. ANTICIPATED 12 MO. SALES FOR STTI ARE \$1.05 MILLION.  
B. 170 SERIOUS ENQUIRIES AND \$850,000 ANTICIPATED 12 MO. SALES.
- A. SIX VISITS TO MAJOR COMPANIES IN SECTOR.  
B. ON-SITE SALES OF \$24,000; PROJECTED 12-MONTH SALES OF \$260,000.
- DEVELOPED MAILING LIST OF CANADIAN COMPANIES AND UNDERTOOK SELECTED VISITS TO U. S. COMPANIES.

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

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 -----



QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 87  
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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 PARTICIPATE IN APEX SHOW.

INTRODUCED 5 NEW COMPANIES TO POST TERRITORY  
WITH PROJECTED 12 MO. SALES OF \$14 MILLION.

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

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 -----

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

REPORT 4  
88/07/27

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 87  
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Page 8

POST : 619-ATLANTA

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 4 A) ORGANIZED, ATTENDED AND REVIEWED PUBLIX IN-  
STORE PROMOTION.  
B) RECRUITMENT OF ATTENDEES TO WESTERN CANADA  
FARM PROGRESS SHOW.

A) SUCCESSFUL EVENT.  
B) PROCEEDING.





619 - ATLANTA

UNITED STATES OF AMERICA

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.

619 - ATLANTA

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

- CONTINUE DIRECT MAIL CAMPAIGN TO MANUFACTURING FIRMS H. Q. 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 REGINAL ADVERTISING CAMP.

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

QUARTER : 4

CONTINUATION IF INVESTMENT AD CAMPAIGN (INC. MAGAZINE/WALL STREET JOURNAL).

RECEIVED ABOUT 100 INQUIRIES RE INVESTING IN CANADA THIS QUARTER AND HAVE FOLLOWED UP WITH SUBSTANTIVE INFORMATION PACKAGE.

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

POST : 619-ATLANTA

MAJOR RECRUITING EFFORTS WERE REQUIRED FOR INCOMING BUYERS PROGRAMS TO CSEA SHOW, CDN FESTIVAL OF FASHION AND CANADIAN INTERNATIONAL AUTOMOTIVE SHOW. (2) ORGANIZATION OF SOUTHERN STATES URBAN TRANSIT MISSION TO CANADA. (3) IN DEPTH REVIEW OF MIAMI BOAT SHOW. (4) LAST MINUTE RECRUITMENT OF CANADIAN COMPANIES FOR FOOD/EQUIPMENT SHOW IN PUERTO RICO. (5) ORGANIZED MAJOR MAILING TO U. S. BUSINESS COMMUNITY SEEKING SUPPORT FOR FTA. (6) LAST MINUTE RECRUITMENT OF 7 COMPANIES FOR APEX SHOW.



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POST : 601-BOSTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

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

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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.

PERFORMANCE DID NOT IMPROVE & OFFICER SUBMITTED  
HIS RESIGNATION.

QUARTER: 4 -----

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. OPPOTURNITIES IN COMMUNICA-  
TIONS AND ELECTRONICS.

MORE BIDS BROM 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 ELEC-  
TRONICS SYSTEM DIVISION WORKING GROUP MEETING.

QUARTER: 4 IN EFFORT TO EXPAND PARTICIPATION BY ATLANTIC  
PROVINCES COMPANIES INTO NEW ENGLAND POST SPON-  
SORED SOLO DEFENCE SHOW FOR NEW BRUNSWICK FIRMS  
TO BOSTON.

QUARTER: 4 CONTINUED EFFORT TO PROMOTE CANADIAN BUSINESS  
PROSPECTS WITH U.S. MILITARY UNDER DEFENCE DEVE-  
LOPMENT SHARING PROGRAM.

QUARTERLY RESULTS REPORTED:

POSSIBLE SHARED DEVELOPMENT PROJECTS IDENTIFIED.  
GROUNDWORK LAID FOR BRIEFINGS ON AIR TRAFFIC CO-  
NTROL.

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

INTRODUCED CANADIAN COMPAIES 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.

N.B. COS PARTICIPATED IN 4 DAY "INTERTEK" MISSION.  
PROGRAM ORGANIZED IN CLOSE COOPERATION WITH N.B.  
DEPT. OF COMMERCE/TECHN, WITH SUPPORT OF DRIE  
MNCTN. POST INITIATED NTS SUPPORT \$50,000. PRE-  
LIMINARY RESULTS INDICATE EXPOSURE ACHIEVED,

\*8 COS BROUGHT TO USAF BRIEFINGS ON LEADING EDGE  
PHOTONICS TCEHN. FOLLOW-UP STILL IN PROGRESS. \*4  
COS BROUGHT TO USAF BRIEFINGS ON SDI/ADI. PARTI-  
CIPATION OF CDN BRIEFER ARRANGED. FOLLOW-UP IN  
PROGRESS. \*INITIAL MTG OF CDA/US ARMY NATICK





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 : 601-BOSTON

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

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.

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

ANTICIPATED RESULTS:

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

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

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

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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

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 : 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.

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TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	-----	
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	ORGANIZED CANADIAN RECEPTION DURING BOSTON SEA-FOOD SHOW AND PROVIDED MARKETING ADVICE TO 95 CANADIAN COMPANIES EXHIBITING AT SHOW. BRIEF MINISTERIAL DELEGATIONS.	800 PEOPLE ATTENDED CDN RECEPTION WHICH IS MOST IMPORTANT RECEPTION AT BOSTON SEAFOOD SHOW. ALSO BRIEFED 4 PROV MIN DEL & SENATE DEL. CONSULATE CONTINUES TO BE KEY PLAYER IN FISHERIES MARKETING ACTIVITIES IN NEW ENGLAND.

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 :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 IDEX.

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

QUARTER: 4 A)POST SPONSORED PARTICIPATION OF 7 COMPANIES TO FESTIVAL OF FASHION (TOR).  
B) NEBS ORGANIZED FOR 9 COMPANIES IN CONSUMER PRODUCT SECTOR.

A)SHOW TOOK PLACE LAST WEEK OF MARCH AND RESULTS WILL BE REPORTED IN 1 Q 1988.  
B) INTRODUCED COMPANIES TO NEW ENGLAND MARKET.





601 - BOSTON

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & 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 SELECTED 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.

601 - BOSTON

UNITED STATES OF AMERICA

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 PRESENTATIO 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

1) OIL AND GAS INVESTMENT SEMINAR CO-SPONSORED BY INDEPENDENT PETROLEUM ASSOCIATION OF CANADA, INVCAN AND THREE WESTERN PROVINCES.  
2) FOLLOW-UP ON CANADIAN ADVERTISING CAMPAIGN IN ELECTRONICS INDUSTRY.

1) 42 OIL & GAS ANALYSTS ATTENDED SEMINAR. NO RESULTS TO DATE BUT CDN PARTICIPANTS REPORTED THAT GOOD CONTACTS ESTABLISHED WITH REPS FROM BOSTON FINANCIAL CTY.  
2) NONE OF THE 22 COMPANIES CONTACTED SO FAR HAS EXPRESSED INTEREST IN INVESTING IN CDA IN NEAR FUTURE. NONE OF THE 45 COMPANIES WHICH REQUESTED INFO ON CDN ELECTRONICS INDUSTRY HAS CONTACTED CONSULATE ON THEIR OWN.

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

POST :601-BOSTON

SIGNIFICANT RESOURCES WERE ALLOCATED TO ORGANIZE VISIT OF  
PREMIER MCKENNA(NB) WHO CAME TO BOSTON TO SUPPORT NB INTER-  
TEK DEFENSE MISSION. MAJOR LUNCHEON AND RECEPTION ORGANIZED  
BY COMMERCIAL DIVISION IN HONOUR OF NEW PREMIER.  
(2) POST ORGANIZED FIRST EVER CANADIAN SOLO FOOD SHOW IN  
BOSTON. 55 CDN COMPANIES EXHIBITED THEIR PRODUCTS AND 2,200  
FOOD TRADE REPRESENTATIVES VISITED THE FOOD SHOW.



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 : 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 ONTARIO FOOD PRODUCTS MISSION TO BUFFALO (FEBRUARY 9-10)

EDUCATIONAL PROGRAM.

EDUCATIONAL PROGRAM.

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

TRAINED 24 NOVICE EXPORTERS.



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 : 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.

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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 : 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.

613 - BUFFALO

UNITED STATES OF AMERICA

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.

613 - BUFFALO

UNITED STATES OF AMERICA

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

FOLLOW-UP ON CURRENT INVESTMENT LEADS.

ONE SUCCESS STORY REPORTED: SONITROL SECURITY SYSTEMS (\$1 MILLION) WHICH ESTABLISHED THEIR FIRST CANADIAN FRANCHISE IN MISSISSAUGA.



