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1989 *June*
STORAGE

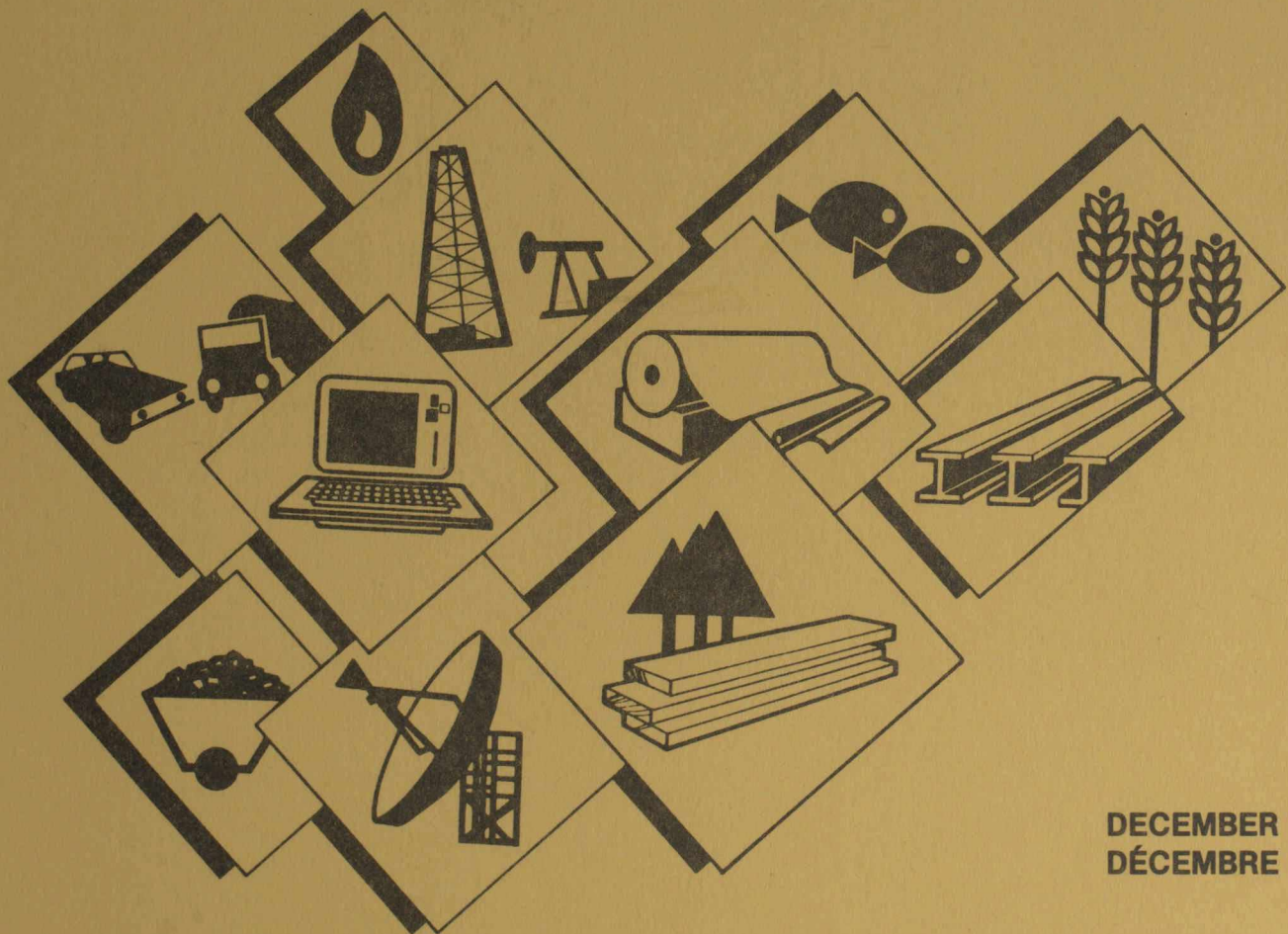
**TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM
PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE**

**QUARTERLY ACTIVITY REPORT
RAPPORT TRIMESTRIEL DES ACTIVITÉS**

**UNITED STATES
ÉTATS-UNIS**

**APRIL - JUNE 1989
(1st QUARTER FY 1989-90)**

**AVRIL - JUIN 1989
(1^{er} TRIMESTRE, AF 1989-90)**



**DECEMBER 1989
DÉCEMBRE 1989**

UNITED STATES
STATE DEPT
TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM

MISSION PAGE
Quarterly Activity Report
April - June 1989

Following is the Activity Report for the quarter ending June 30, 1989. This report contains a synopsis of activities and results by sector and subsector reported by the missions in United States, matched against the proposed activities identified in their 1989/90 post plan. It also contains a report of special unplanned activities that took place during the report period.

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

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

WASHINGTON 80
PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE

Rapport trimestriel des activités
Avril - Juin 1989

Voici le Rapport des activités du trimestre qui a pris fin le 30 juin 1989. Le rapport contient un résumé des activités et des résultats déclarés par les missions aux États-Unis, par secteur et sous-secteur, qui sont comparés aux projets d'activités indiqués dans les plans de missions de 1989/90. Il s'y trouve également un rapport sur les activités spéciales non planifiées qui ont été accomplies pendant la période visée.

