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1990 *March*  
STORAGE

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

QUARTERLY ACTIVITY REPORT  
RAPPORT TRIMESTRIEL DES ACTIVITÉS

ASIA AND PACIFIC  
ASIE ET PACIFIQUE

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

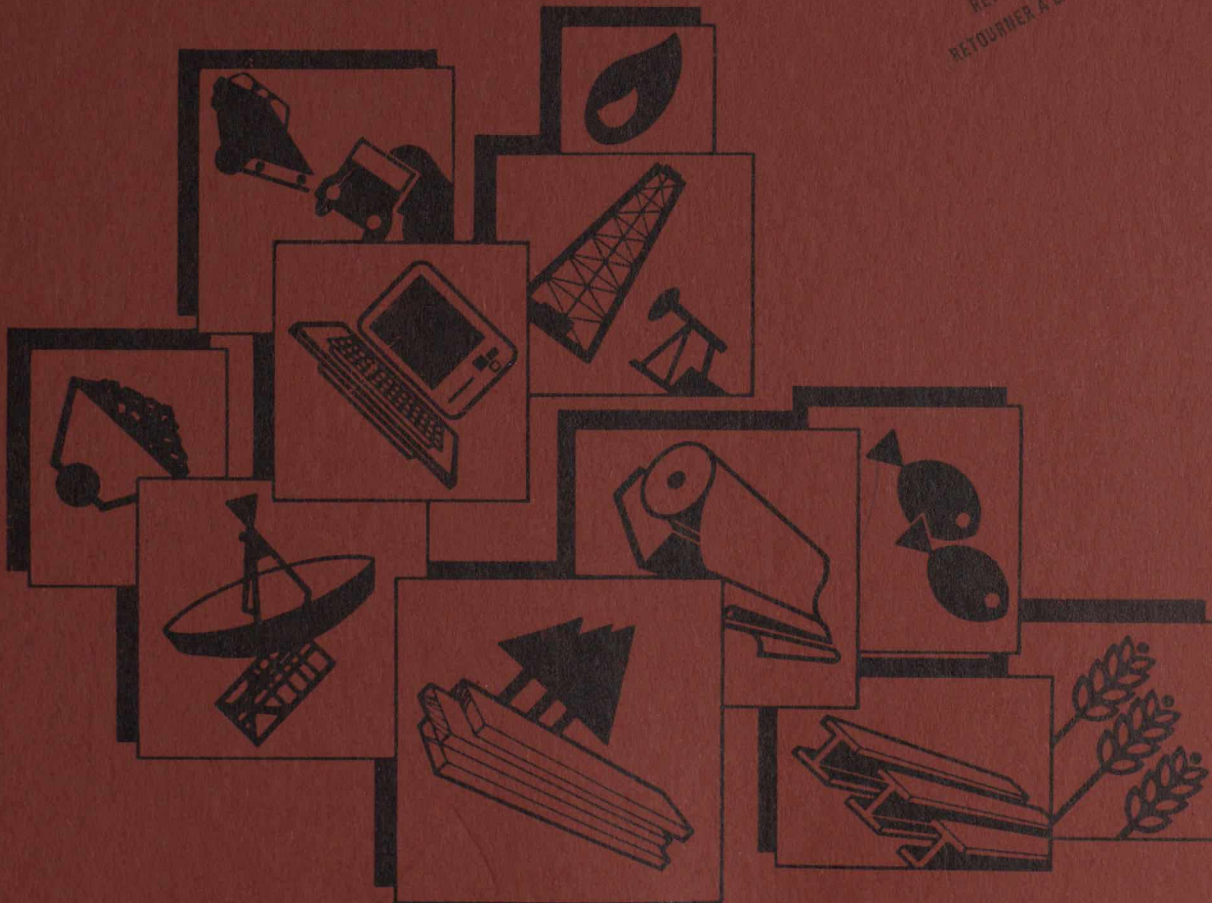
JANVIER - MARS 1990  
(4<sup>e</sup> TRIMESTRE, AF 1989-90)

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TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM

Quarterly Activity Report  
January - March 1990

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

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

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

PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE

Rapport trimestriel des activités  
Janvier - Mars 1990

Voici le Rapport des activités du trimestre qui a pris fin le 31 mars 1990. Le rapport contient un résumé des activités et des résultats déclarés par les missions en Asie et Pacifique, 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.

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REPORT  
NO. 06/76

POST 1584-BANGKOK

ASIA AND PACIFIC  
ASIE ET PACIFIQUE

PLANNING:	<u>MISSION</u>	ANTICIPATED	<u>PAGE</u>
SUB-SECTORIAL	BANGKOK		1
ASSIST CHARGES CONTRACTS FOR	BEIJING		7
REGISTRY MANAGER SUD ON TERMS COVERED BY PIR	CANBERRA		13
COMPUTER MARKET STUDY IDENTIFY NEW	DHAKA		16
UPDATE TELECOM IDENTIFY NEW	HONG KONG		21
	ISLAMABAD		29
	JAKARTA		33
POSSIBLE CHINA APPROVE TERMS	KUALA LUMPUR		40
	MANILA		53
TRACKING:	MELBOURNE	REPORTS RECEIVED	59
CHAPTER: 1 Part 1 May 22-80	NEW DELHI	Good opportunity to meet with firm now doing the work of located in Thailand	64
CHAPTER: 2	OSAKA		70
CHAPTER: 3 Part 1 Oct 25-80	SEOUL	Very successful when three firms joined to hang out a sign.	75
	SHANGHAI		79
CHAPTER: 4	SINGAPORE		82
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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 :504-BANGKOK

SECTOR :005-ADVANCED TECH. PROD. & SERV  
THAILAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

ASSIST CANADIAN PARTICIPATION IN SATELLITE PROJECT  
CONTRACTS FOR SUB SYSTEMS

SEPCTRUM MANAGEMENT STUDY  
BID ON TENDER ISSUED BY PTD

COMPUTER MARKET STUDY  
IDENTIFY NEW OPPORTUNITIES

UPDATE TELECOM MARKET STUDY  
IDENTIFY NEW OPPORTUNITIES

POSSIBLE CANADA/THAI MOU IN TELECOMMUNICATIONS  
IMPROVE TECHNICAL COOPERATION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Participation at Hi-Tech Conference, Ottawa  
May 22-30

Good opportunity to meet wide cross-section of  
firms now dealing with or interested in Thailand

QUARTER: 2 -----

QUARTER: 3 Participate with cdn info booth at Hospitech 89,  
Oct 25-28

Very successful show; three Cdn firms joined to  
form nat'l stand.

QUARTER: 4 -----

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POST :504-BANGKOK

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE  
THAILAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

CANOLA MEAL TEST TRIALS  
TO SUBSTITUTE SOYABEAN IMPORTS (NEW MARKET FOR CANOLA)

CANADIAN WHEAT BOARD PROGRAM TO INTRODUCE CANADIAN WHEAT  
INCREASED ACCEPTANCE BY THAI MILLERS/BAKERS;INCREASED SALES.

ONGOING CIDA INC. PROJECTS IN VARIETY OF SECTORS.  
JOINT VENTURES.

INTEGRATED LIVESTOCK (DAIRY) PROJECT (CIDA INC FUNDED).  
INCREASED SALES OF LIVESTOCK, SEMEN, ETC. (FOLLOW UP TO

1988 DAIRY MISSION).

INT'L DAIRY TECH. EXH.& CONF. NOV. 89 (NTS FUNDED)  
INCREASED SALES OF LIVESTOCK, SEMEN, ETC. (FOLLOW UP TO

1988 DAIRY MISSION).

OUTGOING ANIMAL FEEDS/TECHNOLOGY MISSION  
INCREASED SALES OF LIVESTOCK, SEMEN, ETC. (FOLLOW UP TO

1988 DAIRY MISSION).

INCOMING VISITS - LIVESTOCK SECTOR (NTS FUNDED).  
INCREASED SALES OF LIVESTOCK, SEMEN, ETC. (FOLLOW UP TO

1988 DAIRY MISSION).

-----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 With BC Tree Fruits, work on resolution of newly imposed Thai restrictions on alar level in imported fruits. - Promote establishment of Cdn model dairy farm, to facilitate sale of Cdn breeding stock, semen and embryos.

Mission fm Thai Food & Drug Admin visited BC Oct 23-28(with post officer),to observe Cdn control over alar utilization. - Thai dairy mission (1.gov't;2.private sector)visited Cda Nov 4-20, incl.stop at Toronto Royal Winter Fair.

QUARTER: 4 -----



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POST :504-BANGKOK

SECTOR :011-OIL & GAS EQUIPMENT, SERVICES  
THAILAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:MACHINERY AND EQUIPMENT

INITIATE PCIAC TECHNICAL ASSISTANCE PROJECT IN BURMA.  
INTRODUCE CANADIAN EXPERTISE.

INVITE PETRO VIETNAM REPS TO CANADA (NTS FUNDED)  
ENHANCE REPUTATION OF CANADIAN TECHNOLOGY.

OIL AND GAS MISSION TO VIETNAM (POSSIBLE)  
DEVELOP NEW MARKET.

REPORT ON PETROLEUM INDUSTRY - VIETNAM  
ENHANCE AWARENESS OF OPPORTUNITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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POST :504-BANGKOK

SECTOR :007-POWER & ENERGY EQUIP. & SERV.  
THAILAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

FOLLOW UP TO SEPT 88 ELECTRICAL MISSION TO THAILAND  
STRENGTHEN CONTACTS MADE; SALES.

MAE MOH FOLLOW UP SALES - UNITS 12 AND 13.  
HOPE TO CONTINUE WITH SOLE SOURCING FROM CANADA.

EGAT DISPATCHING CENTRE PROJ.,SOUTH.THAILAND (FOLLOW UP)  
TO ENSURE CANADA MAKES SHORTLIST.

ASSIST CDN COS TO LOCATE RELIABLE LOCAL REPS & TO GIVE  
INFORM CDN COMPANIES OF OPPORTUNITIES WHICH WILL RESULT IN

INCREASING MARKET SHARE.