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

POST : 613-BUFFALO

STC MADE 5 SPEECHES ON THE FTA TO VARIOUS LOCAL GROUPS DURING THIS QUARTER. (2) HAD LIAISON VISITS BY DRIE SHERBROOKE (1 WEEK), INVESTMENT CDA (1 DAY). (3) ORGANIZED SPEECH BY EXTORT/URE ON FTA AND TRANSPORTATION. (4) AUDITORS VISIT WITH UTW, REPORTS ON NEBS, SEVERAL CALLS AND INTERVENTIONS ON. (5) U. S. CUSTOMS ENFORCEMENT OF "COUNTRY OF ORIGIN MARKINGS," CAN-AM BUSINESS COUNCIL. (6) MISSION TO OSHAWA, ETC.

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 : 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 NATL. STAND-HOUSEWARES SHOW-19 COYS PARTICIPATED. NATL. STAND-HOME CENTER SHOW-23 COYS PARTICIPATED. INCOMING BUYERS MISSION TO TRNTO FURNITURE FAIR. INCOMING BUYERS MISSION TO CDN. FESTIVAL OF FASHION, TORONTO.

15 AGENCY APPTS. PENDING-\$10,000 ON SITE SALES  
25 AGENTS APPTS. PENDING-\$20,000 ON SITE SALES.  
5 BUYERS ATTENDED-POTENTIAL FOR \$30,000 NEW SALES.  
37 BUYERS RECRUITED & ATTENDED. POTENTIAL FOR \$10 MILLION NEW SALES.

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

POST : 602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

CONTINUE TO DEVELOP 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 CANADIAN 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.



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 : 602-CHICAGO

008-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.

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

QUARTER: 3 -----

QUARTER: 4 BUYER RECRUITMENT FOR TORONTO INTL. BOAT SHOW  
7-17 JAN 88.

APPOINTMENTS SET UP WITH 4 KEY PEOPLE.

15 COMPANIES ATTENDED. 48 EXPORT AND SOURCING  
INQUIRIES IDENTIFIED.

BUSINESS INFLUENCED - \$50,000. BUSINESS ACTIVITY  
REPORT SUBMITTED.

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 :602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
<b>AEROSPACE &amp; MARINE</b>	
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.
<b>ARMAMENTS &amp; VEHICLES</b>	
DEVOTE MORE EFFORT TO SUBCONTRACTING OPPORTUNITIES FOR CANADIAN MANUFACTURERS OF COMPONENTS. (SEE TRANSPORTATION SECTOR.)	\$5M ADDITIONAL EXPORTS PER YEAR.
<b>ELECTRICAL &amp; ELECTRONIC</b>	
DEVOTE MORE EFFORT TO SUBCONTRACTING OPPORTUNITIES FOR CANADIAN MANUFACTURERS OF COMPONENTS.	\$5M ADDITIONAL EXPORTS PER YEAR.
<b>OTHER DEFENSE PROD &amp; SERV.</b>	
EXPLORE DDSP OPPORTUNITIES, IN PARTICULAR DEFENSIVE CHEMICAL EQUIPMENT AND SECURITY PRODUCTS.	INITIALLY MODEST, BUT BETTER THAN NOTHING AS NOW.

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1 -----	
QUARTER: 2 -----	
QUARTER: 3 -----	
QUARTER: 4 PRODUCE "INTRODUCTORY GUIDE TO THE DEFENSE MARKET IN ILLINOIS, WISCONSIN & MISSOURI". ORGANIZED MISSION OF 13 COYS TO PARTICIPATE IN AVSCOM'S COMPETITION ADVOCATES' SYMPOSIUM.	GUIDE COMPLETED WITH FIRST 100 COPIES DISTRIBUTED TO COYS DURING RECENT MISSION AND HITEC. 1 AGENT APPOINTED-TOTAL OF 5 CONTRACTS BEING PURSUED.

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 : 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 COMPLETED FOLLOW-UP WITH EXHIBITORS AT PC EXPO 15-17 OCT87. PARTICIPATED IN HITEC88, 7-11 MAR88, MET WITH 50 CDN EXPORTERS OF HIGH TECH PRODUCTS. OUTCALLS ON MOTOROLA & LITTON ADVANCED CIRCUITRY TO DETERMINE SOURCING REQUIREMENTS.

BUSINESS INFLUENCED-\$500,000. BUSINESS ACTIVITY REPORT SUBMITTED. PROVIDED QUALIFIED SUPPLIERS WITH SALES LEADS ON OFFSET PROGRAMS. PURCHASING MANAGERS DESCR. NEEDS & SYST TO BE FOLLOWED UP. CDN SUPPLIERS INFO NOW ON WIN.



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 : 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.

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

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.

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

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

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 PARTICIPATION IN DESIGN ENGINEERING SHOW 88 IN  
CONJUNCTION WITH INVESTMENT DEVELOPMENT PROGRAM.  
INCOMING CDN. COMPANIES WITH 10 SET APPOINTMENTS  
AND ATTENDANCE AT DES.

REGISTERED 10 AGENTS. IDENTIFIED 53 BUYERS.

PROVIDED SOURCES FRO OEM COMPONENTS PARTS. TWO  
OF THE INCOMING COMPANIES HAVE RECEIVED RFQ'S  
FROM CATERPILLAR AND GENERAL DYNAMICS.



602 - CHICAGO

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV                      COMPUTERS, SOFTWARE & SYSTEMS  
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.

1)LEADS GENERATED: 200  
2)LEADS IDENTIFIED: 20

ELECTRONICS EQUIP. & SERV                      INSTRUMENTATION  
WORK WITH DRIE, INVESTMENT CANADA, PROVINCES AND CANADIAN AND LOCAL  
INDUSTRY ASSOCIATIONS TO PREPARE FOR VISITS WITH SELECTED FIRMS IN  
ELECTRONICS EQPT. & SERVICES SECTOR.

1)LEADS GENERATED: 200  
2)LEADS IDENTIFIED: 20

AGRI & FOOD PRODUCTS & SERVICE                      FOOD HANDLING, PROCESSING EQUIP  
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.

1)LEADS GENERATED: 200  
2)LEADS IDENTIFIED: 20

INDUSTRIAL MACHIN. PLANTS, SERV.                      TOOLS & HARDWARE  
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.

1)LEADS GENERATED: 200  
2)LEADS IDENTIFIED: 20

COMM. & INFORM. EQP. & SERV                      ROBOTICS & ARTIFICIAL INTELL.  
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.

1)LEADS GENERATED: 200  
2)LEADS IDENTIFIED: 20

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

602 - CHICAGO

UNITED STATES OF AMERICA

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 TRANSACTIONS. -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 CHCGO 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

SUCCESSFUL IMPLEMENTATION OF INVESTMENT DEVELOPMENT INFO BOOTH AT DESIGN ENGINEERING SHOW (DES 88) 7-11 MAR 88 STAFFED BY CANADIAN ECONOMIC DEVELOPMENT SPECIALISTS.

DRIE OFFICIALS FROM QUEBEC, ONTARIO & NOVA SCOTIA AND ECONOMIC DEVELOPMENT COMMISSIONERS FROM ONT. AND MANITOBA STAFFED BOOTH. INVESTMENT LEADS APPROX. 60 WHICH WERE GENERATED ARE NOW BEING COMPILED IN A REPORT TO BE SENT TO THOSE WHO ASSISTED IN STAFFING.

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

POST : 602-CHICAGO

TECHNOLOGY INFLOW PROGRAM EXPANSION PROPOSAL PRESENTED TO  
EXTOTT/TTI. PROPOSAL OUTLINES OPPORTUNITIES FOR TIP IN  
CHICAGO. (2) SPEECH TO ROTARY CLUB, OAK BROOK, IL ON CANADA/  
US FTA. (3) PARTICIPATED AND ASSISTED IN GOVT OF ONTARIO  
INVESTMENT SEMINAR, MADISON, WI 11 FEB 88. (4) DESIGNED  
EDITORIAL/ADVERTISING CAMPAIGN TO PROMOTE PURCHASE OF CANA-  
DIAN SPORTING GOODS. PUBLICATION: JUNE 1988. (5) RECEPTION  
DURING HOME CENTER SHOW, CO-SPONSORED BY CCG & CDN EXHIBI-  
TORS INCLUDED 300 ATTENDEES AND 10 MAJOR BUYERS. (6) NEBS-  
TYPE MISSION FOR 4 QUEBEC COMPANIES. APPOINTMENTS MADE A HO-  
ME CENTER SHOW, SEMINAR ON US MARKET PROVIDED. (7) RECRUITED  
8 BUYERS TO ATTEND MONTREAL PRET SHOW FOLLOWING FESTIVAL OF  
FASHION.