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

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

Dept. of External Affairs
Min. des Affaires extérieures
OTTAWA
FEB 9 1990

RETOUR À LA BIBLIOTHÈQUE DU MINISTÈRE
DEPT. OF EXTERNAL AFFAIRS

TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM

Quarterly Activity Report
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PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE

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Min. des Affaires étrangères
OTTAWA
1989

Division des Rapports et de l'Évaluation
1989

UNITED STATES

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WASHINGTON

REPT4D
89/12/05

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

1

POST :619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

PREPARE DIRECTORY OF MARKETING REPRESENTATIVES
IMPROVED ACCESS TO DEFENCE PRIMES

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

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

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

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

SIMULATION PROJECTS

SHARING

(EG. E-SYSTEMS)

SUPPLIERS, THEREBY INCREASING CDN COMPONENT EXPORTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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

REPT4D
89/12/05

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

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REVISED

POST :619-ATLANTA

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

POST :619-ATLANTA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

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

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

IDENTIFICATION OF MAJOR RETAILERS
10% INCREASE IN SALES

IDENTIFICATION OF NEW AGENTS AND DISTRIBUTORS
10% INCREASE IN SALES

LETTER OF INVITATION TO VISIT CDN EXH AT SUPER SHOW ATLANTA

FURNITURE & APPLIANCES

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

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

CONTINUED CONTACT WITH CDN MANUFACTURERS AND REPS
ESTABLISH NEW BUYING CONTACTS

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

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

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

REPT4D
89/12/05

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

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POST :619-ATLANTA

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

ATLANTA-110-7001

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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89/12/05

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

POST :619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1
1. Organized participation in CITECH 89.
 2. Organized participation in TABES 89.

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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89/12/05

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

POST :619-ATLANTA

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS: PLANNING

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

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

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

SEEKING TO APPROPRIATELY MARKET THEIR PRODUCTS IN TERRITORY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTER: 5 -----

QUARTER: 6 -----

QUARTER: 7 -----

REPT4D
89/12/05

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

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POST :619-ATLANTA

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ATTENDED/RECRUITED/ORGANIZED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

POST :619-ATLANTA

Planned and organized visit by Minister of International
Trade and Member of Parliament.
Recruited new Commercial Officer.

Survived office construction, recarpeting and painting.

REPT4D
89/12/05

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

POST :601-BOSTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

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

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

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

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

AEROSPACE

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

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

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

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

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

EXPORTERS.

EXPORTERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D
89/12/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :601-BOSTON

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PHARMACEUTICALS, BIOTECHNOLOGY

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

COMPANIES FROM OTHER PROVINCES.

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

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

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

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

ESTABLISH REPRESENTATION FOR CDN MEDICAL DEVICE COMPANIES
CONCLUDE 2 REPRESENTATION AGREEMENTS

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----

REPT4D
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :601-BOSTON

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

POST: 601-BOSTON

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS: TRACKING:

BUILDING PRODUCTS

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

MATERIALS.

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

MATERIALS

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS HARD/SOFTWARE & COMP

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

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

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

SOCIETY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ----

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----

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

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

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

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

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

JEWELERY & GIFTWARE

FOLLOW-UP 1988 NEBS COMPANIES
10 CDN COMPANIES BEGIN EXPORTING

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

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

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

FURNITURE & APPLIANCES

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

PROSPECT CDN FIRMS
INCREASE KNOWLEDGE OF CDN FIRMS

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

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

REPT4D
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POST :601-BOSTON

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

POST :601-BOSTON

Prime Minister Mulroney made two day visit which included business luncheon for 900. Entire Trade Division heavily engaged in support of other mission programs both during visit and for several weeks prior to the event.

REPT4D
89/12/05

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POST :613-BUFFALO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

IN-STORE FOOD PROMOTION

INCREASED EXPOSURE FOR CANADIAN PRODUCTS AND INTRODUCTION OF

NEW PRODUCTS.

NEW YORK STATE RESTAURANT SHOW

INCREASED EXPOSURE FOR CANADIAN PRODUCTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D
89/12/05

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POST :613-BUFFALO

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4A
89/12/05

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

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

POST :613-BUFFALO

- 1.Senior Trade Commissioners Meeting, April 12-16.
- 2.Great Lakes Conference, University of Buffalo, April 12.
- 3.Mid-Atlantic Conference on Canadian Affairs, April 14-15.
- 4.Can-Am Business Council Meeting, April 17.
- 5.New York Bankers Free Trade Seminar, April 26, Buffalo.
- 6.Free Trade Seminar, St. Bonaventure University, April 28.
- 7.Free Trade Seminar, Syracuse Exeuctives Assn., May 2.
- 8.Free Trade Planning Committee Meeting, May 5.
- 9.Rochester Business Journqal Seminar, May 10.
- 10.Buffalo Yacht club Trade Seminar, May 31.
- 11.Buffalo Council on World Affairs Citations, June 5.
- 12.Free Trade Seminar, D'Youville college, Buffalo, May 24.
- 13.Free Trade Frontier Conference, June 8-9, Niagara Falls, New York. Derek Burney Keynote Speaker.
- 14.International Wine and Gourmet Food Tasting Extravaganza, June 9 at Free Trade Frontier Conference, Niagara Falls, NY.
- 15.Tri-City Buffalo World Trade Reception, May 25.
- 16.Friendship Festival, Buffalo/Fort Erie. Annual celebra-tion of peace and friendship between Canada and the U.S.A.