HAVE FREQ CONT WITH EAGT FOR POTEN'L THERMAL/HYDRO PROJECTS  
INCREASE AWARENESS OF CANADA AS A POTENTIAL SOURCE OF SUPPLY

AND SERVICES.

FOLLOW UP FUTURE PROCUREMENTS ON POWER BOILER MAE MOH UNITS  
FURTHER SALES OF POWER BOILERS AND POWER PLANTS TO EGAT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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POST :504-BANGKOK

SECTOR :004-DEFENCE PROGRAMS,PRODUCTS,SERV  
THAILAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

FOLLOW-UP TO PARTICIPATION AT DEFENCE ASIA 88  
ENHANCED EXPOSURE; SALES

INTRODUCTION OF KL-BASED DEFENCE ATTACHE TO THAI MILITARY  
ENHANCE PROFILE FOR CANADA

DETAILED STUDY OF MILITARY MKT - HISTORICAL OVERVIEW;AGENTS;  
IDENTIFICATION OF MARKET 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  
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POST :504-BANGKOK

SECTOR :999-MULTIPLE SECTORS  
THAILAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Preliminary, preparatory visit to Hat Yai, for "Canada Seminar" to be held there end September. June 5-7  
On-going support to Thai-Canadian Business Club.

This will be the first time that Embassy will arrange direct promotional event outside Bangkok . a. Set up position of Exec Dir (NTS funded) b. Editing of "Directory of Cdn Bus in Thailand", to be publ'd in Oct. c.Plann for bi-month TCBC mag.

QUARTER: 2 -----

QUARTER: 3 Promotion of Capilano College's CANASEAN Program Thai-Canadian Business Club  
-involvement of private sector in bilateral trade (with considerable Emb. support).

a. Promotional event held Nov.27. b.Completion of major report on Thai agricultural sector by Capilano student attached to Embassy. a. Release of "Directory of Cdn Business in Thailand. b. Publication of 1st edition of Thai-Cdn Bus.magaz.

QUARTER: 4 -----



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POST :510-BEIJING

SECTOR :005-ADVANCED TECH. PROD. & SERV  
PEOPLE'S REP OF CHINA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INCREASED CALLS ON PRIVATE NETWORKS OPERATORS  
ADDITIONAL OPPORTUNITIES

TECHNICAL DEMONSTRATIONS OF CDN EQUIPMENT  
INCREASED KNOWLEDGE OF CDN CAPABILITIES IN PERIPHERAL REGION

SUB-SECTOR:ALL SUB-SECTORS

CONT MONITOR SELECT PROCESS FOR TELETIX/VIDEO STANDARD IN CH  
ADOPTION OF CDN DEVELOPED NAPLPS/NABTS

MATCH EXERCISE BETWEEN CDN CAPABILITIES & MKT  
INCREASED SOFTWARE SALES

PROMOTING CDN SOFTWARE AT INDUSTRY SPECIFIC FAIRS  
INCREASED SOFTWARE SALES

MATCH CDN SOFTWARE SUPP WITH COMPUTER MGF REPRESENT IN PRC  
INCREASED SOFTWARE SALES

-----

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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POST :510-BEIJING

SECTOR :011-OIL & GAS EQUIPMENT,SERVICES  
PEOPLE'S REP OF CHINA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

CONT MKT EFFORTS TO ZHANGYUAN & SHENGLI OILFIELDS  
INVOLVMENT OF CDN COMP IN STUDIES & SUPPLY OF EQUIP &

SERVICES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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POST :510-BEIJING

SECTOR :007-POWER & ENERGY EQUIP. & SERV.  
PEOPLE'S REP OF CHINA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PROM. PUBLICITY AT TIME OF PRESENT THREE GORGES FEAS.  
INVITATION TO BID ON ENG. & PRODUCTS FOR HYDRO PROJECTS

SUB-SECTOR:TRANSMISSION

SUPPORT FOR MARKET PROMOTION BY KEY TOWER MANUFACTURER

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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POST :510-BEIJING

SECTOR :010-MINE,METAL,MINERAL PROD & SRV  
PEOPLE'S REP OF CHINA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:MINERALS AND MINERAL PRODUCTS

FOLLOW UP TO RECENTLY COMPL FIELD STUDY ON NON FERROUS MKT

SUB-SECTOR:EQUIPMENT AND MACHINERY

FOLLOW UP TO RECENTLY COMPLETED SURVEY ON NON-FERROUS MKT  
MORE CDN INVOLVMENT IN PROJECT 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 :510-BEIJING

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE  
PEOPLE'S REP OF CHINA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

FEDERAL JOINT AGRICULTURE COMMITTEE PROGRAMME 1988-89 SCIENTIFIC EXCHANGE.  
INCREASE AWARENESS ABOUT CDN PRODUCTS/TECHNOLOGY & PROMOTE

PROV BILATERAL PROG [ONT,ALB,SASK,& B.C.]  
INCREASE MKT SHARE. ALSO CREATE NEW MKT OPPORTUNITIES.

NEGOTIATION OF PLANT QUARANTINE PROTOCOL.  
PREPARE FOR COMMERCIAL TRADE IN PLANT SEEDS INCL. POTATIES.

NEGOTIATION ON FOX QUARANTINE PROTOCOL.  
PREPARE FOR COMMERCIAL SHIPMENTS OF LIVE FOX.

STUDY RURAL CHINA MKT FOR CDM PROD INCLUDING AGRI PROD&SERV. RURAL SECTOR.  
IDENTIFY RANGE OF PROD WHICH COULD BE PROMOTED IN THE

ASSESSMENT OF MKT FOR VEG. OIL PROCESSING [REFINING]  
IDENTIFICATION OF EXPORT OPPORTUNITIES FOR REFINING PLANTS.

INVESTIGATE POTENTIAL FOR GRAIN/SEED CLEANING,MEAT PKG&SEED  
IDENTIFICATION OF EXPORT OPPORTUNITIES FOR AGRI EQUIPMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----  
Support of 3 Agri Trade Shows (including 1 several  
Agri Exhibitions) to participate in ANZAC Ship  
Program.

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 :510-BEIJING

SECTOR :008-TRANSPORT SYS,EQUIP,COMP,SERV.  
PEOPLE'S REP OF CHINA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

FOLLOW UP ON OPPORT. TO SELL COMMUTER AIRCRAFT TO REG. CARR  
INCREASED SALES IN 1989 OF COMMUTER AIRCRAFT & WATER BOMBERS

FOLLOW UP ON PROSPECTS FOR SALES OF RAIL TRACK  
SALE OF TRACK WITHIN WORLD BANK PROJECTS

INVESTIGATE AUTO JOINT VENTURE PROJECTS  
MOU FOR POTENTIAL JOINT VENTURE

UNDERTAKE A SECTOR REVIEW  
LISTING OF OPPORTUNITIES FOR CDN EXPORTERS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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POST :534-CANBERRA

SECTOR :004-DEFENCE PROGRAMS, PRODUCTS, SERV  
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

REACHING AGREEMENT W/AUSTL ON CLOSER COOP BETWEEN CDN & AUST  
GREATER CDN INDUSTRY ACCESS TO AUSTLN DEFENCE MARKET

DETERMINE EQUIP SALES OPP FOR CDN SUPPLIERS OF MARINE DEF EQ  
SALES FOR CDN COMPANIES

OBTAIN LATEST AUSTLN ASSESSMENT OF CRV-7 ROCKETS  
CONTRACT FOR BRISTOL AEROSPACE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Support of Saint John Shipbuilding & several systems suppliers to participate in ANZAC Ship Program. - Monitoring of Dept of Transport and Communications Nat'l Aeronautical Info Processing System North-East Brisbane Project.

Meetings held with both competing consortia. Good level of interest for several Canadian companies including SJSI established. Contract awarded to MDA.

QUARTER: 2 Support of St.John Shipbldg. & several systems suppliers to part. in ANZAC Ship Program. Monitoring of Dept of Transp. & Communic'n Natl Aeronautical Info Processing System. Updating of Air Traffic facilities around Australia.

Australian Defence has purchased 15 LAVs through FMS. Team visiting Canada and USA with a view to buying additional vehicles.

QUARTER: 3 Support of Saint John Shipbuilding & several systems suppliers to participate in ANZAC Ship Program.

Design competition won by Germany: Blohm & Voss MEKO design. Successful AIDEX exh., reported separately, indicates excellent def.opp., although we can expect bias on frigate to suppliers already participating in MEKO series.

QUARTER: 4 -----

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POST :534-CANBERRA

SECTOR :005-ADVANCED TECH. PROD. & SERV  
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

AERONAUTICAL INFO PROCESSING SYST (NAIPS) CONT TO PROMOTE OF THEM.  
2 CDN COMPANIES IN FINAL ASSESSMENT. CONTRACT AWARDED TO ONE

PROM RAYTHEON TECHN TO AUSTLN CIVIL AVIAT AUTH FOR SYD AIRP  
RAYTHEON WILL WIN THE CONTRACT

-----

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 :534-CANBERRA

Mtgs with Navy, AMECON, liaison with Cdn industry re various  
defence contracts, ANZAC frigate sub-contracts.

Intro PNG visit, establish contacts network in govt, forestry,  
civil aviation, mining, oil, fisheries, assmt of mkt potential.  
Attendance & report - EDI Conference.

Discussions with airline, government re air agreement.

Interventions to govt re APEC Van, salmon, pork, apples, ship-  
ping surveys, environment, small bus, support to exporters.  
Continue discussions with Aus govt, industry re canned fruit  
issue in context of MTN negotiations.

Quarterly reports on minerals & energy. Visits to 5  
companies.

Attendance Outlook 90 (ag and resource forecasting).

Organized pork producer mission to Canada, Prairie Pools  
mission to Australia.

Attendance Driftnet Fishing Conference, Honiara, and Grains  
Council of Australia.