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 : 603-CLEVELAND

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

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.

ANTICIPATED RESULTS:

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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)

QUARTER: 3

QUARTER: 4 A. USAF INDEPENDENT CONTRACTORS RESEARCH & DEVELOPMENT ON-SITE REVIEW TEAM.  
B. HI-TEC 88

QUARTERLY RESULTS REPORTED:

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.

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

A. VISITED 9 COMPANIES IN VANCOUVER AREA WHICH IS FIRST TIME FOR SUCH A VISIT.  
B. 60 COMPANIES INTERVIEWED.



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:

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.

ANTICIPATED RESULTS:

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

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

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

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

QUARTER: 4 A. MID-AMERICA BOAT SHOW  
B. TORONTO BOAT SHOW

QUARTERLY RESULTS REPORTED:

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

CANADIAN FIRMS EXHIBITED AT THE SHOW. ONE BOAT SOLD.

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

A. RECRUITED 8 EXHIBITORS, 188,000 VISITORS ATTEND SHOW WHICH IS CONSIDERED LARGEST IN-DOOR RECREATIONAL BOAT SHOW IN U.S.  
B. RECRUITED 2 US BUYERS. PURCHASES TOTALLED \$60,000 AND 1 DEALERSHIP AGREEMENT SIGNED.

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 : 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 A. BUYERS MISSION TO SPORTING GOODS SHOW.  
B. OHIO STATE GIFT SHOW.

A. PROJECT CANCELLED.  
B. PROJECT CANCELLED.

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 SERACHES 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:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

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

QUARTER: 3 ORGANIZE SOLO FOOD SHOW IN CLEVELAND.

QUARTER: 4 FEDERAL/QUEBEC FOOD MISSION

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 TOTTALLING \$3,000,000 ORGANIZED A WINE PROMOTION IN PBURG. HLD CHAM-PAGNE PROMOTION IN CONJUNCTION WITH 4-CITY PIANO CONCERT TOUR.

PROJECT CANCELLED



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.



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

005-COMM. & INFORM. EQP. & 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.



603 - CLEVELAND

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV                      ROBOTICS & ARTIFICIAL INTELL.  
CORPORATE LIAISON CALLS ARE 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 NEGOTIATIONS 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 ATTRACTED  
APPROX. 100 BUSINESS LEADERS. GARRETT LAMBERT  
PARTICIPATED IN PANEL WHICH PROVIDED IN-DEPTH  
ANALYSIS OF NEGOTIATIONS. -WITHDREW DUE TO STAFF REDEVELOPMENT.  
-CANCELLED DUE TO MINISTER'S PRIOR COMMITMENT.

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 PROMOTION  
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 INNOVATION  
CENTER.

QUARTER : 4

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

POST : 603-CLEVELAND

ATTENDED ADVANCED MANUF. SEMINAR TO LEARN TRENDS IN COMPUTER INTEGRATED MFG. IN U. S. MILITARY. (2) PLANNED AND EXECUTED INCOMING BUYERS MISSION FROM HUMANA INC. RESULTING IN 24 CONTACTS IN TORONTO & MONTREAL. (3) ORGANIZED NATIONAL STAND WHICH INCLUDED 3 CANADIAN EXHIBITORS AT RURAL BUILDERS SHOW. (4) IDENTIFIED INVESTMENT OPPORTUNITY OF \$50 MILLION WITH CINCINNATI BELL. (5) ATTENDED 3 NATIONAL SHOWS IN TRANSPORTATION SECTOR REVIEWING EACH FOR FUTURE PARTICIPATION. (6) ATTENDED TORONTO FURNITURE MARKET AND RECRUITED 12 BUYERS. (7) PARTICIPATED IN MEETING OF AMERICAN SOCIETY OF PLASTICS INDUSTRIES AND ASSISTED WITH ORGANIZING CANADIAN PARTICIPATION. (8) RECRUITED 3 GUESTS FOR CANADIAN EVENTS AT DAVOS SYMPOSIUM. (9) ORGANIZED AND STAFFED CANADIAN PAVILLION AT US/CDA SPORT SHOW. TEN FIRMS EXHIBITED AT THE PAVILLION. ON-SITE SALES TOTALLED \$800,000.

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 : 604-DALLAS

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

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

PARTICIPATION IN REGIONAL TRANSPORTATION CONFERENCE AND SEMINARS.

CONTINUED EXPOSURE FOR CANADIAN GOODS AND SERVICES.

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

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

AEROSPACE

MAINTAIN CONTACT WITH AEROSPACE CONTRACTORS.

UNDERSTANDING OF UP-COMING PROJECTS/ OPPORTUNITIES.

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

INTRODUCE 3 NEW EXPORTERS TO THE MARKET.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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.

QUARTER: 1 PARTICIPATE IN OFFSHORE TECHNOLOGY CONFERENCE.

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.

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.

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.

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

-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.

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 : 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 -----



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 : 604-DALLAS

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

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

JEWELERY & GIFTWARE

INTRODUCE 8 NEW CANADIAN EXPORTERS TO THE MARKETPLACE.

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

ANTICIPATED RESULTS:

ESTABLISHMENT OF FIVE LOCAL REPRESENTATIVE  
DISTRIBUTORS.

5 SALES, 5 NEW AGENCIES ESTABLISHED.

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

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

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

QUARTER: 4 EXPAND CONTACTS WITH LOCAL SALES REPRESENTATIVES  
AND DISTRIBUTORS.

QUARTERLY RESULTS REPORTED:

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.

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.

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

RECRUITED 6 SALES REPTS TO ATTEND TORONTO  
FESTIVAL OF FASHION. SEVERAL SALES REP AGREE-  
MENTS ARE "PENDING". ESTIMATED ANNUAL SALES ARE  
IN \$ 1 MILLION.



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 PARTICIPATION IN HOUSTON LIVESTOCK SHOW.

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.

VISITED HOUSTON LIVESTOCK SHOW AND VARIOUS TEXAS DAIRYMEN REGARDING CATTLE IMPORTS. - ORGANIZED SUCCESSFUL VISIT OF DR. LEN ANDERSON TO ASSESS POTENTIAL IMPACT OF BRUCELLOSIS SITUATION ON IMPORTS OF CANADIAN CATTLE. - SPONSORED CATTLE /

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 : 604-DALLAS

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

TRACKING:                   ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 4 PREPARATION OF 31 AGRICULTURAL EQUIPMENT SHOW.  
PREPARATION FOR TEXAS RETAIL GROCERS ASSOCIATION  
SHOW AND TANMISSLARK SHOW.

RECRUITMENT COMPLETED FOR 17 EXHIBITORS.  
RECRUITMENT HAS COMMENCED WITH 9 COMPANIES  
ADDED TO THE ONGOING LIST FOR TEXAS RETAIL  
GROCERS SHOW.

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 : 604-DALLAS

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 EXPERTISE.  
OBJECTIVE WAS TO MAKE A STATEMENT OF  
OUR INTEREST IN SPACE AND THIS WAS ACHIEVED.

QUARTER: 4 -----





604 - DALLAS

UNITED STATES OF AMERICA

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

604 - DALLAS

UNITED STATES OF AMERICA

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 PROBA-  
BLE 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 CHAM-  
BER OF COMMERCE (JSC), IS IDENTIFYING SPACE CEN-  
TER 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 LITERA-  
TURE 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  
APRI IN LOUISIANA.

QUARTER : 4

PURCHASE OF ELECTRONIC INDUSTRY DATA BASE AND  
MASS MAILING. 2) PURCHASE OF MEDICAL DATA BASE  
AND MASS MAILING. 3) TRADE AND INVESTMENT  
SEMINARS.

DATA BASE WAS PURCHASED AND INSTALLED. MAILINGS  
WILL BE UNDERTAKEN NEXT QUARTER. FOCUS WAS ON  
RECRUITMENT FOR CAMBIOCAN BUT UNFORTUNATELY WITH  
NO SUCCESS. NEW THRUST WILL BE UNDERTAKEN THIS  
QUARTER. DOING BUSINESS WITH CANADA SEMINAR IN  
MARCH IN ARKANSAS DREW 187 ATTENDEES AND 25 SUB-  
STANTIAL GENERAL ENQUIRIES. THREE PROVINCES ALSO  
PARTICIPATED IN OUR PRESENTATION. FINAL PREPAR-  
ATION FOR FTA SEMINAR MAY 24 COMPLETED. FOUR  
CANADIAN AND 6 U.S. SPEAKERS WERE CONFIRMED.