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

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POST :602-CHICAGO

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

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

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

CULTURE INDUSTRIES

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

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

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

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

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

LEISURE PROD. TOOLS HARDWARE

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

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

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

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

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

HARDWARE MARKETING GUIDE
IMPROVED EXPORTER AWARENESS.

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013-CONSUMER PRODUCTS & SERVICES
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PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

LEISURE PROD. TOOLS HARDWARE
SPORTING GOODS MARKETING GUIDE
IMPROVED EXPORTER AWARENESS.

FURNITURE & APPLIANCES

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

POST :602-CHICAGO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS: PLANNING

MEATS & MEAT BY-PRODUCTS

LEADERSHIP PROG. TOOLS TRAINING

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

SPREADING GOOD MARKETING MESSAGES
IMPROVED EXPORTER AWARENESS

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

IDENTIFY & APPLICABLE
FOLLOW UP TO PREV INITI, CONTINUE WORKING TO TRADE IN ACTION 10 CANADIAN/15 LOCAL INQUIRIES

SEMI & PROCESSED FOOD & DRINK

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

REP. LOCATOR PROG TO MATCH CDN EXPORTER W/AGENTS & DISTRIB
NEW DISTRIBUTORS IDENTIFIED

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

ACTIVITIES UNDERWAY IN QUARTER
TRACKING

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

SALES 3 MILLION.
IDENTIFIED NEW FUTURE MARKET
IDENTIFIED SPECIAL INTEREST

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

INCREASED PUBLICITY & VISIBILITY FOR CDN FOOD INDUSTRY.

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

AND NATIONAL ABOVE.

AGRICULTURE MACH,EQUIP,TOOLS

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

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

AND OPPORTUNITIES.

FOOD HANDLING,PROCESSING EQUIP

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

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

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

OTHER DEFENSE PROG & SERV

NOTICE STAFF & VISIT WITH BUYERS OFFICERS ON CALLS
- ESTABLISH CONTACT WITH BUYERS

AEROSPACE

STUDY ON HOW TO USE FOR PLANNING & APPOINTING
INFORMATION FOR EXPORTERS TO LEAD TO A NEW

NOTICE TO THE PUBLIC

QUARTERLY RESULTS REPORTED

FOR THE QUARTER, THE RESULTS OF THE MISSION'S ACTIVITIES
WAS AS FOLLOWS: 12 OR 26 REPRESENTATIVES IN TOTAL
- 10 COPE IN total stand, sales \$100,000, proj.
- 22 new appointments/contracts signed
- 25 CONTACTS MADE

NOTICE TO THE PUBLIC
- NEW BUYING CONNECTIONS

NOTICE TO THE PUBLIC
- NEW BUYING CONNECTIONS

NOTICE TO THE PUBLIC
- NEW BUYING CONNECTIONS

MODERATE RESPONSIVE WORKLOAD FROM TERRITORY
FOUR BUYING CONNECTIONS

OTHER EQUIP. MACH. NOT ELS. SPE

DEVELOP GUIDE TO Mkt ENVIRO EXP. IN W. ILLINOIS & HIS TERR.
INFORMATION FOR EXPORTERS TO USE FOR PLANNING & APPOINTING

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 - National stand at Patent
- Western stand at Patent

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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016-INDUSTRIAL MACHIN,PLANTS,SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MANUFACT & MATERIAL PLANT,EQP.

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

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

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

TOOLS & HARDWARE

MODERATE RESPONSIVE WORKLOAD FROM TERRITORY
FOUR BUYING CONNECTIONS.

OTHER EQUIP,MACH NOT ELS SPE

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

BUYER CONNECTIONS.

REPRESENTATION APPOINTMENTS.

REPRESENTATION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ARMAMENTS & VEHICLES

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

ELECTRICAL & ELECTRONIC

LIAISON CALLS ON MAJOR PURCHASERS
\$3 MILLION INCREMENTAL SALES

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

OTHER DEFENSE PROD & SERV.

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

AEROSPACE

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

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

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

UPDATE SUBCONTRACTING LIST
3 BUYING CONNECTIONS.

INCOMING AVSCOM MISSION MAY 1989
3 NEW BUYING CONNECTIONS.

OUTGOING MISSION TO AVSCOM NOVEMBER 1989
2 NEW BUYING CONNECTIONS.

OUTGOING MISSION TO AVSCOM FEBRUARY 1990
2 NEW BUYING CONNECTIONS.

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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POST :602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

AUTOMOTIVE

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

CONTINUE TO IDENTIFY KEY BUYERS
IDENTIFY 12 NEW POTENTIAL BUYERS.