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POST :524-DHAKA

SECTOR :008-TRANSPORT SYS,EQUIP,COMP,SERV.  
BANGLADESH

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
-----		
TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 - made representations on behalf of engineering consultants  
- gave updates of aviation sector

-consultant placed on one short list for multilateral project

QUARTER: 3 -----

QUARTER: 4 -----



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POST :524-DHAKA

SECTOR :003-GRAINS AND OILSEEDS  
BANGLADESH

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -distributed list of Cdn dealers to importers  
-prepared mini-market survey and distributed it  
in Cda

-order placed for 10,000 tonnes of canola

QUARTER: 3 wrote to Finance Minister to request lowering of  
tarrifs and duties on canola and mustardseed  
imports

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 :524-DHAKA

SECTOR :011-OIL & GAS EQUIPMENT,SERVICES  
BANGLADESH

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -send two officials to INTERCAN  
-distribute oil and gas consultant reports

QUARTER: 2 -lobbied for Cdn firm on ABD contract  
-made high level representations on Cdn gas tech  
nology  
- assisted in visit of Cdn firm

QUARTER: 3 1. 3 day mission from Alta. Dept of Econ Dev  
and Trade  
2. lobbied very stringly on behalf of Cdn  
supplier

QUARTER: 4 -----

- Cdn firm shortlisted on \$1.5 million ADB  
equipment supply

1. \$1.2 million contract awarded to Cdn firm

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :524-DHAKA

SECTOR :010-MINE,METAL,MINERAL PROD & SRV  
BANGLADESH

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -identified opportunity in establishing coal  
mine

- Bdesh reps went to Cda to meet with Cdn  
investors

QUARTER: 3 commented on CPPF proposal for iron plant

QUARTER: 4 -----

TRAINING ON CON EXPERTISE IN HOTEL FIELD AT MISSION  
1989: US\$ MILLION

TEAM UP S.K.DEN., SING CONTE & ENGINEERS WITH SUPP OF SING HA  
1989: US\$ MILLION

NEW-SECTOR-ARCHITECT,CONS,CONTRAL,ENYV

PREPARATION FOR 1989'89

MARKET RESEARCH REPORT/STUDY ON S.K.CONSTRUCTION INDUSTRY

TECH SEMINAR ON USE OF CON PLANCED FOR ECOM-NODES AT 1989'89  
1989: US\$ K

TEAM UP S.K.DEN., SING CONTE & INT ENGINEERS WITH SUPP OF  
1989: US\$ K

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Participation in 1989

Successful participation in 1989

Market study - for Building Products

Market study completed and report filed

Market study - for Sling Security Products

Market study completed and report filed



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POST :524-DHAKA

SECTOR :005-ADVANCED TECH. PROD. & SERV  
BANGLADESH

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 - consultant report on telecommunications, final  
version in print  
- met with Airforce to assist in difficulty  
with Cdn supplier

-final consultant report to be distributed next  
quarter  
- trade dispute not resolved

QUARTER: 3 -----

QUARTER: 4 -----

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POST :502-HONG KONG

SECTOR :015-CONSTRUCTION INDUSTRY  
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:BUILDING PRODUCTS

PREPARATION OF HOFEX'89

PREPARATION OF IBEX'89

MARKET RESEARCH REPORT/STUDY ON H.K. CONSTRUCTION INDUSTRY

NEW BANK OF CHINA BUILDING PROJECT  
C\$5 MILLION

SEMINAR ON CAN EXPERTISE IN HOTEL FIELD AT HOFEX'89  
1989: C\$5 MILLION

TEAM UP H.K.DEV,BLDG CONTR & IMPORTERS W/CDM SUPP OF BLDG MA  
1990: C\$10 MILLION

SUB-SECTOR:ARCHITECT,CONS,CONSUL,SERV

PREPARATION FOR IBEX'89

MARKET RESEARCH REPORT/STUDY ON H.K.CONSTRUCTION INDUSTRY

TECH SEMINAR ON USE OF CDN PLYWOOD FOR FORM-WORK AT IBEX'89  
1989: C\$20 M

TEAM UP H.K.DEV.,BLDG CONTR & MAT IMPORTERS W/CDM SUPP OF  
1990: C\$25 M

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Participation in IBEX  
Market study - for Building Products  
Market study - for Bldg Security Products

Successful participation in IBEX with 18 participants.  
Market study completed and distr to ISTC, DEA et  
Market study completed and distr to ISTC, DEA et

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POST :502-HONG KONG

SECTOR :015-CONSTRUCTION INDUSTRY  
HONG KONG

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 2 List of large capital and infrastructure projects undertaken and sent to Canada for distribution. Future activity on projects will be reported under 999 (multiple sectors) in future.

QUARTER: 3 -----

QUARTER: 4 -----

Successful participation in 1989 with 18 parties  
Market study completed and data to 1990, 1991 & 1992  
Market study completed and data to 1990, 1991 & 1992

Quarter 1 participation in 1989  
Market study - for building products  
Market study - for other building products



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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :502-HONG KONG

SECTOR :005-ADVANCED TECH. PROD. & SERV  
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:TELECOM, DATACOM, SAT, SPACECOM

CABLE TV NETWORK EQUIPMENT SUPPLY CONTRACT  
AT LEAST 1 OR 2 SUPPLIERS WILL BE SECURED

MOBILE DATA NETWORK - FIRE SERVICES 2ND GENERATION  
AT LEAST 1 OR 2 SUPPLIERS WILL BE SECURED

COMMTEL ASIA'90, DEC 4-7  
OBTAIN OFFICIAL CANADIAN PARTICIPATION WITH 15 TO 20 COMPANIES IN 1990

SUB-SECTOR:COMPUTERS HARD/SOFTWARE & COMP

HOSPITALS INFORMATION SYSTEM (4 MILLION)

URBAN COUNCIL LIBRARY AUTOMATION (3 MILLION)

RHK POLICE COMPUTER ASSISTED FINGERPRINT IDENTIFICATION SYST

HK INLAND REVENUE DEPT - AN APPLICATION DEVELOPMENT TOOL(1M)

CO-SPONSORSHIP OF SOFTWARE EXH 89, &/OR AUTOTECH 89 OR SIM EV  
LOCAL PUBLICITY OF CANADIAN PRODUCTS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Interest companies in participating in Commtel Asia in Dec 89.  
Assist Cdn companies with three contracts being pursued.  
Info booth at Internepcon and mission.

Thus far some 10 Cdn co's will participate in Commtel Asia in Dec. 89.  
2 contracts awarded for hitech eqpt and services and one pending.

QUARTER: 2 Mission of 9 company reps in electronic components sector and participation in Internepcon Trade Fair. Technical/sales seminar was also held.

-About 10 million Canadian dollars sales has been identified and will be concluded in 2 yrs.  
-5 local agency agreements will be established  
-market potential for Cdn electronic components suppliers appears to be strong in HK.

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 :502-HONG KONG

SECTOR :005-ADVANCED TECH. PROD. & SERV  
HONG KONG

POST :502-HONG KONG

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 3 Software - Major mission of 11 companies. Technical presentations and individual meetings. Commtel 89 - 12 co's(26 reps)displayed products at Commtel show. Major reception co-hosted by Mitel, NT and Mission. Major speech by DOC/Cda.

-Approx C\$1 million software products sold.  
-As a result of participation in Commtel, Cdn companies estimate that some \$2 million will be sold over the next year.

QUARTER: 4 -----

MOBILE DATA NETWORK - FIRE SERVICES AND CERTAIN AT LEAST 7 OR 8 SUPPLIERS WILL BE REQUIRED

WEEK IN 1989

COMMIT ASIA'89, DEC 4-7  
DETAILS OFFICIAL CANADIAN PARTICIPATION WITH 12 TO 20 COMP

SUB-SECTOR:COMPUTER HARDWARE & CON

WORLD'S INFORMATION SYSTEM (\$ MILLION)

UNION COLLEGE LIBRARY AUTOMATION (\$ MILLION)

THE POLICE COMPUTER ASSISTED FINGERPRINT IDENTIFICATION SYST

HE INLAND REVENUE DEPT - AN APPLICATION DEVELOPMENT TOOL(1M)

CO-OPERATION OF SOFTWARE FOR 8086 AUTOCH 80 OR 218 EV  
LOCAL PROSPECTS OF CANADIAN PRODUCTS

QUARTERLY RESULTS REPORTED:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

Thus far seven to ten co's will participate in Commtel Asia in Dec. 89. 5 contracts awarded for niche soft. and services and one pending.

QUARTER: 1 Interest continues in participating in Commtel Asia in Dec 89. Asiatel Cdn companies with three contracts being pursued. Info booth at Interpcom and mission.

About 10 other Canadian contacts remain for this quarter and will be concluded in 3 yrs. 2 local agency agreements will be established. Further potential for electronic agreements. Negotiations ongoing to be strong in 89.

QUARTER: 2 Mission of 9 company reps in electronic compo- and sector and participation in Interpcom Trade Fair. Technical sales seminar was also held.

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

POST :502-HONG KONG

SECTOR :017-OTHER SERVICES  
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:DISTRIBUTION

IMPROVE CURRENT INVENTORY OF HK TRADERS

IMPROVE KNOWLEDGE/UNDERSTANDING OF DIFF METHODS OF OPERATING  
IMPROVE "PRIMER" AND REPRINT FOR USE BY CANADIAN COMPANIES

CONDUCT SEMINARS ACROSS CANADA  
INTRODUCE CANADIAN COMPANIES TO CONCEPT OF USING TRADERS FOR

REPRINT"PRIMER"& DISTRB TO CDN BUSINESS COMMUNITY

PLAN ADDITIONAL SEMINARS IN CDA W/MARKETPLACE,HI-TECH & PROC

PRC & SE ASIAN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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POST :502-HONG KONG

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE  
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

INCOMING BUYING MISSION FOR REPRESENTATIVES OF PARK N SHOP,  
C\$1,000,000

INCOMING BUYING MISSION FRO REPRESENTATIVES OF PARK N SHOP,  
C\$1,000,000

SUB-SECTOR:FOOD HANDLING,PROCESSING EQUIP

PREPARATION FOR HOFEX'89.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Promote food and beverage sectors through  
missions and food promotions.  
Major instore food promotion at over 35 food out  
lets and 17 restaurants.