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

POST 604-DALLAS

ORGANIZED MISSION TO INVESTIGATE POTENTIAL IMPACT OF BRU-  
CELLOSIS SITUATION ON IMPORTS OF CANADIAN DAIRY CATTLE.  
2) CONTINUED SUBSTANTIAL LIAISON WITH PORT NETWORK SUPPLIER  
AND OTTAWA ON NEW COMPUTER WORK STATION INSTALLATION DUE TO  
SOFTWARE SUPPORT PROBLEMS. 3) ARE VISITS TO ARKANSAS, LOUIS-  
IANA AND KANSAS. 4) PARTICIPATION IN TORONTO FESTIVAL OF  
FASHION APPAREL SHOW RECRUITMENT AND FACILITATION OF BUYERS  
VISITS TO TORONTO. 5) OFFICER TD VISIT WITH TORONTO AREA  
COMPANIES. 6) ORGANIZATION OF DOING BUSINESS WITH CANADA  
SEMINAR IN ARKANSAS. 7) ORGANIZATION OF MAY 34 SEMINAR ON  
CANADA-U. S. FREE TRADE AGREEMENT. 8) ORGANIZATION OF  
MINISTER MASSE VISIT TO OTC. 9) SPECIAL REPORT ON HONEY BEE  
EMBARGO IMPACT ON TEXAS COMPANIES. 10) CAMBRIDGE OIL AND GAS  
STRATEGY CONFERENCE.



POST : 605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

REVIEW AND INTERVIEW AGENTS/REPS FOR THE AUTOMOTIVE SECTOR.

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

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

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

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

CONTRIBUTE TO OTTAWA POLICY FORMULATION IN THIS IMPORTANT AREA.

URBAN TRANSIT

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

IDENTIFY POTENTIAL PROJECTS AND UPCOMING PROCUREMENT CONTRACTS.

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

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

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

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

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

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 SUCCESSFULL 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.



REPORT 4  
88/07/27

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

Page 56

POST : 605-DETROIT

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 4 PARTICIPATED WITH GOVT OF CDA BOOTH AT S. A. E. EXPO AND CONF., FEB. 29-MAR 4, 1988. POST ORGANIZED RECEPTION PROMOTING CANADIAN PARTS PRODUCERS FOLLOWING S. A. E. EXHIBIT CLOSING AT COBO HALL ON MARCH 1ST.

QUARTERLY RESULTS REPORTED:

MET WITH PRES. OF MVMA(USA) FORD, MAZDA, GM, ALLISON, 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

SEVERAL CDN AUTO PARTS MANUFACTURERS PROMOTED THEIR PRODUCTS FROM OUR BOOTH AND EXCELLENT BUYING CONN SALES CONCLUDED AS RESULT OF THEIR PARTICIPATION. OVER 230 PEOPLE BOTH FROM U. S. AND CDN SUPP. & DEM'S GATHERED RESULT MANY CONTACTS.

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

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 W/ING 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.



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

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

TRACKING:           ACTIVITIES UNDERTAKEN IN QUARTER:

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

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

QUARTER: 4 DEFENCE INITIATIVES BRIEFINGS IN SOUTH BEND AND  
FORT WAYNE, INDIANA.

QUARTER: 4 TACTICAL VEHICAL CONFERENCE

QUARTER: 4 VISIT TO NAVAL AVIONICS CENTER. COMPLETE  
RESEARCH FOR NEW EDITION OF TERRITORY  
DEFENCE MARKET PROFILE.

QUARTERLY RESULTS REPORTED:

PROJECT 75% COMPLETE.

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

INTRODUCED OVER 20 KEY U. S. DEFENCE CONTRACTORS  
TO IMPLICATIONS OF DD/DPSA'S AND FTA. IDENT-  
IFIED ADDITIONAL PROSPECTS FOR CANADA/U. S. SUB-  
CONTRACTING CONFERENCE II IN TORONTO MAY '88.

USED OCCASION TO INTRODUCE CANADIAN COMPANY  
ATTENDEES TO IMPORTANT ARMY AND MARINE CORPS  
CONTACTS. THREE REPORT SIGNIFICANT FOLLOW-ON  
MEETINGS AND ONE MAJOR ORDER.

IDENTIFIED URGENT REQUIREMENT FOR BOMB RACKS FOR  
U. S. NAVY AIRCRAFT. FORWARDED INFO TO CDN. IND-  
USTRY. AT LEAST 2 COS BIDDING ON CURRENT RFP.  
RESEARCH COMPLETED. DRAFT PROFILE PRINTED. OVER  
100 COPIES DIST. AT HITEC '88 TO CDN IND. REPS.

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

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/III-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). EG WILL LIKELY SEE 300,000 CASES OF "CONNAISS- EUR" 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/DISRIBUTORS 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/DISRIBUTORS 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 -----



REPORT 4  
88/07/27

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

Page 60

POST : 605-DETROIT

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 4 STRENGTHEN CONTACTS WITH FOOD BROKERS AND DISTRIBUTORS TO PROMOTE CANADIAN PROCESSED FOOD AND BEVERAGES.

5 SPECIAL INVITEES ATTENDED "TASTE OF ONTARIO" CULMINATING IN 4 NEW PRODUCT LINES BEING PICKED UP FOR DISTRIBUTION.

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.

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.

VISITS TO DISTRIBUTORS, REPRESENTATIVES AND MANUFACTURING FIRMS.

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

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

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

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

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

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

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 -----



605 - DETROIT

UNITED STATES OF AMERICA

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/SIC 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.



605 - DETROIT

UNITED STATES OF AMERICA

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, DRIETRNTD & 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

POST ORGANIZED INVESTMENT SEMINAR AT OMNI HOTEL DETROIT, MARCH 1/88 IN RECOGNITION OF THE SAE SHOW. GUEST SPEAKERS WERE JOHN BANNIGAN, DIRECTOR GENERAL OF DRIE/AUTOMOTIVE SECTOR AS WELL AS STEVE VAN HOUTEN, G.M. OF CANADA.

APPROXIMATELY 200 PERSONS ATTENDED THIS INVESTMENT SEMINAR. THE PRESENTATION ADDRESSED THE OPPORTUNITIES THAT ARE AVAILABLE TO POTENTIAL INVESTORS TO CANADA AND BENEFITS THE FTA WILL AFFORD NEW INVESTORS. CANADIAN INDUSTRIAL DEVELOPMENT COMMISSIONERS HAVE REPORTED MANY NEW LEADS AS A RESULT OF THE SEMINAR.

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

POST : 605-DETROIT

GENERAL DYNAMICS INCOMING MISSION TO OTTAWA CONCURRENT WITH HITEC '88. G. D. ACCOMPANIED BY SIX ABRAMS TANK ASSOCIATE CONTRACTORS. OVER 200 CDN. COMPANIES INTERVIEWED BY G. D. AND ASSOCIATES. SEVERAL SELECTED FOR POTENTIAL SOURCING. DECISION TAKEN TO ORGANIZE TWO ADDITIONAL CROSS-CANADA MISSION FY 88/89. (2) ASSEMBLED INCOMING MISSION, INCLUDING EXEC. V. P. OF ROBOTICS INDUSTRIES ASSOC. AND SR. REP FROM MICHIGAN TECHNOLOGY COUNCIL TO PARTICIPATE IN DRIE TECH. TRANSFER SEMINAR. ARRANGED A DINNER MEETING WITH WOODRIDGE/CATA TO DISCUSS JOINT COOPERATION OPPORTUNITIES BETWEEN ASSOCIATIONS TOURED SPAR AEROSPACE ROBOTICS DIV. (3) MAJOR SOURCING PROJECT IDENTIFIED WITH BMY ON THEIR 5-TON TRUCK PROJECT FOR U. S. MILITARY. PROJECT INCLUDED 8 PLANT TOURS ORGANIZED BY POST. THREE OTHER MAJOR SOURCING PROJECTS UNDERWAY WITH G. E. ITT AEROSPACE AND UNIROYAL PLASTICS DIV. (4) MAILING CONDUCTED TO ALERT THE MAJOR BIOTECH/PHARMACEUTICAL PLAYERS IN TERRITORY OF CANBIOCON '88. (5) PURCHASED AND SHIPPED COMPUTER PRODUCTS TO OTTAWA AS DIRECTED. (6) PARTICIPATED IN DRIE, TORONTO SPONSORED SEMINAR ON MARKETING SOFTWARE IN U. S. POST SUPPLIED GUEST SPEAKER FOR 2ND YEAR STRAIGHT YR. /



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 WORKMANSHP  
GROUP.

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 PUBLISH' GUIDE TO SELLING DEFENSE PRODUCTS IN  
U. S. A.

PROJECT COMPLETED AND 1250 COPIES DISTRIBUTED TO  
SENIOR CONTACTS.

QUARTER: 4 PROVIDE DATABASE ON DISKETTE TO KEY CONTACTS.

DATABASE IS NOT YET AVAILABLE IN AN APPROPRIATE  
FORMAT.



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:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 ELECTRO-OPTICAL TECHNOLOGY SEMINAR.