ONGOING DISTRIB OF POSTS "AUTO AFTERMARKET, MKTG GUIDE"

URBAN TRANSIT

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

CTA SUBWAY CAR PROCUREMENT
\$ 450 M ORDER.

CONTINUED REPORTING ON BIDDING PROCEDURES & FINANCING OF CTA

MARINE INDUSTRIES

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

EXPANDED KNOWLEDGE OF CANADIAN POTENTIAL.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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89/12/05

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

REVIEW CANADIAN SOURCING STRENGTHS
UPDATED SOURCE MATERIAL.

DETERMINE TERRITORY CO REQ. IN CONJ W/LOCAL HIGH TECH/ENVIR
ABILITY TO MATCH LOCAL NEEDS WITH CDN SUPPLY FOR 5 CDN

DISTRIBUTION OF NEW CDN CAPABILITY GUIDES TO US DISTRIBUTORS

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

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

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

COYS. NEW SALES OF \$ 1M.

MILLION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -National Stand at COMDEX
-National Stand at Design Engineering Show
(Computer hardware/software, instrumentation and
flow process controls, CAD/CAM

-35 companies in std. Sales \$4.5M. Proj. \$26.8M
9 dist. appointed, 180 potential dist. next yr.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

-12 companies in std. Sales \$110,000 Proj. \$5.9M

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

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

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Negotiations w/3 companies investigating opening a warehouse
dist. facility, a chemical plant and a textile plant.
Liaison w/U.S. SBA on preparations for the U.S.-Canada FTA
Conference in Kansas City, 27-28Jun89.
Advertised in summer editions of 2 high tech publications
requesting proposals for promoting tech transfer to Canada.
Sr. Trade Commissioners Conference, Los Angeles, 13-14Apr89.

Development of WIN retrieval system for post companies and
contacts: ag./food products, general merchandise, apparel
FMI - post recruited Cdn exhibitors. Handled all logistics
of NEXUS mission from Montreal (food companies).
Preparation for American Hospital Assn. Show (AHA), Eleven
Canadian exhibitors. July 31 - August 2.
In Consulate showing for Everlite Union Trunk Co./Montreal

Organized and moderated 2 seminars on the U.S. hardware
market in Vancouver and Montreal.
Abilities Expo'89, St.Louis, 1 Canadian coy exhibited.

QUARTER 1
QUARTER 2
QUARTER 3
QUARTER 4

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ABBOTSFORD AIRSHOW

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

DEFENCE MANUFACTURERS BUYERS MISSION

"HI-TECH 90" DEFENCE EXPORT CONFERENCE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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POST :603-CLEVELAND

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

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

OHIO GROCER'S ASSOCIATION 10/89

FARM MACHINERY SHOW 2/90

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

PLANNING: - ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COLUMBUS COMPUTER SHOW 11/89

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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POST :603-CLEVELAND

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MONTREAL FURNITURE SHOW 6/89
10 GUESTS

TORONTO FURNITURE SHOW 1/90
10 GUESTS

SPORTSMAN SHOW 3/90
25 EXHIBITORS

IIDEX 11/89

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

OHIO HOSPITAL ASSOCIATION SHOW
4 CANADIAN EXHIBITORS

SAFETY EQUIPMENT EXHIBIT

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

- | | | |
|------------|--|--|
| QUARTER: 1 | A. Greater Cleveland Hospital Association Expo. | A. Coordinating with ISTC for NEXUS-type mission |
| | B. Ohio Hospital Association Show - Columbus, OH | B. No participation. |
| | C. Safety Equipment Exhibit - CNATI, OH | C. No participation. |
| | D. Solo Medical Show - Pittsburgh, PA | D. postponed until next FY |

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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- 1) Lead mission of 4 buyers to Western Cda Farm Progress Show and recruited exhibitors for National Farm Machinery Show.
- 2) Organized buyers mission to Montreal Fur Fair in preparation for fall fur promo in territory
- 3) organized Cdn section of Cleveland World Trade Conference
- 4) Sr. TC Conference in SFRAN
- 5) Tourism Program Mgr mtg in Victoria
- 6) Investmnt Mgrs mtg in Ott
- 7) organized FTA seminar in KY
- 8) visited 4th Intl. Thoroughbred Expo in KY & met w/31 Cdn coys
- 9) organized Invstmnt Seminar w/Peat Marwick, Hahn Loese r & Parks
- 10) organized Investment Seminar for Alberta Govt
- 11) Participated in two FTA seminars in Columbus & Cnati
- 12) visit by CO to Furniture Show in Montreal
- 13) Co-chaired 45th Defense Develop. Sharing Working Group mtg at Brooks AFB, Texas.
- 14) visit to Alcan in KY
- 15) Accompanied 8 coys to WRDC/ASD Systems Programs Offices or Defense Electronics Supply Ctr.
- 16) recruit local coys to visit Plast-ex in Toronto. TC & CO attended.
- 17) Attended ARMX89 in Ott.
- 18) Visit to Defense Construction Supply Ctr, Columbus
- 19) Led "Indep. Contractor R&D On-site Review Team" to Pratt & Whitney Cda & Bendix Avelex
- 20) see attached*

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POST :604-DALLAS

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CALLS ON OFFSHORE DRILLING CONTRACTORS
TO BE MORE OF THESE ACTIVITIES & ENCOURAGE THEM TO USE CDN
CALLS TO THIRD COUNTRY PROCUREMENT OFFICES
TO ENCOURAGE CDN SOURCING.

PRODUCTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :604-DALLAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

DEFENCE MARKET STUDY

COMMAND BRIEFINGS
RAISE AWARENESS OF CDN DEFENCE INDUSTRIAL BASE AND CCC.

DEFENCE COMPONENTS SHOW - DALLAS
GENERATE \$10 MILLION IN DEFENCE ELECTRONIC SALES.

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

INFOMART - SATELLITE OFFICE
NEW PROPOSAL

OTHER DEFENSE PROD & SERV.

DEFENCE MARKET STUDY
DEFINE MARKET PREPARATORY TO DEVELOPMENT OF A COMPREHENSIVE

PROGRAM.

COMMAND BRIEFINGS
RAISE UP DEFENCE PERSONNEL AWARENESS OF CDN DEFENCE

INDUSTRIAL BASE & CCC.

DEFENCE COMPONENTS SHOW - DALLAS
GENERATE \$2 MILLION IN OTHER DEFENCE SALES.

ARMAX/ HITECH OTTAWA [INCOMING MISSION]
GENERATE \$1 MILLION IN CDN DEFENCE SALES TO SOUTHWEST

INFOMART - SATELLITE OFFICE
NEW PROPOSAL

AEROSPACE

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

ABBOTSFORD AIRSHOW MISSION [INCOMING]
RAISE US DEFENCE PERSONNEL AWARENESS OF CDN AEROSPACE

SUPPLIERS.

DEFENCE COMPONENTS SHOW - DALLAS
GENERATE \$10 MILLION IN DEFENCE AEROSPACE COMPONENT SALES.

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

AEROSPACE

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

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

SUPPLIERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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

QUARTERLY RESULTS REPORTED:

ACTIVITIES UNDERTAKEN IN QUARTER:

1. The first draft of the former CAN TECH pro-
posal was completed along with project costs and
overall management objectives

QUARTER: 1 1.1 Prepare and submit a proposal to External
Affairs to establish the CAN TECH chamber of
commerce and obtain all costs and activities
associated with this project

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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POST :604-DALLAS

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

SOUTHWEST.

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

INFOMART - SATELLITE OFFICE
NEW INITIATIVE

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

SOUTHWEST.

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

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

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

U.S.

INFOMART - SATELLITE OFFICE
NEW PROPOSAL

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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89/12/05

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

POST :604-DALLAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

- | | |
|--|---|
| <p>QUARTER: 1</p> <ol style="list-style-type: none"> 1. Organize PPP Exhibit for 3i Agricultural Mchy Show in Garden City, KS (April 89) 2. Recruit distributor/agents to attend West.CDA Farm Progress Show in Regina, Sask (June 89). 3. Organize PIPP Exhibit for TRGA Show (June 89). <p>QUARTER: 2 -----</p> <p>QUARTER: 3 -----</p> <p>QUARTER: 4 -----</p> | <ol style="list-style-type: none"> 1.11 CDN exhibitors in CDN Pavilion & 12 others at 3i show. Reported 12 months sales >\$500,000. 2.12 distributor/rep recruited for WCFP. 10 new agency agreements pending. 3.13 cos. product displayed, sales pending |
|--|---|

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

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

POST :604-DALLAS

- Special report and program proposal for a new US Govt. mkt. program in co-op with the Mtl Board of Trade & Quebec Govt.
- Ambassador's visit to Informart.
- MINT program with Mobile Oil (Dallas) and NASA (Houston).
- Organized and accompanied FTA Mission to Hitech (Ottawa). Six US Govt officials from Tinker and Kelly AFB's.
- Organized GSA/NEXUS Mission-Sporting Goods Recreational Equipment (eleven Cdn coys).
- Hiring of new commercial officer in Houston to cover med. and biotech sectors and assist with Tech. Inflow Program.
- Participated with US Dept. of Comm. & Austin World Trade Council in one day US-CDA Free Trade Conference.
- Buyer recruitment for: Montreal Int'l. Womenswear Show (Sept.), Montreal Furniture Show (June).
- WIN Data Base for electronic reps and configuration of data bases into key word search format.
- Six additional special activities not able to report on this limited format.

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

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POST :605-DETROIT

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

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

POINTS PERTAINING TO THE AUTOMOTIVE SECTOR

CLOSE LIAISON WITH APMA OF CANADA
PROMOTE THE MARKETING EFFORTS OF CDN PARTS PRODUCERS

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

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

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

SHARE WITH THEM A CDN PERSPECTIVE OF THE AUTO INDUSTRY.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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89/12/05

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

POST :605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

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

PROJECTS & SUBSEQUENT PRODUCTION.

DITIONAL JOINT DEVELOPMENT POSSIBILITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D
89/12/05

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

POST :605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

BROKERS AND FOOD STORES IN TERRITORY.