Two buyers from major food supermarket visited  
Canada on food buying exercise - C\$50,000 bought  
Food tasting took place with major retail outlet  
in preparation for food promotion in Sept/Oct 89  
Over C\$10 million Cdn food bought for food promo

QUARTER: 2 In store food promotion with Park N Shop in 131  
supermarkets and food tastings in 40 of the  
stores.

Approximately \$3 million of Cdn food products  
was purchased for this promotion.

QUARTER: 3 In-store food promotion with Yaohan Dept Stores.

Approx. \$100,000 product sold.

QUARTER: 4 - Canadian Beef Promotion  
- Canadian Food Fair in conjunction with the  
Hong Kong International Food Fair at which  
Canada had information booth.  
- Preparation for food promo with Dah ChongHong

- Beef - Approx. 53 chefs and 8 food writers  
attended a beef seminar and tasting. Under-  
taken with Alberta.  
- 19 Companies (28 reps) displayed products and  
some 400 buyers visited Cdn exhibition.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :502-HONG KONG

SECTOR :004-DEFENCE PROGRAMS,PRODUCTS,SERV  
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:SECURITY PRODUCTS

FOLLOW UP MKT IDENT EFFORTS OF NEW SUPPLIERS INTRO AT HITEC TOMERS AND/OR DISTRIBUTORS  
WORK WITH AT LEAST 5 NEW SUPPLIERS IN ATTEMPT TO SECURE CUS-

MKT STUDY FOCUSING ON IDENT FULL EXTENT OF THE SECTOR,KEY  
CONTRACT OUR STUDY & EVALUATE & REPORT RESULTS BY MID 1989

SECURE TDO ASSISTANCE IN INCLUDING HK IN ANY RELEVANT VISITS  
AT LEAST 1 SUCH VISIT TO HELP PUBLICIZE CANADIAN TECHNOLOGY

PROTECT ASIA'90 (JAN)  
OBTAIN OTTAWA APPROVAL FOR A CDN PAVILLION

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Identify local market opportunitis and Cdn co's  
with capability to supply (through HiTech 89).  
Market study to identify market opps.

Local opportunitis identified and 3 Cdn supplier  
s making inroads into market.  
Market study not yet undertaken in order not to  
overlap with building security products study  
just completed.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :502-HONG KONG

- Major involvement in regional tourism fair - Intertour with 15 Canadian suppliers.
- 10 Canadian officials attended and/or participated in HK International Fur Fair.
- Two Prov Ministerial visits - R. Morrisey of PEI (with 7 persons) and D. Chynoweth of Sask (with 4).
- Two municipal missions - Westmount and Kingston and one HKCBA mission for Toronto with 12 participants.
- 3 airport missions visited Post - Lavalin; Ontario (12 business reps), and Quebec (7 business people).
- Visit of Manitoba Premier Filmon (Plus 8 others)



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POST :521-ISLAMABAD

SECTOR :007-POWER & ENERGY EQUIP. & SERV.  
PAKISTAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

LOBBY WAPDA FOR AWARD OF TAUNSA LOW HEAD HYDEL PROJECT  
BEGINNING OF CONTRACT NEGOTIATION FOR A LOW HEAD PROJECT

WORTH CS\$100-150 MILLION.

SUPPORT EFORTS OF CDN COY ON PRIVATE THERMAL POWER PROJECT  
INCREASE IN EXPORT OF CANADIAN THERMAL POWER PLANT

EQUIPMENT.

ARRANGE FOR CHAIRMAN, WAPDA TO VISIT CANADA  
A BETTER RAPPORT WITH CANADIAN COMPANIES INTERESTED IN

HYDEL AND THERMAL POWER GENERATION PROJECTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Call by HOM on Secretary, Ministry of Water and  
Power. - Regular calls on Ministry of Water Pow-  
er. - Two calls by HOM on Chairman, Water and  
Power Development Authority.

Support grid station bid by Cdn Consortium & win  
extension of 2 weeks for final consideration of  
proj. The extra period of 2 weeks was requested  
to allow Cdn Consortium to put together a finan-  
cial package for the grid station.

QUARTER: 2 1. Arrange visit of Additional Secretary Min of  
W & P and Chairman Wapda, for WEC.

1. Visit completed in Sept89. Cdn companies int-  
erested in power sector projects were able to  
register their interest with these two key  
persons.

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :521-ISLAMABAD

SECTOR :004-DEFENCE PROGRAMS, PRODUCTS, SERV  
PAKISTAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

INVESTIGATION & REPORTING ON PAKISTAN ARMY PROCURE PROCESS  
BETTER KNOWLEDGE OF THE PROCUREMENT PROCESS AND FUTURE

NEEDS WILL LEAD TO AN INCREASE IN MARKET PENETRATION.

INCOMING DEFENCE AND SECURITY EQUIPMENT MISSION  
ACQUAINT MINISTRY OF DEFENCE PRODUCTION WITH CANADIAN

EXPERTISE IN DEFENCE SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 HOM call on Secretary Defence Production

Discuss details of visit programme of Incoming Defence Mission to Canada. HCM's visit facilitated in getting necessary information to structure visit programme in Canada.

QUARTER: 2 1. Arrange Defence mission Jul/Aug.

1. Mission postponed; will reschedule early next FY.

2. Pursue FMS financing for CMC.

2. Pak authorities interested,U.S. will consider case by case basis.

QUARTER: 3 -----

QUARTER: 4 -----

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POST :521-ISLAMABAD

SECTOR :011-OIL & GAS EQUIPMENT,SERVICES  
PAKISTAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

REGULARLY CALL ON OIL CO EXECS IN ISLAMABAD,LAHORE & KARACHI  
OBTAIN TIMELY INFORMATION ON PROCUREMENT OPPORTUNITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Expose Pakistan oil and gas companies executives  
to Canadian capabilities.  
Help Canadian companies to get business from  
Pakistan oil and gas companies.

Arranged visit of Mr. W.A. Zuberi, Managing Dir.  
,Pakistan Oilfields Ltd. to Intercan 89. Several  
Cdn cos got first hand knowledge about POL's  
planned purchasing activities from its Chief Exe-  
cutive & expressed interest to pursue those opp.

QUARTER: 2 1. Resolve CCC/Cardwell contract.  
2. Arrange Chairman OGDC visit to Alta.

1. HOM met Min Petroleum; result OGDC raises  
possibility of third rig.  
2. Chairman pleased with visit.

QUARTER: 3 -----

QUARTER: 4 -----

QUARTER: 4 Continue the regular follow-up of the projects  
which are close to contract signature.

OGDC project financing negotiations were  
completed and loan agreement signed.  
OGDC signed a \$200 million contract under  
which OGDC has provided the tech. proposals.



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POST :521-ISLAMABAD

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE  
PAKISTAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Help Canadian companies in getting business with Agriculture sector projects funded by multilateral donors.

Arranged visit of Mr. Ken Lucas, President and latter for Ms. D.Turnbull, V-President, Agrodev Canada Inc. to position them for Second Aquaculture Development Project funded by Asian Development Bank.

QUARTER: 2 1. Help Agrodev secure ADB contract.

1. Meetings arranged for Rod Bailey to collect data to submit bid for fruit and vegetable marketing project.

QUARTER: 3 -----

QUARTER: 4 -----

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POST :505-JAKARTA

SECTOR :005-ADVANCED TECH. PROD. & SERV  
INDONESIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

VISIT BY MINISTER FOR TOURISM,POST & TELECOM.TO CANADA  
ACCEPTANCE OF INVITATION ISSUED TO PREVIOUS MINISTER (PRIOR

TO APRIL 88 CABINET CHANGE)

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Support companies in pursuit of telecoms/comms projects.

1.Assisted CMC with seminar presentation to Perumtel in support of commercial negotiations.  
-Assisted MITEL with seminar presentation to IPTN in support of marketing of PABX.

QUARTER: 2 -WE HAD PLANNED TO CONCLUDE CAL-LUT PROJECT SINCE COMMERCIAL CONTRACT WAS SIGNED IN JUNE  
-PLANNED TO BE AT TENDER STAGE FOR LAPAN UP-GRADE BY M.D.  
-PLANNED TO RESOLVE DIPIX BANKRUPTCY CLAIMS

-CAL WAS NOT ABLE TO ACCESS NECESSARY SECT 31 FUNDING  
-MD APPOINTED SEVERAL COMPETING AGENTS THUS BLURRING PROJECT PROSPECTS  
-INTERA REP WILL ASSUME SERVICING DIPIX EQUIPMNT

QUARTER: 3 EDC found necessary soft funding for CAL project & visited post.  
Mac.D.simplified their Rep.for LAPAN upgrade, assessment of competing,offers US & France completed;C'Air obt.preliminary orders 3 Challenger.

Financing for CAL LUT project is completed except for wording detail.  
T.S.I.reverted to earlier rep.to pursue the two projects at Perumtel.  
CMC redrafted telex proj.specs to incl switching

QUARTER: 4 Continue the regular follow-up of the projects which are close to contract signature.

-CAL LUT PROJECT financing negotiations were completed and loan agreement signed.  
-SPECTROCAN signed a US\$5 million contract under OECF Financing  
-CMC & TSI have presented new tech.proposals.