QUARTER: 4 REVISION OF WIN LOCAL COMPANY DATABASE.

QUARTER: 4 PRE COMDEX EXHIBIT.  
DEMONSTRATION OF WATERLOO PORT.

QUARTER: 4 IN HOUSE SEMINAR TO DEMONSTRATE SOFT KEY'S PRODUCTS TO PRESELECTED AUDIENCE.

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

CREATION OF UP TO DATE LOCAL COMPANY LISTING.

EVENT WAS NOT HELD.  
EFFECTIVE WORKING RELATIONSHIP ESTABLISHED WITH WMI AND DEMONSTRATIONS HAVE LED TO INCREASED MARKETING OPPORTUNITIES FOR WMI'S LOCAL REPS.

SUCCESS OF SEMINAR THROUGH INCREASED AWARENESS OF SOFT KEY & INCREASED MARKET POTENTIAL. SOFT KEY HAS ESTABLISHED LOCAL BRANCH TO PURSUE BUSINESS OPPORTUNITIES.

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

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 -----

POST :606-LDS 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:

ANTICIPATED RESULTS:

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

606 - LOS ANGELES

UNITED STATES OF AMERICA

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

606 - LOS ANGELES

UNITED STATES OF AMERICA

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

PARTNERS IN PROSPERITY FORUM - JANUARY 21  
ARIZONA - INCREASE VISIBILITY AND ACTIVITY IN  
ARIZONA.

HIGHLY SUCCESSFUL OPPORTUNITY TO GENERATE INCR-  
EASED AWARENESS OF INVESTMENT IN CANADA IN SAN  
DIEGO.  
(2) AGREEMENT HAS BEEN DEVELOPED FOR MAJOR ACTI-  
VITIES IN BOTH PHOENIX AND TUCSON FOR MAY 1988.



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 N. D. AG EXPO, JAN. 88, (INFO BOOTH AND EXPORTER'S  
SEMINAR), TRIUMPH OF AG., OMAHA MAR. 88 (INFO BOOTH)  
PARTICIPATED IN UPPER MIDWEST HOSPITALITY REGIO-  
NAL RESTAURANT SHOW. (15 CDN. EXHIBITORS AND INFO  
BOOTH) FEB. '88.

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  
OFCR. REP. FOR SECTOR TO INDUSTRY. COMMENCED PLA-  
NNING FOR HUSKER H. DAYS 9/87. DISCUSSED MKYG. 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.

45 PARTICIPANTS ATTENDED FARM MACHINERY EXPORT-  
ER'S SEMINAR IN MINOT, JAN. '88 INCLUDING 22 NEB'S  
FROM SASK. PLANNING FOR HUSKER HARVEST DAYS SHOW  
SEPT. '88. PLANNING AND RECRUITMENT FOR SOLO FOOD  
& BEVERAGE SHOW, APRIL '88.

POST : 618-MINNEAPOLIS

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

ESTABLISH REPRESENTATION AND NEW BUYING CONNECTIONS.

LEISURE PROD. TOOLS HARDWARE

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

INCREASE CANADIAN EXPORT SALES.

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

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

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

ESTABLISH LOCAL REPRESENTATION AND INCREASE SALES.

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

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

FURNITURE & APPLIANCES

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

EXPORTERS BETTER PREPARED AND MORE COMPETITIVE IN NORTHWESTERN US MARKET.

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

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

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

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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.

RECRUITED SIGNIFICANT BUYER FOR F. D. 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 MEBS MISSION UNDERWAY IN CONSULTATION WITH DRIE/PROV.



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.

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.

QUARTER: 4 ORGANIZE NEBS MISSION - 10 RESIDENTIAL FURNITURE MANUFACTURERS, USA FEB '88. RECRUITMENT TORONTO FURNITURE SHOW, JAN '88. RECRUIT BUYERS TO FEST. OF CDN FASHION (TORONTO) & MONTREAL PRET. GENERATE DIRECTORY OF LOCAL RETAILERS.

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

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.

RECRUITMENT OF INCOMING BUYERS FOR MONTREAL FURNITURE SHOW. RECRUITED 4 BUYERS FOR FEST. OF CDN FASHION AND 1 FOR MONTREAL PRET. DEVELOPED LIST OF SPECIALTY CLOTHING RETAILERS IN TERRITORY.



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.

INCREASE AWARENESS BY LOCAL FIRMS OF CANADIAN SOURCING CAPABILITY.

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

ASSIST IN ESTABLISHING CANADIAN FIRMS ON QUOTING LISTS.

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

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

HOLD SALES REPRESENTATIVE CONFERENCES IN IOWA AND NEBRASKA.

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 DEVELOP CONTACTS WITH TRADE ASSOCIATIONS.

COORDINATED AND HOSTED A MEETING FOR THE BOARD OF DIRECTORS OF THE ELECTRONIC REPRESENTATIVES ASSOC. SENIOR TRADE COMMISSIONER SPOKE ON FREE TRADE AGREEMENT.

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 HOLD PROCUREMENT SEMINAR FOR HONEYWELL DEFENSE  
SYSTEMS GROUP

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.

SEMINAR PROPOSAL WAS NOT ACCEPTED BY HONEYWELL'S  
PROCUREMENT COUNCIL. MISSION OF SIX HONEYWELL  
PERSONNEL WILL, HOWEVER, BE ATTENDING SUBCONTRACTING  
CONFERENCE II IN TORONTO, MAY 19-20, 1988.





618 - MINNEAPOLIS

UNITED STATES OF AMERICA

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.

618 -- MINNEAPOLIS

UNITED STATES OF AMERICA

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

HEALTH CARE DIRECT MAIL CAMPAIGN.  
AGRI-BUSINESS DIRECT MAIL CAMPAIGN.  
DOING BUSINESS WITH CANADA SEMINAR, SIOUX FALLS, S. D. MARCH 21-22, 1988.

MAILING HAS TAKEN PLACE; TO EARLY TO ASSESS RESULTS. (2) POSTPONED AS NEW DRIE PUBLICATION ON THIS SECTOR HAS NOT YET BEEN RECEIVED.  
(3) SUCCESSFUL EVENT: SEVERAL PROMISING INVESTMENT LEADS DEVELOPED.

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

POST : 618-MINNEAPOLIS

VISIT BY MAYOR OF OTTAWA FEB. 28-MARCH 1, 1988.  
CANADA U. S. TRADE CONFERENCE - SPRINGHILL INSTITUTE - MARCH  
10-11, 1988. (3) WE CONTINUE TO RECEIVE LARGE NUMBER OF RE-  
QUESTS TO GIVE SPEECHES AND MEDIA INTERVIEWS ON F. T. A. SE-  
NIOR TRADE COMMISSIONER HAS BEEN VERY ACTIVE 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.

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

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

QUARTER: 4 PARTICIPATION IN NEW YORK METRO FOOD SERVICE SHOW, MARCH 22-24TH.

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.

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.

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

6 CDN COMPANIES PARTICIPATED IN THIS IMPORTANT SHOW WITH THE OBJECTIVE OF FURTHER PENETRATION OF THE LUCRATIVE METRO NY FOOD SERVICE MARKET. EXHIBITORS REPORTED IMMEDIATE BUSINESS POTENTIAL IN THE RANGE OF \$1 MILLION.

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

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.

MAINTAINING CONTACT WITH MARKET AND MEETING  
NEW CUSTOMERS.

SCHEDULE CALLS ON PROSPECTIVE OUTLETS FOR REPRESENTATION.

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 FISHE-  
RIES (PROVINCE OF NOVA SCOTIA).

PROGRESS IS BEING MADE WITH SECURING REPRESENTA-  
TION OF CANADIAN SUPPLIERS. MINISTER WAS WELL  
RECEIVED AND FEEDBACK FROM OUR CONTACTS INDICATE  
THAT THE VISIT WAS USEFULL.

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 IMPLEMEN-  
TATION 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 -----



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.

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

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

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

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

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.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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.



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. CNGNY MEETS BROAD RANGE OF CO  
PANIES AT MARKETPLACE, HI TECH & OTHER SECTORAL TRADE FAIRS AND  
CONTINUES TO ASSIST THEM WITH MARKET ENTRY INFORMATION.

NATURE OF WORK IS HIGHLY RESPONSIVE CNGNY 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 COMPAN-  
IES ON IN-HOUSE DATA BASE AND EVENTUALLY WIN SY-  
STEM. 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 & COMPA-  
TIBLE HARDWARE AND SOFTWARE PRODUCTS.

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

TO DATE HAVE APPROX. 150 LOCAL HIGH-TECH COMPAN-  
IES 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 SUC-  
CESSFUL 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 DESIG-  
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 RECRUITMENT OF BUYERS FOR THE TORONTO FURNITURE  
SHOW IN JANUARY.  
FOLLOW UP ON 20 INTERIOR DESIGNERS AND FACILITY  
MANAGERS WHO ATTENDED IIDEX LAST FALL.