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

PRODUCTS.

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

INDIANAPOLIS.

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

INDIANAPOLIS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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

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

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

REPT4D
89/12/05

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

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POST :605-DETROIT

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

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

COMMUNITY SURROUNDING U. OF M.

AND AN AGREEMENT OF JOINT REPRESENTATION.

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D
89/12/05

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

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POST :605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

PROJECT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D
89/12/05

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

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POST :605-DETROIT

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

PRODUCTS.

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

PENETRATE.

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

MARKET INTELLIGENCE FOR NEW EXPORTERS.

DEVELOP MARKET STUDY ON RETAIL TRADE IN TERRITORY

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4A
89/12/05

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

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

POST :605-DETROIT

Grand Prix open house providing ideal opportunity to open office up to contacts from territory.

C.O. represented DEA at FTA symposium, London, Ontario, Apr. 27/89. DEA had provided some funding for the project.

Visit to territory 20-22 June by J.E.G. Gibson, Director General, TDD.

Attended in conj. with MITT (Toronto) the cities of Thunder Bay, Sudbury & Sault Ste Marie where we attended meetings Working with Customs brokers in monitoring border crossing matters. Officer spent entire day with John V. Carr & Sons

REPT4D
89/12/05

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

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POST :606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

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

SUB-CONTRACTOR CONFERENCE
INTRO MAJOR PRIME CONTRACTORS.

INCREASE LOCAL REPRESENTATION

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

OTHER DEFENSE PROD & SERV.

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

PRODUCTIONS ESTIMATE \$200M PLUS.

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

TO SHARED DEV. PROJ. & SUBSEQUENT PRODUCTION CONTRACTS.

BRIEFING ON DDSP TO NAVAL WEAPONS CTR., CHINA LAKE

BRIEFING ON DDSP TO BALLISTIC MISSILE OFFICE(NORTON AFB)

AEROSPACE

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

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

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

REFINE CONTACT LIST & SOFTWARE
ENHANCE UTILITY & ACCURACY

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

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

AEROSPACE

- UPDATE OVERVIEW OF CDN COMPANY ACTIVITIES
- INCREASED POST & PRIME AWARENESS OF CDN ACTIVITIES
- INCREASE LIAISON WITH LOCAL CHAMBERS
- IMPROVE STATISTICS BANK
- ENCOURAGE CANADIANS TO USE MORE LOCAL REPS
- IMPROVE CAPTURE RATIO

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

IN THE EVENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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89/12/05

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

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

SOLO WOMEN'S APPAREL SHOW'89
CANADIAN EXHIBITORS

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

CANADIAN LINES.

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

CANADIAN LINES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

IDENTIFY PROSPECTIVE BUSINESS

CONTACTS IN TERRITORY (SAN DIEGO, ARIZONA)

ASSIST WITH IMPLEMENTATION OF FEDERAL MKT PROG. FOR SHAKES

UPDATE 1981 STUDY ON OPPORT. IN TERRITORY FOR VALUE

ADDED WOOD PRODUCTS

SOUTHERN CALIFORNIA HOME & GARDEN SHOW (AUGUST)

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

POST :606-LOS ANGELES

Visit by Mayor of Montreal.

U.S. Department of Commerce, small business agency seminar
in Niagara Falls, N.Y.

Arizona World Trade Fair, April 5-7.

Cross Canada Tour, April 14-28.

Venture Conference Canada, May 30-June 1.

Can-Am Presidents' Roundtable, Vancouver, June 21-23.

PNIDC Conference, Edmonton, June 24-27.

Peat Marwick Briefing "Europe 1992 and the U.S./Canada FTA"
June 29.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

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POST :618-MINNEAPOLIS

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

RECRUITED 15 BUYERS

SOLO FOOD AND BEVERAGE SHOW, MAY 16, 1989

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

QUARTERLY RESULTS REPORTED

QUARTER: 1
1-Review of implementation of 2000 Federal Market program for major crops & samples
2-Review of special priority items
3-Identify areas for work of food products
4-Identify areas for work of food products

1-On behalf of Program Producer met with
2 A. Gov't officials to discuss "Anti-Dumping"
3-Identified CFI to supply materials
4-Identified CFI to supply materials
5-Identified CFI to supply materials
6-Identified CFI to supply materials

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D
89/12/05

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

POST :618-MINNEAPOLIS

003-GRAINS AND OILSEEDS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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POST :618-MINNEAPOLIS

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

MONTREAL FURNITURE SHOW, JUNE 18-21, 1989.

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D
89/12/05

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

POST :618-MINNEAPOLIS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

CONFERENCE WAS RESCHEDULED TO 1990 DATE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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POST :618-MINNEAPOLIS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

POST :618-MINNEAPOLIS

VISIT BY TRADE DELEGATION FROM MANITOBA LED BY MINISTER.

HIRING OF ADDITIONAL COMMERCIAL OFFICER.

REQUESTS TO SPEAK AT F.T.A. RELATED EVENTS/SEMINARS
CONTINUED AT HIGH LEVEL AND INVOLVED SIGNIFICANT TIME
COMMITMENTS BY H.O.M. AND S.T.C.