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POST :505-JAKARTA

SECTOR :008-TRANSPORT SYS,EQUIP,COMP,SERV.  
INDONESIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

COMPLETE BUKIT ASSAM PROJECT - RAIL & COMM. SYSTEM  
\$8M IN SALES

BEGIN UPDATE WEST SUMATRA RAILWAY  
CONSULTANCY CONTRACT

COMPLETE SALE - REFIT LOCOMOTIVES  
\$20M

REPAIR/OVERHAUL TWIN OTTERS FOR MERPATI  
\$12

PREPARE DETAILED REPORT ON LRT PROSPECTS  
ANCILLARY EQUIPMENT

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 A.Repair/overhaul Twin Otters for Merpati
- B.Bukit Assam project
- C.Canadair/IPTN Market study.
- D.Canadair Challenger promotion

- QUARTER: 2 -OBJECTIVE WAS TO ADVANCE MERPATI TWIN OTTER REFURBISHMENT PROJECT
- NEED TO COMPLETE CPCS, IAL & SYSCO PORTIONS OF BUKIT ASAM PROJECT

QUARTER: 3 Completed Bukit Asam project incl rails & obtain firm indication of financing for Merpati.

- QUARTER: 4 -Complete BUKIT ASAM PROJECT
- Repair/Overhaul of TWIN OTTERS for MERPATI

QUARTERLY RESULTS REPORTED:

- A. Identified potential Cdn supplier.
- B. Assisted processing \$8m rail/comms sales/serv.
- C. Preliminary indications of sufficient market potential. D. Confirmed sale one Challenger; further sales pending.

- EXECUTIVES OF MERPATI WERE CHANGED, THERE WAS SECT 31 CREDIT REQUEST REFUSED.
- CPCS HAS BEEN CONTRACTED BY IBRD TO PROVIDE OPS SUPPORT, IAL IS COMPLETING COMMUNICATIONS SECTION & SYSCO IS PENDING.

CIDA funding for Bukit Asam was extended to end 1990.  
Coal hopper cars were assembled & delivered.

- All major remaining transactions for BUKIT ASAM PROJECT were completed.
- Convinced GOI of necessity of accepting export credits for the TWIN OTTER deal. Were successful in having a serious CDW supp. come to visit JKT.



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POST :505-JAKARTA

SECTOR :014-EDUCATION, MEDICAL, HEALTH PROD  
INDONESIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

- QUARTER: 2 -INVITED CDN FIRMS FOR ADB 2ND HEALTH PROJECT
- SUPPORTED LAVALIN FOR MARINE SCIENCES EDUC PROJ
- SUPPORTED CANEDCOM TO CONDUCT STUDY FOR STM IV
- SUPPORTED ND LEA FOR W-B INST DEV & TRNG PROJ
- PROMOTED CDN EDUCATIONAL EQUIPMENT

- EXPECT 2 CDN FIRMS ON LONG LIST
- LAVALIN SHORT-LISTED. INVITATION LET TO BE ISSUED
- CIDA INC AGREED TO CONTRIBUTE C\$299,982 TOWARDS COST OF STUDY
- ND LEA SUBMITTED PROPOSALS TO MIN. OF PUB WORKS

QUARTER: 3 Lea/Lavalin proposal for IBRD Institution & Training was submitted-assessed third. Marine Sciences proj(jointly with Aust)pursued, CIDA Inc CPPF FUNDING obtained for CDN CANEDCOM.

All projects under negotiation/evaluation.

QUARTER: 4 Regular follow-up with executing agencies on an number of multilateral projects.

CDM consortium is well positioned for technical assistance contract for the MARINE SCIENCES PROJECT under ADB financing. Five other projects are actively being pursued by CDN COS.

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 :505-JAKARTA

SECTOR :010-MINE,METAL,MINERAL PROD & SRV  
INDONESIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

PREPARE REPORT ON GOLD AND COAL SECTORS  
IMPROVED AWARENESS OF MARKET BY CANADIAN FIRMS

MAILING OF PRODUCT LITERATURE TO GOLD COMPANIES  
POSSIBLE DIRECT SALES BY CANADIAN COMPANIES

PROM.THE ATTEND.OF POT.BUYERS/AGENTS TO 1989 PROSP & DEV ASS  
EXPOSE KEY CONTACTS TO A WIDE SELECTION OF CANADIAN EXPERTI-

SE

GET IN TOUCH WITH THE INDON.WHO STUDIED IN CDA & THAT ARE  
ESTABLISH A NETWORK OF CONTACTS WITHIN THE MINING SECTOR

FOLLOW-UP REGULARLY WITH CDN CONS.ACTIVE IN THE SECTOR  
DETERMINE THE DIRECTIONS OF CHANGE WITHIN THE SECTOR NAMELY

REGARDING GOVERNMENT POLICIES

VISIT A NUMB.OF PRIV CO WHICH HAVE ANNOUNCED THEIR INT TO GO  
OBTAIN THEIR PROCUREMENT LISTS AND PROCEDURES AND PROMOTE

CANADIAN EXPERTISE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Visit a number of private companies which have  
announced their intention to go ahead with large  
capital investments.

Indonesian participation to the 1989 Coal Ass.  
of Canada Annual Conference.  
Had contacts with Inco,Beran Coal,Kaltin Prima  
Coal.

QUARTER: 2 -VISITED A NUMBER OF PRIVATE COS WHICH PLAN TO  
PROCEED WITH NEW CAPITAL INVESTMENTS

-IDENTIFIED A NUMBER OF PROJECTS WHICH ARE  
COMING OUT OF EXPLORATION STAGE & PROCEEDING  
WITH ACTUAL PRODUCTION. LOCAL CO ATTENDED  
MINTEK

QUARTER: 3 Secured new orders for \$250,000 mining equipment  
Continued to prepare for Asean Mining Congress  
Pursued new projects for mining consulting

Ingold has new project in Irian Jaya.  
Inco modernization being completed.

QUARTER: 4 Distribution of product literature to gold  
companies & interview of large private COS which  
have planned to proceed with large capital  
investments.

Attendance at 2nd ASIA-PACIFIC MINING CONFERENCE  
permitted Embassy to distribute promotional  
literature & to establish new contacts within  
the Industry.



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 :505-JAKARTA

SECTOR :009-FOREST PRODUCTS,EQUIP,SERVICES  
INDONESIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

PREPARE SUMMARY REPORT ON PULP AND PAPER EXPANSION  
INCREASED AWARENESS OF MARKET BY CANADIAN FIRMS

KEEP IN CLOSER TOUCH WITH LOCAL ASSOCIATIONS (APKINDO ISA)  
GET A BETTER UNDERSTANDING OF THE PRIVATE SECTOR

PROM THE ATTEND OF POT BUYERS/AGENTS TO 1989 FOREST IND EQPT TISE  
EXPOSE KEY CONTACTS TO A LARGE SELECTION OF CANADIAN EXPER-

FOLLOW-UP REGUL.WITH CDN CONSUL.& INDO.BUYERS REG.APP.CPPF OF CANADIAN GOODS AND SERVICES  
MORE RAPID IDENTIFICATION OF VIABLE PROJECTS AND PROMOTION

VISIT A NUMB.OF PRIV.CO.WHICH HAVE ANNOUNCED THEIR INT.TO GO CANADIAN EXPERTISE  
OBTAIN THEIR PROCUREMENT LIST AND PROCEDURES AND PROMOTE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Visit a number of private companies which have  
announced their intention to go ahead with large  
capital investments.

Have been in touch with a number of contacts in  
the forestry sector with special emphasis on  
the Pulp and Paper sector.

QUARTER: 2 -LOCAL STUDY ON PULP AND PAPER SECTOR WAS  
DISTRIBUTED TO CANADIAN COMPANIES

-THIS STUDY COMMISSIONED BY THE POST, WILL  
PROVIDE GOOD BACKGROUND INFO FOR CANADIAN COS.

QUARTER: 3 Continued to assist Canadian consultants who are  
pursuing private sector clients.  
Followed down fall of Astra-Scott proj.in Irian  
Jaya.  
Suc'fully concluded CPPF funding for Kayu Lapis

Maintained watching brief on environmental  
forces affecting forestry projects  
Reported on large increase in export fees for  
sawn timber.

QUARTER: 4 Visit a number of private companies which have  
announced their intention to go ahead with  
larger capital investments.

Have established contact with a number of  
private COS having planned large investments in  
the pulp & paper sector.



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 :505-JAKARTA

SECTOR :007-POWER & ENERGY EQUIP. & SERV.  
INDONESIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

ONGOING ASSISTANCE TO ATOMIC ENERGY OF CANADA  
CONTINUED COLLABORATION BETWEEN AECL AND BATAN

LIAISE W/EXECUTING AGENCIES WHICH BENEFIT FM IBRD OR ADB FIN  
INFORM INDUSTRY OF UPCOMING INT. CALL FOR TENDER

FOLLOW THE DOMESTIC DISCUSSIONS CONCERNING THE POSSIBLE  
REPORT TO OTTAWA AND INDUSTRY ON A SECTOR WHERE CANADA HAS

STRONG EXPERTISE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Liaise with executing agencies which benefit  
from IBRD or ADB financing(PLN,MIGAS)

We are organizing participation at the  
Electric-Indonesia trade fair in Nov. and a  
rural electrification mission.  
Approached a number of potential agents.

QUARTER: 2 -LIAISON WITH IBRD, ADB, PLN, PGM IN VIEW OF  
TARGETTING MULTILATERALLY FUNDED PROJECTS  
(POWER AND GAS SECTORS)

-PRESIDENT OF PLN ATTENDED WEC 89. PAITON PROJ  
IS PENDING. NOVACORP IS WELL-POSITIONED AND  
PREPARATIONS ARE UNDERWAY FOR THE UPCOMING ELEC-  
TRICAL MISSION. CDM INDUSTRY INFORMED OF INT  
CALLS FOR TENDERS.

QUARTER: 3 Followed progress of Suralaya/Paiton & Gresik  
projects.  
Reported on B & W & C.E. bliler competition.

Maintained relations with PLN, EKUIN & relevant  
lending agencies.

QUARTER: 4 -Liaise with executing agencies which benefit  
from IBRD or ADB financing.  
-Follow the domestic discussion concerning the  
possible decision by GOI to construct a nuclear  
plant.

-CDM COS have been short-listed or awarded  
contracts e.g.(PAITON project,Rural Electrifica-  
tion  
-Report to Ottawa & industry on a sector where  
Canada has strong expertise.