EXHIBIT WAS WELL ATTENDED & 8 INVITED BUYERS  
SHOULD GENERATE SALES IN EXCESS OF \$3 MILLION IN  
THE NEXT 6-MONTH PERIOD. HAVE IDENTIFIED OVER  
\$1.3 MILLION WORTH OF OFFICE FURNITURE SOLD AS  
DIRECT RESULT OF DESIGNER PARTICIPATION AT IIDEX

QUARTER: 4 PLANNING AND ORGANIZATION OF CANADIAN SELECTIONS  
OF MENSWEAR, MARCH 16-18.

22 CANADIAN COMPANIES PARTICIPATED IN PRESENTING  
SAMPLES OF THEIR FALL '88 LINES. EVEN ATTRACTED  
32 BUYERS/AGENTS AND PRESS AND SEVERAL BUYING  
CONNECTIONS WERE ESTABLISHED ON SITE.



POST : 608-NEW YORK, CONSULATE GENERAL

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

POST WORKS WITH SUPPLIERS ON A CONTINUING BASIS BY INTRODUCING THEM TO DEFENCE CONTRACTORS AND INFORMING OF OPPORTUNITIES.

NEW BUSINESS OPPORTUNITIES WITH U.S. PRIMES.

PARTICIPATES IN HIGH TECH CONFERENCE ON AN ANNUAL BASIS AND PROVIDES GUIDANCE TO CANADIAN FIRMS WISHING TO ENTER DEFENCE MARKETS HERE.

NEW BUSINESS OPPORTUNITIES WITH U.S. PRIMES.

PROPOSAL FOR DESIGN ENGINEERING SHOW SEPT 87 AND/OR PROPOSALS ON NEW PROMOTIONAL TECHNIQUES FOR SPECIFIC DEFENCE SEGMENT E. G. INVESTMENT CASTINGS TO BE HELD LOCALLY.

\$2 MILLION IN NEW SALES FOR DEFENCE ORIENTED INVESTMENT CASTING SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ESTABLISHED DEFENCE DEVELOPMENT SHARING AGREEMENT KING GROUP AT CECOM, FT. MONMOUTH. GROUP WILL ASSIST IN IDENTIFYING PROJECTS SUITED TO JOINT DEVELOPMENT SHARING BETWEEN CDA/US UNDER DDSA ORGANIZE & OBTAIN PARTICIPATION OF 15 CDN/

INAUGURAL MEETING OF DDSA WORKING GROUP PLACE ON MAY 21ST AT WHICH TIME BRIEFING WAS GIVEN ON OBJECTIVES OF THE DDSA BETWEEN CDA/USA. OBJECTIVE WAS MET AND 15 CDN COS. PARTICIPATED IN CANADA AT FORT MONMOUTH.

QUARTER: 2 EXPLORATION OF POSSIBILITY OF ESTABLISHING DDSP WORKING GROUP AT U. S. ARMY ARMAMENT RESEARCH, DEVELOPMENT AND ENGINEERING CENTER (ARDEC), PICATINNY, NJ.

INITIAL MEETING WAS HELD WITH THE REPRESENTATIVES OF THE INTERNATIONAL PROGRAMS DIVISION AND THERE WILL BE FOLLOW UP MEETINGS TO EXPLORE THIS CONCEPT FURTHER. INITIAL REACTION IS VERY POSITIVE.

QUARTER: 3 MEET WITH REPRESENTATIVES OF THE AFAS RESEARCH TEAM AT US ARMY ARMAMENT RESEARCH, DEVELOPMENT & ENGINEERING CENTER (ARDEC) PICATINNY TO DISCUSS CDN CAPABILITIES & HOW THEY MAY CONTRIBUTE TO EFFECTIVE SOURCING FOR US ARMY.

AFAS TEAM WILL VISIT CDA IN APRIL TO MEET WITH GOV'T OFFICIALS (DND, EXTOTT) & NO. OF CDN COS. CAPABLE OF MAKING CONTRIBUTION IN R&D TO AFAS DEVELOPMENT PGM WITH ESTIMATED VALUE OF US\$270M OVER 5 YR PERIOD.

QUARTER: 3 FOLLOW UP & MONITOR DEVELOPMENTS & ENQUIRIES RESULTING FROM THE MONTREAL SUBCONTRACTING CONFERENCE OF JUNE 1987.

INITIAL CONTRACTS OF \$4M GENERATED FROM THIS EXERCISE HAVE EXCEEDED OUR EXPECTATIONS & WE ANTICIPATED ADDITIONAL FOLLOW ON BUSINESS.

QUARTER: 4 PARTICIPATE IN HITECH CONFERENCE, OTTAWA, MARCH 7 - 11.

INTERVIEWED & COUNSELLED SOME 50 PARTICIPANTS AT HITECH 88 ON MKT OPPORTUNITIES IN THE DEFENCE SECTOR. IN ADDITION, RECRUITED PARTICIPANTS FOR THE CDA/U.S. SUBCONTRACTING CONF TO BE HELD MAY 17-18 IN TOR & FOR FALL DESIGN ENG SHOW, OCT, NY

REPORT 4  
88/07/27

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

Page 87

POST : 608-NEW YORK, CONSULATE GENERAL

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 4 FINALIZE PLANNING AND ORGANIZATION FOR VISITS  
OF: -MAJOR GENERAL BILLY THOMAS, COMMANDING GENE-  
RAL, CECOM AND FORT MONMOUTH; - CECOM WORKING  
GROUP MEETING TO TAKE PLACE IN OTTAWA IN APRIL  
AND AFAS TEAM VISIT IN APRIL.

VISIT IS CONFIRMED FOR APRIL 1ST - 4TH AND WILL  
BE REPORTED ON NEXT QUARTER. CECOM WORKING GROUP  
MEETING HAS BEEN RESCHEDULED TENTATIVELY FOR  
JUNE 88. AFAS TEAM VISIT WAS SUDDENLY POSTPONED.





608 - NEW YORK, CONSULATE GENERAL

UNITED STATES OF AMERICA

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. EQPT., 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, TOTALLING 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

EXPORT SEMINAR: 23 FEB 1988, CHERRY HILL, NJ.  
IPAC SEMINAR: 7 MAR 1988, NY SOCIETY SECURITY  
ANALYST. (3) IMMIGRATION INVESTMENT SEMINAR -  
WORLD PRESS. (4) INVESTMENT DEVELOPMENT SEMINARS  
: 21 MARCH 1988, SECAUCUS, NEW JERSEY. (5) DIDC/  
MITT - ANNUAL MEETING/BRIEFING, TORONTO.  
(6) DIRECT MAIL PROGRAMME.

37 ATTENDEES - TELEX YITD5050 24 FEB88--FOLLOW UP  
(2) GOOD ATTENDANCE: 78+TELEX YITD5066 14MAR88.  
(3) 150 ATTENDEES, 14 ARTICLES, LOCAL PRESS, TV IN-  
TERVIEW - TELEX YITD5076 29MAR88. (4) 87 ATTEN-  
DEES; GOOD QUALITY ATTENDANCE; TELEX YITD5076  
29MAR88. (5) VERY GOOD BRIEFING ON ONT GOVT'S  
PLANS FOR 1988-89; GOOD CONTACTS WITH OICDI MEM-  
BERS. (6) 9,000 PIECES OF DIRECT MAIL: BROCHURES,  
PERSONAL LETTERS WERE MAILED DURING THE QUARTER.

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 PRIME MINISTER BRIAN MULRONEY - MARCH 28TH, 1988.  
UNDERTOOK A PROGRAMME TO UPDATE THE EXISTING INVESTMENT DATA  
BASE OF 5,000 INDIVIDUALS AND CORPORATIONS. (3) COMPUTER  
PROBLEMS CONTINUED TO PLAGUE OPERATIONS WITH A SOFTWARE/  
HARDWARE PROBLEM THAT CREATED AN UNINTENDED MERGE OF 8 FILES  
WHICH HAD TO BE RE-SEGREGATED. (4) DAVOS SEMINAR: THE LACK OF  
COORDINATION OF EFFORTS FOR THIS SEMINAR RESULTED IN A SUBS-  
TANTIAL AMOUNT OF UNEXPECTED WORK BY THE CONSUL GENERAL, HIS  
SECRETARY AND BY THE INVESTMENT STAFF. (5) ECM/WINVEST REPORT  
TOOK CONSIDERABLE TIME. (6) VISIT OF NATO STANDING NAVAL  
FORCES ATLANTIC, NEW YORK CITY, FEB. 22-25TH. (7) VISIT OF  
SYLVIA OSTRY - AMBASSADOR FOR MULTILATERAL TRADE NEGOTIA-  
TIONS.