MONITOR AWARD & ENCOURAGE RESIDENTS OF MAJ NEW CONTR TO
INCREASE PARTICIPATION BY RESIDENTS IN NEW PROGRAMS

EXTENSIVE POTENTIAL FOR CON SCIENCE PARTICIPANTS BEYOND TRAD
GROUP & ACQUIRE A PROB OF LIAISON VIS. AMONG FWD TIER DEP.

HOW ADVANCE BY IDENTIFYING TIERING OF IMPORTERS LISTING
FOR BIDDING TENDERS AND BY STIMULATING CONSCIOUSNESS OF LIAISON

PARTICIPATE IN HIGH THROUGHOUT TO BROODS/GUIDE OF THE EMPLOYERS
NEW BUSINESS OPPORTUNITIES WITH U.S. PRINES

CONIT LIAISON PROG WITH LOCAL DEFENCE CONTR TO FROM BENEFITS
NEW BUSINESS OPPORTUNITIES WITH U.S. PRINES

RESEARCH & DEVELOPMENT

QUARTERLY RESULTS REPORTED	ACTIVITIES UNDERTAKEN IN QUARTER
QUARTER 1	Quarter 1 - Cordoba U.S. Army Communications Electronics Command (CCEC) Defense Development Working Group Meeting, May 22-June 2, 1989. Met with rep. of TOR & Toronto regional office in place of Ambassador's Conference III.
QUARTER 2	
QUARTER 3	
QUARTER 4	

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

POST :608-NEW YORK, CONSULATE GENERAL 004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

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

OVER 3-6 YR PERIOD WILL BE GENERATED.

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

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

BID SETS, THUS BECOMING AWARE OF NEW OPPORTUNITIES.

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

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

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

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

AEROSPACE

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

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

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

-ITIONAL PRIME CONTR LEVEL.

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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89/12/05

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

POST :608-NEW YORK, CONSULATE GENERAL

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

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

AGENT AGREEMENTS

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

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

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

QUALITY FASH LEATHER APPAREL RESOURCES IN CDA TO US MARKET.

DISSEMINATE & INPUT ON POST DATABASE-A]200 NEW US CONTACTS BUILD UP LOCAL CONTACT BASE TO PROVIDE POTENTIAL LEADS &

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

FURNITURE & APPLIANCES

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

PLACE BECAUSE OF PERSONAL CONTACTS WITH BUYERS

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

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :608-NEW YORK, CONSULATE GENERAL

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS HARD/SOFTWARE & COMP

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

FORE THEIR PROBABILITY OF SUCCESS.

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

SUPPLIERS

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

OF MEANS OF SALES COVERAGE

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

NY CITY MARKETS

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

SUPPLIERS

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

MARKET EXPOSURED OPPORTUNITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ----

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :608-NEW YORK, CONSULATE GENERAL

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

POST :608-NEW YORK, CONSULATE GENERAL

Visit of the Bluenose to New York for three days. Strong effort was made by division to recruit contacts for sailings Participation of two officers in May at HiTech '89 in Ottawa.
Parti

REPT4D
89/12/05

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

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS HARD/SOFTWARE & COMP

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

LOCAL EXPOSURE FOR CDN PRODUCTS.

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

CANEXPO SOLO SHOW TO INTRO CDN FIRMS TO LOCAL PARTNERS
SALES

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

OTHER ELECTRONICS

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

NEWSLETTER
DISTRIBUTION AGREEMENTS SIGNED

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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POST :610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

COMPUTERS HARD/SOFTWARE & COMP

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

LOCAL EXPOSURE FOR CDN PRODUCTS.

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

CANEXPO SOLO SHOW TO INTRO CDN FIRMS TO LOCAL PARTNERS
SALES

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

OTHER ELECTRONICS

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

NEWSLETTER
DISTRIBUTION AGREEMENTS SIGNED

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

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

BETTER ASSIST CDN EXPORTERS.

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

GATIONS.

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

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

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

CONTRACTORS.

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

NEW SALES

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

NITIES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

URBAN TRANSIT

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

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

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

CONTROLS SUPPLIERS

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

PARTIAL REPAIR RELATIONSHIP WITH CONR IN SAN JOSE TO MEET
FAIR IN ANTICIPATED VEHICLES

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

SUBMIT PROPOSAL.

MAKE PRESENT W/AND EDC OFF TO AS MANY HONOLULU RAPID TRANSIT
HRT WILL CALL TENDERS IN SEPT88 ON PERFORM NOR SPEC.BASIS,

LEAVING CONSIDERABLE DISCRETION TO DECISION MAKERS.

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

HOPE TO INSURE CDN PARTICIPATION.

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

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

ERTAIN INDIVIDUAL CO COMMITMENT TO EXPORT TO TERRITORY NOW.

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

SALES WITH 2 YEARS PER COMPANY

CULTURE INDUSTRIES

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

AFTER SHOW)TO EQUAL 3 MILLION FIRST YR.