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 :505-JAKARTA

Quebec Trade Mission

Canola Trade Mission

Ontario Tobacco Trade Mission

Trade & Investment Seminars in Medan & Surabaya

CDN-Indonesia Business Council Trade Mission

Support with the attendance of Indonesian Delegations to  
Globe 90 & GIS 90

Visit Asian Aerospace Trade Show in Singapore

Official Ceremony for Delivery of GM Locomotives for  
Bukit Asam Project.



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 :511-KUALA LUMPUR

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE  
MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

FOLLOW-UP W/COLD STOR BHD TO IDENT BETTER SUCCESSFUL PROD  
FIRMLY ESTABLISH NEW LOCAL MARKET FOR 3 CANADIAN FOOD PRO-

DUCTS.

LIAISE W/DEPT OF VETER SERV TO LAUNCH COOP LIVESTOCK VENTURE  
ESTABLISH WORK PRGM & INITIATE ACTIVITIES TO DEVELOP CROSS

BREED FOR TROPICS

CONTINUOUS PROMOTION OF CANADIAN BREEDING LIVESTOCK  
INCREASE CDN MARKET SHARE BY 10%. ESTABLISH INTEREST IN CDN

SHEEP STRAINS.

PROM CDN UNIV & TECHN TRAINING PROG W/AGRICULTURAL SECTOR  
IDENTIFY PRIORITY MLSIAN TRAINING NEEDS FOR RECRUITMENT

ASSIST AB GOVT IN FOOD PROM PLANNED W/YAOHAN SUPERMARKET  
EXPAND CDN SALES. ESTABLISH CDN PROFILE WITH 2ND MAJOR SU-

PERMARKET CHAIN.

IN CONSULT W/IMPORTER DEV LIST OF MARKETABLE CDN FOOD PROD.  
ALERT CDN COS TO NEW SALES OPPTS. INTRO BROADER RANGE OF CDN

FOOD PRODUCTS

ASSESS MKT FOR CDN FEED INGREDIENTS & DEVELOP ENTRY STRATEGY  
INTRODUCE CDN BARLEY, CANOLA MEAL AND OTHER FEED INGREDIENTS

TO MLSIA

MEET W/MLSIAN COS TO PROM SOURC OF CDN AGRIC EQP/TECH & SERV  
DEMONSTRATE APPLICATIONS OF CDN HIGH TECH TO AGRIC SECTOR

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Introduce new Canadian food products;market Cdn  
feed ingredients;support Cdn Wheat Board  
marketing program

Five new companies introduced to local  
distributors;three Mlsian coys participating  
in Ginseng Mission to Cda;3 participants  
sponsored for CIGI course;Cdn wheat sales reach  
record level of \$16.2 mn during Jan-Apr

QUARTER: 2 Incoming Ginseng Mission; invite representatives  
to CIGI course; prepration of Canadian Wheat  
Board Report on Grains & Oilseeds.

3 participants attended Ginseng mission;  
purchases anticipated after harvest;3  
participants from flour mills attended CIGI  
course.

QUARTER: 3 Planning for Ontario Primary Agriculture  
mission; invitations to Department of Veterinary  
Services to approve abattoirs in Canada for  
halal slaughter; follow-up on ginseng mission.

5 companies to participate in Ontario Primary  
Agriculture Mission; return trip to Canada of  
ginseng buyer with confirmed sales of C\$109,000;  
Sr. officials at both Dept of Vet Services and  
Islamic Centre agreed to visit Cdn abattoirs.



QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :511-KUALA LUMPUR

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE  
MALAYSIA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 4 Ontario Ag mission; Canola mission; Manitoba swine seminars/mission; veterinary incoming mission; follow-up on product selection for food promotion; cultivation of new food brokers; prep'n for aquaculture mission; assessment of feed ind.

Promotn of Cdn breeding stock w/DVS & industry; good prospects for Canola meal; breeding stock buyer visits forthcoming; DVS mission to Cda; assistance to Cdn ag-equipmt/services co's; Cdn consultant awarded ADB fisheries proj contract.

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 :511-KUALA LUMPUR

SECTOR :011-OIL & GAS EQUIPMENT,SERVICES  
MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:MACHINERY AND EQUIPMENT

INFORM CDN PIPELINE CONSTRUCTION COS OF PGUP II DEVELOPMENTS  
CDN COS AWARDED PGUP II CONTRACTS AS PRIME SUPPLIER OR SUB-

CONTRACTOR

IDENT CDN FIRMS TO BID ON DULANG OILFIELD & MELAKA REFINERY  
MORE CDN COS VISIT MARKET, APPOINT LOCAL ASSOCIATES, BID

TENDERS

INTRO NEW OIL/GAS EQPT/SERV SUPPL:DEV SHORTL.OF QUAL AGENTS  
OIL & GAS COS INCL ON UPCOMING PROV TRADE MISSIONS; 3 COS

APPOINT LOCAL REPS

PROM CDN TECH & MANAG TRAINING PROG FOR THE PETROLEUM IND.  
SECURE MLSIAN PARTICIPANTS ON ASIPIID & BSAM; HRD SEMINARS

TO PETRONAS

ASSIST CDN FIRMS TO POSITION THEMSELVES FOR PGUP III PROJECT  
CONGAS GAS DISTRIBUTION STUDY COMPLETED; CDN COS ALERTED TO

SALES PROSPECTS

IDENTIFY POTENTIAL CDN COOP. IN PETROLEUM RESEARCH INST.  
CESO VOLUNTEER ASSIGNED TO INSTITUTE; INSTITUTIONAL COOPERA-

TION PURSUED

SUPP CDN CO TO MKT TRANSP SERV TO OFFSHORE OIL/GAS INDUSTRY  
ESTABLISH COMPANY AS VIABLE ALTERNATIVE TO EXISTING UK SUP-

PLIER OF SERVICES

INFORM CDN OIL/GAS OPERATORS OF EXPLO/PRODUCTION OPPORTUNIT.  
CDN OPERATORS AWARDED ADDITIONAL PRODUCTION SHARING

CONTRACTS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Introduce new oil and gas eqpt and source  
suppliers to Mlsian market;Promote Cdn involve-  
ment in new Petronas Petroleum Research  
Institute.

6 coys participated at Mlsian Oil & Gas Show;  
Mlsian attendees at Intercan signed 5 agency  
agreements;Cdns sought by Petronas to head new  
Training Institute;Maloney sold 2nd glycol unit  
at \$1.6 mn.

QUARTER: 2 Follow-up with Cdn participants to 3rd Mlsian  
Oil & Gas Show providing them with regular info  
on upcoming opportunities.Assist companies not  
yet represented locally in finding suitable  
agent

Increase our market share for oil and gas  
equipment and services

QUARTER: 3 Organize Alberta oil and Gas Mission.  
Prepare Norcen VIP visit

All Alberta mission participants(7) now locally  
represented and on bidders list for upcoming  
tenders. Norcen seriously considering major  
investment in Malaysia.



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 :511-KUALA LUMPUR

SECTOR :011-OIL & GAS EQUIPMENT,SERVICES  
MALAYSIA

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 4	<ul style="list-style-type: none"> <li>-Promote technical &amp; managerial training programs for petroleum industry</li> <li>-Continue to attract more Cdn suppliers to Mlsia</li> <li>-Introduced additional candidates for Petronas/PRI advisory committee</li> </ul>	<ul style="list-style-type: none"> <li>-Asipid invited to submit proposal to Permata.</li> <li>Petronas Human-Res VP has visited Cdn R&amp;T fac.</li> <li>-4 add.Cdn coys now represented locally &amp; currently bidding.</li> <li>-Appt of 2 Cdn expected to raise Cdn profile</li> </ul>

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	<ul style="list-style-type: none"> <li>Presented Cdn satellite expertise in VIM, BTR and TDU technology to promote telecom expertise</li> <li>Identify new opportunities for remote banking services &amp; technology</li> </ul>	<ul style="list-style-type: none"> <li>Director of satellite unit to visit Cdn mission</li> <li>awarded 51 m aerial survey contract, Cdn satellite data interpretation contract, Cdn companies signed agency agreements.</li> </ul>
QUARTER: 2	<ul style="list-style-type: none"> <li>Active spectrum in presenting study to TSP</li> <li>Identify participants for TSP Total Network Management Training.</li> </ul>	<ul style="list-style-type: none"> <li>Specialized study completed, multi project implementation &amp; telecom firms participated in</li> <li>Global mission, Gambia seminar attracted 28 agents and end-user, 3 invites from TSP for TSPC program.</li> </ul>
QUARTER: 3	<ul style="list-style-type: none"> <li>Training for incoming telecom officials</li> <li>including spectrum engineering and CCM with project at TSP, product seminar for All Canada</li> <li>to Malaysian government officials, seminar</li> <li>seminar Conference.</li> </ul>	<ul style="list-style-type: none"> <li>TSPCC signed RM Dec 89, proceeding with contract negotiations. All seminar well received. Four Canadian firms represented at Remote Banking Conference.</li> </ul>



QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
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POST :511-KUALA LUMPUR

SECTOR :005-ADVANCED TECH. PROD. & SERV  
MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

SURV INFORMATICS CLIENTS TO ASSESS & DEV MKT STRATEGIES  
SHOPPING LIST DISTRIBUTED TO SUPPLIERS; DECISION ON DATACOM

MISSION

ENSURE LEADING COS PARTICIPATE IN UPCOMING TRADE MISSIONS  
INCREASE CDN EXPOSURE TO EMERGING COMMERCIAL OPPORTUNITIES

ASSIST CDN COS IN THEIR PLANS TO ESTABL LOCAL JOINT VENTURES  
STRENGTHEN LOCAL CDN PRESENCE IN TELECOMS SECTOR; INCREASE

EQUIPMENT SALES

SUPP CDN CO IN REMOTE SENSING TO ESTABLISH JOINT VENTURE  
BROADEN RESIDENT CDN REMOTE SENSING CAPABILITY; PROMOTE CDN

SUPPLY CAPABILITY.