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 - ORGANIZED S FRAN - MUNI MISSION TO OBSERVE VANCOUVERS SKYTRAIN. SEL'S AUTO TRACK CONTROL - MET WITH MUNICIPAL PLANNERS FOR NEW VEHICLE PURCHASE REQmnt. - CONTACT WITH RTD TO MONITOR TRANSIT DEVELOPMENT.

- MUNI SEEKING APPROVAL FOR SELTRAC (US \$20M.); SFRAN/BART APPROACHED RE: APPLICABILITY OF SELTRAC - POSITIONING NEW FLYER INDUSTRIES & UTDC. - POSITIONING SEL & BOMBARDIER.

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:

QUARTERLY RESULTS REPORTED:

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

CDN FIRMS GAINED INCREASING Foothold IN WESTERN  
US MKT.

QUARTER: 2 CANADIAN PROMOTION HELD AT RESIDENTIAL FURNITURE  
MARKET WEEK

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.

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

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

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 FURTHE  
EXPORT ACTIVITY.

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

QUARTER: 4 WORK WITH INDIVIDUAL MANUFACTURERS TO FIND SALES  
REPRESENTATION.

INSURED CONTINUED COVERAGE WITH NEW SALES REPS  
WHEN PROBLEMS AROSE WITH TWO MANUFACTURERS REP-  
RESENTATION. CONTINUE TO CULTIVATE RELATIONSHIPS  
WITH LEADING DESIGNERS IN POST TERRITORY.

QUARTER: 4 CDN FASHION FOCUS - MARCH 21-23, 1988  
- PREVIEW MARKET WEEK AT S. FRAN APPAREL MART  
HIGHLIGHTED CDN MANUFACTURERS OF WOMEN'S AND  
CHILDREN'S WEAR, AS WELL AS ACCESSORIES.

15 EXHIBITORS REPRESENTING 18 CDN LINES: 3  
MANUFACTURERS OBTAINED N. CAL. REPRESENTING;  
I. MAGNIN, SAKS, MACYS, NORDSTROMS BUYERS WITH  
INITIAL ORDERS. FOLLOW-UP PROMOTION IN FALL '89  
WITH NICAL APPAREL ASSOCIATION.



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

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 GUIDE TO DEFENCE - RELATED CONTACTS IN N. CANADA  
DEVELOPED BY POST.

PROJECT DEFERRED TO NEXT FISCAL YEAR TO BE IN-  
CORPORATED IN LARGER PROJECT HIGHLIGHTING REPRE-  
SENTATIVES OF CANADIAN COMPANIES IN POST  
TERRITORY.

QUARTER: 4 MICROWAVE TECHNOLOGY SEMINAR - COMMERCIAL AND  
MILITARY APPLICATION.

ACTIVITY FOLLOW-UP TO 86/87 PROJECT POSTPONED TO  
ALLOW MORE TIME FOR COMPANIES TO ASSESS LEADS  
AND CONTACTS DEVELOPED DURING INITIAL ACTIVITY.



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 ELECTRONIC REPS IN NORTHERN CALIFORNIA. SURVEY IS BEING COMPLETED, OF ELECTRONICS REPS, VARS AND DISTRIBUTORS.

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 CONTACTS 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, 6 CDN COS. EXHIBITED PRODUCTS. SHORT TERM SALES OF \$250,000. POTENTIAL ANNUAL SALES OF \$10M(US).

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

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 OPPORTUNITY 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.

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 WORK WITH COS REQUESTING ASSISTANCE IN FINDING  
REPRESENTATION. LINE UP SPACE AT WESTERN  
RESTAURANT CONVENTION & EXPOSITION.

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.

ARRANGED TRADE CONTACTS FOR SEVERAL FOOD MANU-  
FACTURERS VISITING TERRITORY WITH TRADE SHOWS OR  
INDEPENDENTLY. RESERVED 4 - 20'X10' AISLE SPACES  
FOR CDN PARTICIPANTS AT WESTERN RESTAURANT SHOW  
IN MAY '88.





610 - SAN FRANCISCO

UNITED STATES OF AMERICA

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 CDS 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

610 - SAN FRANCISCO

UNITED STATES OF AMERICA

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 KADDIDAK 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

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

POST : 610-SAN FRANCISCO

VISIT OF ALBERTA ENERGY MINISTER WEBBER -29-31 MAR 88  
SPEECH ON FTA FOR BANKING & INVESTMENT SEMINAR, COLORADO -  
19FEB88 (3) REPORTS ON COAL/GAS ALTERNATE POWER SOURCE IN  
DENVER & ON URANIUM ISSUE & FTA IN COLORADO, UTAH & WYOMING  
(4) SPEECH ON FTA AT WORLD TRADE CLUB, SFRAN - 28JAN88  
(5) SPEECH ON FTA AT TNT CUSTOMS SEMINAR, SCLAR -04FEB88  
(6) SPEECH ON FTA AT SMALL BUSINESS ADMINISTRATION SYMPOSIUM  
SACRAMENTO - 19FEB88 (7) LECTURE ON FTA AT U. C. BERKELEY -  
15MAR88 (8) SPEECH ON FTA AT INTERNATIONAL TRADE COMMITTEE,  
SFRAN - 31MAR88. (9) SPEECH ON FTA AT INTERNATIONAL MANAGERS  
ASSOCIATION, SFRAN - 16FEB88. (10) SPEECH ON FTA AT WOMEN IN  
TRANSPORT, SFRAN - 02FEB88 (11) INTERVIEW WITH UAR MAGAZINE  
ON FTA. (12) JOINT FUNDED INVESTMENT CANADA ELECTRONICS AD IN  
U. S. PUBLICATION "ELECTRONIC NEWS". (13) TORONTO INTER-  
NATIONAL BOAT SHOW (14) S. G. A. SHOW MTL.

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

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

MARINE INDUSTRIES

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

85 COMPANIES APPRISED OF SIGNIFICANCE OF CHANGING CONDITIONS IN ALASKA.

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

10 AREA COMPANIES EXPOSED TO CDN SUPPLY CAPABILITIES.

AEROSPACE

ONGOING PROMOTION OF BOEING OPPORTUNITIES FOR CANADIAN COMPANIES.

MORE CANADIAN COMPANIES PURSUING WIDER SPECTRUM OF BOEING PROGRAMS.

AD HOC GROUP VISITS TO BOEING.

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:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 AD HOC GROUP VISITS TO BOEING.

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.

QUARTER: 2 AUTOMOTIVE AFTERMARKET SHOW IN SEATTLE AND PORTLAND.

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

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. )

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

QUARTER: 4 INCOMING MISSION TO VANCOUVER BOAT SHOW RECRUITMENT - TORONTO BOAT SHOW

33 BUYERS TAKEN TO SHOW. 3 CONFIRMED SALES TO DATE.  
2 BUYERS ATTENDED BOAT SHOW IN TORONTO.

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 (AUGUAT 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 SOLO FOOD SHOW  
PACIFIC INTERNATIONAL HOSPITALITY SHOW (MARCH)

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.  
SHOW TOOK PLACE MARCH 10 WITH 56 EXHIBITORS, 30  
NEW TO SHOW.  
POST SUCCESSFULLY ENCOURAGED 19 COMPANIES TO  
PARTICIPATE.



QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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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:

QUARTER: 1 PEMD PARTICIPATION IN SEATTLE GIFT SHOW.

QUARTER: 1 NONE AT THIS TIME.

QUARTER: 2 PEMD PARTICIPATION IN SEATTLE GIFT SHOW.

QUARTER: 3 NONE

QUARTER: 4 NONE

QUARTERLY RESULTS REPORTED:

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.

FOLLOW UP TO BUILDING MATERIAL NEBS IN PROGRAM.

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.

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.

FOLLOW UP WITH IDEX RECRUITMENT HAS CONFIRMED \$450,000 PURCHASED, ORDER FOR \$1.3 MILLION PENDING.

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 SOLO BUILDING MATERIALS/HARDWARE SHOW IN LIEU OF  
ENCOURAGING CANADIAN COMPANIES TO PARTICIPATE IN  
LOCAL HOME SHOWS.

30 CANADIAN COMPANIES EXHIBITED AT SHOW AND  
GENERATED PROJECTED SALES OF \$4 MILLION.

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

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

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.