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

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

LEISURE PROD. TOOLS HARDWARE

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

CANADA

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

BIGGER CROWD THAN TYPICAL BOAT SHOWS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

POST :610-SAN FRANCISCO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

TEXT

CONTINUE TO WORK WITH INDIVIDUAL COMPANIES
OBTAIN LOCAL SALES REPRESENTATION

ASSIGNMENT OF PRODUCT FOR SPECIFIC MKT. TERRITORY ARE TO BE

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

WITH LOCAL REPS
APPROX. REP. LOCATOR MISSION TO TERRITORY - 8-15 COMPANIES
NEW AGENT APPOINTMENTS WITH PROSPECTS FOR 3W-YR ANNUAL

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

WESTERN VISITATION (SFRAN-MAR-89) SHOW (MAY-89)

QUARTER: 2 -----

LEISURE FOOD TOOLS HARDWARE (MAY-OCT) NOT YET REPORTED

QUARTER: 3 -----

CONTINUE PUBLISHING SPORTING GOODS - RESEARCH (JUN-NOV)
NOTIFY REPS. DISTRIBUTORS AMERICAN SPORTS PRODUCTS (JUN-NOV)

QUARTER: 4 -----

INT'L MARINE EXPO HELD IN CONN. W/OLDER DATE PAPER SALE BOAT
CON MANUFACTURERS WILL HAVE OPPORTUNITY TO DISPLAY GOODS TO

TRACKING	ACTIVITIES UNDERTAKEN IN QUARTER	QUARTERLY RESULTS REPORTED
QUARTER: 1	1. Denver Solo Food Show 03 Oct 1a. Western Canada Farm Progress Show, Regina	WESTERN VISITATION (SFRAN-MAR-89) SHOW (MAY-89)
QUARTER: 2	-----	LEISURE FOOD TOOLS HARDWARE (MAY-OCT) NOT YET REPORTED
QUARTER: 3	-----	CONTINUE PUBLISHING SPORTING GOODS - RESEARCH (JUN-NOV) NOTIFY REPS. DISTRIBUTORS AMERICAN SPORTS PRODUCTS (JUN-NOV)
QUARTER: 4	-----	INT'L MARINE EXPO HELD IN CONN. W/OLDER DATE PAPER SALE BOAT CON MANUFACTURERS WILL HAVE OPPORTUNITY TO DISPLAY GOODS TO

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

POST :611-SEATTLE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

AUTOMOTIVE

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

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

AEROSPACE

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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

REPT4D
89/12/05

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

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POST :611-SEATTLE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

SOLO FOOD SHOW - FEB '89
40 NEW COMPANIES

60 EXHIBITORS 20 NEW DISTRIBUTOR APP'TS.

SPECIALTY FOOD NEBS - DEC '88

SOLO FOOD SHOW FEB - MAR '90
60 EXHIBITORS; 20 NEW DIST. APPOINTMENTS; 40 NEW CO'S

FLORICULTURE NEBS - AUG '89
20 PARTICIPANTS; 5 NEW DISTRIBUTOR APPOINTMENTS.

SPECIALTY FOOD NEBS - SEPT '89
30 PARTICIPANTS; 10 COMPANIES.

CANADIAN WINE FAMILIARIZATION TASTING
100 INDUSTRY, MEDIA & ENOLOGICAL ASSOCIATION CONTACT

ATTENDEES:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ----

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----

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

REPT4D
89/12/05

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

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D
89/12/05

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

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MAJOR 1989 SOLO CDN BLDG MAT SHOW WILL BE PROP'D FOR 89/90
40 TO 50 CANADIAN COMPANIES TO INTRODUCE THEMSELVES TO THE

U.S. MARKET AND GENERATE \$500 PLUS IN SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D
89/12/05

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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

QUARTERLY RESULTS REPORTED:

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

REPT4D
89/12/05

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POST :612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

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

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

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

CONNECTIONS.

ALL SUB-SECTORS

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

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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POST :612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS HARD/SOFTWARE & COMP

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

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

INSTRUMENT & PROCESS CONTROLS

CONSULTATIONS WITH INDIVIDUAL COMPANIES
5 NEW FIRMS COMMITTED TO MARKETING

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

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

ADVERSELY AFFECTED BY PROTECTIONIST MEASURES.

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

One company presentation to Federal govt held.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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POST :612-WASHINGTON

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

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

CONTACTS.

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

BUYER AWARENESS.

FURNITURE & APPLIANCES

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

PRODUCT & GEN

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

AND SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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POST :612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

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

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

AGRICULTURE MACH,EQUIP,TOOLS

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

INCREASED TRADE SHOW ATTENDANCE
TO GENERATE MORE EFFECTIVE BUYING CONNECTIONS

VISIT PROGRAM TARGETTED AT DISTRIBUTORS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :612-WASHINGTON

Reception for Canadian Transportation Industry mfrs and services providers.

Keyword Technologies presented its software to U.S. federal government prospects.

Executive Briefing held at NASA for Cdn government officials to discuss market access for Cdn industry to space programs.

On-going liaison with freelance writer to provide assistance and advice for export market guide to region.

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Trade and Industrial Development
Program quarterly activity report
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