TRACK DEVELOP PLANS OF STM & RTM TO DETERM NEW SATELLITE REQ  
EDUCATE CDN INDUSTRY ON MARKET PROSPECTS,INCREASE NO. OF CDN

TENDER BIDS

ASSESS INT IN FORM PARTNER.W/CDM SUPPL IN AREA OF REM.SENS.  
PROVIDE COMPETING CDN COS WITH GREATER RANGE OF QUALIFIED

LOCAL AFFILIATES

ESTABLISH DATACOM REQUIREMENTS OF MALAYSIAN UTILITIES  
ADVISE CDN INDUSTRY OF SALES PROSPECTS; ESTABLISH CDA AS

VIABLE ALTERNATIVE

IDENT COS UTILIZ PROCESS CONTROL INSTRUM & ASSES MKT PROSP.  
MATCH MLSIAN REQT TO CDN SUPPLY CAPAB; MORE CDN SUPPLIERS

VISIT MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Promoted Cdn satellite expertise to STM,RTM and  
TV3,Encourage Prov to promote telecoms expertise  
Identify new opportunities for Remote Sensing  
Services & Technology

Director of Satellite unit to visit Cda;Intera  
awarded \$1 mn aerial survey contract,Que defence  
telecoms mission scheduled for Aug;Bercha won  
satellite data interpretation contract;Two Cdn  
companies signed agency agreements.

QUARTER: 2 Assist Spectrocan in presenting study to JTM;  
Quebec Defence/Telecommunications mission;  
identify participants for TEMIC Total Network  
Management Training.

Spectrocan study complete; await project  
implementation; 4 telecom firms participated in  
Quebec mission; Dataradio seminar attracted 58  
agents and end-users; 3 invitees from STM for  
TEMIC program.

QUARTER: 3 Planning for incoming telecoms mission;  
assisting Spectrocan Engineering and CCC with  
project at JTM; product seminar for AIT Canada  
to Malaysian government officials; Remote  
Sensing Conference.

JTM/CCC signed MOU Dec 89; proceeding  
with contract negotiations. AIT seminar well  
received. Four Canadian firms represented at  
Remote Sensing Conference.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
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POST :511-KUALA LUMPUR

SECTOR :005-ADVANCED TECH. PROD. & SERV  
MALAYSIA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 4 GIS '90; Tel mission (replacing Datacom mission based on assessment of STM & Mlsian Govt procurement needs); assistance to MDA on remote sensing contract; strengthen contacts with local telecom & informatic agents & clients.

3 Mlsian participants attended GIS'90; 5 telecom mission participants impressed with Cdn supply capabilities, good opportunities on upcoming projects. RTM procurement of TVRO's from Nexus; participant from STM attended TEMIC.



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 :511-KUALA LUMPUR

SECTOR :007-POWER & ENERGY EQUIP. & SERV.  
MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

PROM INFO EXCHANGE BETWEEN UTILITIES ON POLICIES,OPERAT.,MRD  
ESTABLISH INSTITUTIONAL LINKAGES AND PROSPECTS FOR COMMER-

CIAL COOPERATION

ENCOUR CDN COAL SUPP TO MKT AGRES PROD TO NAT.ELEC.BOARD  
OBTAIN A NICHE IN MARKET FOR CDN COAL NOW PRIMARILY SOURCED

FROM AUST, CHINA

PROM PROG TO PROV TECH TRAINING TO MLSIAN UTILITY ENGINEERS  
INCR EXPOSE TO CDN TECH; ANOTHER PRACTICAL ATTACH FR NEB

UNDER ONT AMB PROGRAM

REPORT ON NEB & SEB PLANS FOR 1 HYDRO & 3 THERMAL GEN.PROJ.  
TIMELY ADVICE TO CDN EXPORTERS TO BETTER POSITION THEIR BIDS

IDENT AREAS WHERE FOREIGN EXPERT REQ IN CONSULTING ENGIN'G  
IDENTIFY SELECT NEW OPPORTUNITIES FOR CDN CONSULTANTS

REVIEW MALAYSIAN CAPABILITIES IN POWER EQUIP SUPPLY & SERV.  
DEVELOP INVENTORY OF LOCAL AGENTS TO JOINTLY BID TENDERS

IDENT NEB SHORT-TERM CONSULT ASSIGNMENT  
SECOND CDN TECHNICAL EXPORT TO NEB; ENHANCE CDA/NEB RELA-

TIONSHIP

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Enhance exposure to Cdn power generation,  
transmission capability;market Cdn Scada  
expetise;promote Malaysia's participation at  
WEC

NEB,SEB,SESCO participated in power generation  
mission to Cda.Ont Hydro,CI Power submitted  
Siting study proposals for generation proj;  
Alerted Cdn firms to SEB scada equipment reqts;  
Identified WEC candidates for Cdn sponsorship.

QUARTER: 2 Carry out an updated overview of NEB,SESCO and  
SEB upcoming projects and requirements and  
follow-up with Malaysian incoming buyers  
mission.

Produce comprehensive report on proposed major  
projects for period 1990-1995 with focus on  
areas where Canada has strong capabilities.BC  
based Canadian consortium was recently formed to  
actively pursue these projects.

QUARTER: 3 Pursue Pergau Project. Alert Canadian companies  
on upcoming tender for 500 kv turbines and  
ancillary and associated external consultancy  
work required. Make corporate calls to NEB  
senior management.

As result of constant lobbying and follow-up  
BC consortium may be invited to bid on Pergau  
Project therefore, breaking British monopoly.



QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
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POST :511-KUALA LUMPUR

SECTOR :007-POWER & ENERGY EQUIP. & SERV.  
MALAYSIA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 4 Continue to support Cdn consulting firms in their efforts to position themselves for upcoming power projects incl Pergau, Ulu Jelai, Bakun.

Klohn Crippen has met 3 times with Head of NEB & will likely be prequalified for Pergau & Ulu Jelai. SNC & Dessau are in process of selecting jv partners to pursue upcoming projects.

QUARTERLY RESULTS REPORTED:

ACTIVITIES UNDERTAKEN IN QUARTER:

TRACKING:

Quarter 1: Follow up opportunities remaining from Defense Mission to Cdn defense local agents for Cdn copy. Resolve 102 contract dispute.  
Quarter 2: Defense calls on defense source. Plan activities related to the defense sale. 30 show.  
Quarter 3: Defense calls on defense source. Plan activities related to the defense sale. 30 show.  
Quarter 4: Defense calls on defense source. Plan activities related to the defense sale. 30 show.

Quarter 1: Follow up opportunities remaining from Defense Mission to Cdn defense local agents for Cdn copy. Resolve 102 contract dispute.  
Quarter 2: Defense calls on defense source. Plan activities related to the defense sale. 30 show.  
Quarter 3: Defense calls on defense source. Plan activities related to the defense sale. 30 show.  
Quarter 4: Defense calls on defense source. Plan activities related to the defense sale. 30 show.

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

POST :511-KUALA LUMPUR

SECTOR :004-DEFENCE PROGRAMS,PRODUCTS,SERV  
MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

CONTINUE TO PROMOTE SECURITY PRODUCTS FOR USE AT CHOGM  
CCC TURNKEY BID TO SUPPLY SECURITY EQUIPMENT REQUIREMENTS

W/DEF ATTACHE MAINT ACTIVE MKTG PROG W/SEN ARMED FORCES OFF.  
STRENGTHEN CDN PROFILE OF SUPPLIERS OF DEF/SECURITY EQUIP-

MENT & SERVICES

CANVASS AGENTS ON LIK'Y MINDEF PURCH/& DEV APPROP.MKT STRAT.  
PREPARE MLSIAN DEFENCE PRODUCTS SHOPPING LIST FOR CDN INDUS-

TRY.

SUPP & ASSIST TO CDN CO TO MKT DEF PROD TO ARMY  
CO AWARDED TENDER TO SUPPLY NIGHT VISION GOGGLES

SUPP & ASSIST TO CDN CO.,ENS AIR FORCE CHIEF VIS.THEIR PLANT  
C\$5 MN SALE OF CRV7 ROCKETS TO ROYAL MLSIAN AIR FORCE

ORG TECHN PRESENT BY CDN DEFENCE PROD SUPPLIERS TO MINDEF  
THREE COS INTRODUCE THEIR PRODUCTS TO SENIOR MILITARY DECI-

SION MAKERS.

ASSIST COS WHICH MET INC DEF MISS TO DEV STRAT FOR MLSIAN MK  
ENSURE COS HAVE EFFECTIVE AGENTS, ENCOURAGE MORE REGULAR

VISITS TO KL

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Promote security product sales for CHOGM.  
Follow up opportunities emanating from Defence  
Mission to Cda;Secure local agents for Cdn coys;  
Resolve RDF contract dispute.

Police plan purchase of Scintrex EVD-1  
detectors;Mindef considering additional MVG  
purchase from Bendix Avelex;Dep Army Chief to  
visit Oerlikon;Two new coys appoint local agents  
CCC submitted proposal to settle RDF contract.