611 - SEATTLE

UNITED STATES OF AMERICA

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

CORPORATE LIAISON CALLS - ELECTRONICS SECTOR  
INVESTMENT PROMOTION LUNCHEON - YAKIMA  
DOING BUSINESS IN CANADA SEMINAR - PORTLAND

3 CORPORATE LIAISON CALLS WITH REPORTS. ONE COM-  
PANY HAS FOLLOWED UP WITH REQUEST FOR INFORMA-  
TION CONCERNING INVESTMENT IN CANADA.  
IMPLEMENTED IN FEBRUARY FOR AUDIENCE OF 25 COM-  
PANIES.  
PARTICIPATED IN MARCH IN PROGRAM ORGANIZED BY  
U. S. DEPT. OF COMMERCE BUT SUPPORTED BY THIS  
OFFICE. 57 COMPANIES ATTENDED.

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

POST : 611-SEATTLE

ALBERTA MEAT MISSION - ORGANIZED PROGRAM (2) FOOD PACIFIC 88  
- WORKING WITH ORGANIZERS ON PUBLICITY. (3) BUYER RECRUIT-  
MENT FOR FESTIVAL OF FASHION - POST SENT 12 BUYERS.  
(4) F. T. A. PROMOTION - CORPORATE, MEDIA, AND CONGRESSIONAL  
LIAISON - PUBLIC FORUMS. (5) ENVIRONMENT CANADA/ENVIRONMENT  
PROTECTION AGENCY JOINT MEETING. (6) CONGRESSIONAL TRADE AND  
INVESTMENT CONFERENCE. (7) NEW EXPORTERS TO BORDER STATES -  
FEBRUARY 23. (8) CANADIAN HARDWARE/HOME IMPROVEMENT SHOW IN  
TORONTO. (9) CANADIAN INTERNATIONAL AUTOMOTIVE SHOW, TORONTO-  
BUYER RECRUITMENT. (10) CALGARY NATIONAL PETROLEUM SHOW -  
BUYER RECRUITMENT.



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.

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 MONITOR AND LOBBY AGAINST PROTECTIONIST LEGISLA-  
TION AFFECTING DEFENCE TRADE.

PRODUCED MAJOR REPORTS ON DIXON, OAKAR, SEMATECH &  
OTHER PROTECTIONIST LEGISLATIVE PROPOSALS; WROTE  
BRIEFING PAPER ON CDA-U. S. DEFENCE TRADE RELA-  
TIONSHIP FOR CONGRESSIONAL STAFFERS; MET & BRIE-  
FED OVER A DOZEN CONGRES STAFFERS(SEPARATELY);

QUARTER: 4 LOBBY AT HIGH LEVELS TO HELP CANADIAN COMPANIES  
MARKET THEIR PRODUCT TO DOD.

INTERVENED ON BEHALF OF GMDD(MARV-SMUD), OERLIKON  
(FAADS), DIEMACO, CANADAIR(C-FIN, CL227), SPAR(IRSTD  
)ETC. EITHER BY ARRANGING MEETINGS FOR AMB. WITH  
SENIOR DOD OFFICIALS(WEINBERGER, TAFT, AMBROSE,  
SCULLY), DRAFTING LETTERS TO CONGRESS/SENIOR OFF.

QUARTER: 4 MONITOR CHANGES IN U.S. EXPORT CONTROLS/TECHNO-  
LOGY TRANSFER REGULATIONS. ASSIST CANADIAN COM-  
PANIES WITH SPECIAL PROBLEMS.

REPORTED EXTENSIVELY ON COCOM ISSUES, GARN AMEND-  
MENT, CHANGES IN U.S. REGULATIONS; ASSISTED MHD,  
ALCAN, CIL, CMC, LITTON, SPAR, CANADAIR, DND, ESE, ETC.  
BY INTERVENING WITH OMC, DOC, STATE DEPT. TO SOLVE  
INDIVIDUAL PROBLEMS.



POST : 612-WASHINGTON

005-COMM. & INFORM. EQP. & 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 POST CONTACTS MANAGEMENT SYSTEM: COMPUTERIZE DATABASE OF REGIONAL REPS/AGENTS/DISTRIBUTORS. CONTINUING ADVICE AND ASSISTANCE TO CDN. FIRMS ON HOW TO SELL TO U.S. FEDERAL GOVT. AGENCIES

DIFFICULT & TIME CONSUMING QUALIFICATION OF TERRITORY REPS UNDERTAKEN TO SERVICE SPECIFIC CDN. CO. ENQUIRIES. 14 FIRMS ADVISED IN WRITING ON PROCEDURES FOR MARKETING TO U.S. FED. GOVT. (NON-DEFENCE) AGENCIES.



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.

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

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

BETTER INFORM CDN COS & GVT. OFFICIALS ON POLICIES, PRACTICES & PROCEDURES. PARTICULARLY RELEVANT 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 EXPAND/UPDATE LISTS OF DEALERS/IMPORTERS/DISTRIBUTORS/MANUFACTURERS REPS IN MEAT PRODUCTS/PROCESSED FOODS/AGR MACHINERY SUBSECTORS. CONTINUING ASSISTANCE, ESPECIALLY TO NEW EXPORTERS IN OVERCOMING NON-TARIFF BARRIERS.

ATTENDED SOLD FOOD SHOW IN BOSTON (50 POTENTIAL CDN EXPORTERS, 8 BUYING CONNECTIONS); NETWORKED AT PENN. FARM SHOW; MID ATLANTIC NURSERY SHOW. 23 COS ASSISTED IN COMPLYING WITH U.S. FOOD LABELLING REQUIREMENTS.

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 : 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.

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

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

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.

5-10 CANADIAN FIRMS EXPECTED TO BID ON CONTRACTS.

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

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 EXTEND CONTACT LISTS OF SECTOR-SPECIFIC RETAILERS, REPS., ETC., IE. APPAREL; ASSIST TERRITORY BUYERS IN IDENTIFYING CDN FURNITURE SUPPLIERS.

RECRUITED & ACCOMPANIED 8 BUYERS TO TOR FURN FAIR (7 CONNECTIONS EST., RESULTING IN OVER \$1M IN BUSINESS); SPONSORED APPAREL BUYERS BREAKFAST TO PROMOTE CDN PROD.; RECRUITED/ACCOMPANIED 8 BUYERS TO TOR FESTIVAL OF FASHION (2 BUYING CONNECTIONS)

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 -----



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 : 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 -----

612 - WASHINGTON

UNITED STATES OF AMERICA

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.

612 - WASHINGTON

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1  
-----

QUARTER : 2  
-----

QUARTER : 3  
-----

QUARTER : 4

AS AGREED TO WITH HEADQUARTERS, POST ACTIVITIES FOR THE MOST PART WERE REACTIVE ONLY DURING QUARTER. THIS REFLECTED PRIORITIES SET FOR START-UP PHASE OF NEW WSHDC TID OFFICE.

25 SERIOUS & 39 GENERAL INVESTMENT ENQUIRIES FROM POST TERRITORY SERVICED; A MAJOR BUSINESS FORUM ('MARYLAND MEETS CANADA', MAR. 18) WAS CO-SPONSORED/ORGANIZED WHICH PROMOTED CANADIAN INVESTMENT DEVELOPMENT THROUGH PRESENTATIONS, LITERATURE DISTRIBUTION ETC.; INVESTMENT PROSPECTING WAS CARRIED OUT IN CONJUNCTION WITH SCHEDULED CORPORATE LIAISON CALLS IN TERRITORY.



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

POST : 612-WASHINGTON

CONTINUED SPATE OF PROTECTINIST LEGISLATION AFFECTING DEFENCE TRADE (DIXON, OAKAR, DAVIS, RAY, TRAFICANT, PRECISION OPTICS, SEMICONDUCTORS, MATTINGLY, ETC); REQUIRED EXTENSIVE MONITORING/REPORTING/LOBBYING ACTIVITY. (2) SERIES OF INTERVENTIONS BY EMBASSY WERE REQUIRED AT SENIOR DOD/CONGRESS LEVELS TO SAVE /PROTECT CANADIAN INTEREST IN MAJOR U.S. DOD PROCUREMENT PROJECTS (AFFECTING SUCH COMPANIES/PROJECTS AS ADATS (LLADS), SPAR'S IRSTD PROJECTS, GM'S, LAV, MATROX, C-FIN CL227 (CANADAIR), DIEMACO, ETC). (3) EXTENSIVE RESOURCES ALLOCATED TO EXPORTS CONTROL ISSUES (COCOM, MISSILE TECHNOLOGY, REG. AMENDMENTS, IRAN RELATED ISSUES SPECIFIC PROBLEM CASES). (4) INCREASE IN DDSA WORKING GROUPS AND RELATED ACTIVITY. (5) MARYLAND MEETS CDA' MULTI-PROGRAM EVENT, BALTIMORE, MAR. 18 (HAD BEEN ANTICIPATED FOR LATER IN THE YEAR). (6) PARTICIPATED IN/RECRUITED FOR TWO TRADE FAIRS NOT ORIGINALLY INCLUDED ON POST PLAN (ENERGY TECH 88, LOGISTEX 88).

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