QUARTER: 2 Quebec Defence Mission. Liaison calls on  
agents and MINDEF

Que companies called on various agents, Mlsian  
companies and MINDEF. Potential very high for  
success with one agency agreement signed and  
very real potential for 2 more

QUARTER: 3 -Continue calls on defence agents  
-Plan activities related to the Defence Asia  
90 Show

Increased the awareness of Canadian interest  
in the defence products sector. Assisted with  
the successful sale of night vision goggles to  
Ministry of Defence by Bendix Avelex

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 :511-KUALA LUMPUR

SECTOR :004-DEFENCE PROGRAMS,PRODUCTS,SERV  
MALAYSIA

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 4	<ul style="list-style-type: none"> <li>- Defence Services Asia 90 trade show and briefing together with CFA</li> <li>- Calls on Mindef and various Defence agents as follow up to mission to Canada</li> </ul>	<ul style="list-style-type: none"> <li>-8 Canadian firms participated at DSA 90 with potential sales reported amounting to \$69.4 million including assistance to Bristol Aerospace and sale of CRV7 rockets to Airforce.</li> <li>-Increased awareness of Cdn defence products.</li> </ul>



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 :511-KUALA LUMPUR

SECTOR :008-TRANSPORT SYS,EQUIP,COMP,SERV.  
MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

ASSIST CDN CO TO SELL ADD 10 LOCO WHICH THE MLSIAN RAILWAY TO RAILWAY  
ESTABLISH CDN CO AS PRIME SUPPLIER OF LOCOMOTIVES AND SPARES

SUPP CDN CO FOR UPCOMING TENDER TO SUPPLY ATC SYSTEM  
ENSURE CDN CO'S CONTINUING PRESENCE IN MALAYSIA

ASSIST CDN SUPPL TO INTROD RAPID INTERV VEHICLES(RIV)& OTHER AVIATION  
SUCCESSFULLY BID SUPPLY OF 7 RIV TO MALAYSIAN DEPT OF CIVIL

ALERT CDN COS TO MOT NEG W/IBRD FOR C\$180MM INTEG TRANS.LOAN DERS.  
ENSURE CDN COS MARKET CAPABILITIES, VISIT MLSIA & BID TEN-

ASSIST CDN CO TO SEC 5 YR TECH ASSIST CONTR W/MIN OF TRANSP  
MAINTAIN CDN'S PRESENCE IN SECTOR; ENCOURAGE "BUY CDA"

ALERT CDN COS TO PRIOR NEW AIRPORT EXPAN PROJ. AEROSPACE SECTOR  
INTRODUCE 2 NEW CDN SUPPLIERS; INCREASE CDN MARKET SHARE IN

COORD PROM EFFORT WITH CDN CO TO MKT TWIN OTTER & DASH-8 COMPETITORS  
MAINTAIN CDN CO AS VIABLE CONTENDER TO SAAB & OTHER



TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Assist GM Cda in locomotives marketing;Promote  
Cdn ATC equipment and technology;Promote Mlsian  
participation at Abbotsford Air Show;Heighten  
profile of Cdn automotive parts capability.

GM Cda sold \$100,000 in locomotive parts;  
Raytheon conducted seminar to promote radar  
technology;DCA & MAS reps to attend Abbotsford  
Air Show.Automotive mission visited Klmpr.

QUARTER: 2 Assist Canadian companies in their ongoing bid  
efforts with Railways and DCA through closer  
linkeages with these authorities.

KTM has convinced Mlsian Treasury to issue  
repeat order for 10 additional GM locomotives  
(rather than call for tender).A sale estimated  
at Cdn Dlr\$21.3 million.Raytheon has now been  
prequalified for the supply of ATC systems to DCA

QUARTER: 3 Continue to assist Raytheon in its efforts to  
secure sale of RAMP system to Department of  
Civil Aviation. Lobby in favour of Interlake  
Aviation. Promote Bombardier's monorail  
technology.

DCA may be buying a RAMP unit fm Transport Cda  
for Subang Airport.Interlake Aviation has been  
certified & is expected to start pilot training  
in Cda for MAS.City Hall expected to reconsider  
its decision to buy Vonroll Monorail System

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :511-KUALA LUMPUR

SECTOR :008-TRANSPORT SYS,EQUIP,COMP,SERV.  
MALAYSIA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 4 - Assist De Havilland and other aerospace equipment suppliers in their promotional efforts  
- Assist Canadian companies to sell equipment/ services to Malayan Railway

-DHC bidding on supply of calibration aircraft to DCA. 2 senior DCA officials visited Canada  
-CANAC prequalified for Double tracking project  
-Bombardier expected to prequalify for passenger coaches tender.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Continuing support to companies pursuing energy related projects, monitoring new opportunities.

WPC Post tender that never started. Bidder was at tender's office during sale of steel poles to WPC and Sardinia, and service tender for steel pole equipment. Sale of steel poles to P&T on.

QUARTER: 2 Support and pursuing energy related projects. Before the end of new opportunities. Maintain contact with power contacts in West Power Corp and Manila Electric Co.

4-10 and program of WPC + 7 Canada, WPC-1000 at West Power Corp by WPC visit. Proceeded with steel poles with WPC. Electrification again. Dept of Trade, 4 Dept of Dev & Natural Resources. Informal sale of steel service tender.

QUARTER: 3 Provide or orientating energy related projects and monitor new opportunities. Support specific pursuing projects.

WPC and WPC opportunities on 7 energy projects. Arranged program for Singapore Airlines, VP. Steel poles of West Power Corp, for his visit to WPC. Informal sale of steel steel service tender of WPC.

QUARTER: 4 Informing companies of new opportunities in WPC. Providing support to companies pursuing tenders and other power and energy related projects.

Willingham and WPC Electronics preparing for WPC Vietnam Mini-Subs tender. Arranged program for WPC service vehicle requirements. WPC Steel poles that never started. Despite WPC. WPC service tender expansion on 7 energy.

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

POST :511-KUALA LUMPUR

MTN Market Access Review

CIDA Inc Program Review

Congas Presentation to Prime Minister's Office (EPU)



QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
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POST :503-MANILA

SECTOR :007-POWER & ENERGY EQUIP. & SERV.  
PHILIPPINES

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:HYDRO

FOLLOW DEV. OF CALACA II COAL-FIRED THERMAL PLT 14TH POWER  
CANADIAN PARTICIPATION IN BOILER. ISLAND (CALACA II), SCADA

& LOAD DISPATCH CENTRAL

FOLLOWUP LEADS GEN. BY RECENT ELECT. MISSION IN PARTICULAR,  
SALE OF UPWARDS OF \$1 MILLION

MONITOR AGUS III ENG. STUDY(EDC) & PULANGUI V FEASIB. STUDY  
CDN PARTICIPATION IN THESE HYDRO PROJECTS (AGUS III 1990

AND PULANGUI V 1993).

MONITOR NEW POWER PROJECTS IN GENERATION, TRANS. & DISTRIB.  
INCREASE CHANCES OF CDA PARTICIPATION.

FOLLOWUP COAL WATER FUEL STUDY (CIDA INC)  
CONVERSION OF DENDRO THERMAL PLANTS TO CWF.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Continuing support to companies pursuing energy  
related projects. Monitoring new opportunities.

CPCS Coal-Water fuel study started. Monenco study  
at Semirara started. Pursuing sale of used diesel  
gen-sets to NPC, and sale of steel poles to NPC  
and Meralco, and Meralco tender for elect distr  
equipment. Sold 4 used gen-sets to Phil co.

QUARTER: 2 Support cos pursuing energy related projects.  
Inform Cdn cos of new opportunities. Maintain  
liaison with senior contacts in Nat'l Power Corp  
and Manila Electric Co.

Arranged program of Mr. F T Delgado, SVP-Eng'g  
of Natl Power Corp for his Cda visit. Promoted  
Cdn steel poles with Nat'l Electrification  
Admin, Dept of Trade, & Dept of Env & Natural  
Resources. Informed cos of new Meralco tender.

QUARTER: 3 Follow up on existing energy related projects  
and monitor new opportunities. Support  
companies pursuing projects.

CIPS and SNC shortlisted on 2 hydro projects.  
Arranged program for Napoleon Eufemio, VP, Spec'l  
Projs of Natl Power Corp, for his visit to Cda.  
Informed cos. of new small hydro projs of NPC.

QUARTER: 4 Informing companies of new opportunities in NPC.  
Providing support to companies pursuing tenders  
and other power and energy related projects.

Willowglen and CAE Electronics prequalified for  
NPC Visayas Mini-Scada tender. Advised King Eqpt  
re NPC service vehicle requirements. CPS Coal-  
Water Fuel study ongoing, despite hitch. Monenco  
Semirara mine expansion design ongoing.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :503-MANILA

SECTOR :005-ADVANCED TECH. PROD. & SERV  
PHILIPPINES

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

VISIT TO CDA OF ASSISTANT SECRETARY OF COMMUNICATIONS  
BETTER UNDERSTANDING OF CANADIAN CAPABILITIES

INFORMATION BOOTH IN PHIL TELECOM 90  
HIGHER PROFILE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Monitored developments on CIDA-EDC Telecoms line of credit and CIDA Tech Assistance grant and advised Cdn cos accordingly. Gathered CVs for new telecoms Commercial officer.

Supported sale of 10 radio transmitters and helped in unsuccessful bid for 2 TV transmitters. Met with reps of 6 Cdn cos to update on telecoms situation.

QUARTER: 2 Continue to monitor private and public telecoms opportunities. Expedite CIDA-EDC line of credit. Identify broadcast opportunities. Org visit prog in telecoms and broadcast sectors for DOC rep. Org datacoms seminar for Cdn company.

Met with DOTC DM Lichauco to promote Cdn capabilities and expedite LOC. Developed many new contacts and identified several new projs in telecom and broadcast. Datacoms seminar attracted over 70 bus and mil reps, and many prospective agents.

QUARTER: 3 Follow and report on gov't telecom project opportunities. Develop contacts re private sector telecoms. Promote Cdn capabilities in broadcast equipt and remote sensing.

CIDA-EDC \$43M line of credit signed. CIDA \$5M technical assistance program in place. Opened 2 Cdn telecoms projs featuring phone call to Pres Aquino. Sponsored Cdn booth at annual Phil broadcast conf. Sent 2 remote sensing officials to Cda

QUARTER: 4 Developed strategy for pursuing rural telecoms projects under Cdn line of credit. Promoted TSI network mgmt systems to PLDT. Identified candidates for June 90 Temic program. Promoted remote sensing tech and encouraged particip in GIS 90.

Projects valued at \$6mm assigned to Canada. Close to agreement on addit projects. TSI to conduct network mgmt seminar at PLDT in May 90. Two candidates invited to June Temic course. Undersec of DENR and rep of ADB to attend GIS 90.



QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
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POST :503-MANILA

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE  
PHILIPPINES

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

MAINTAIN CLOSE CONTACT WITH SWINE & DAIRY BREEDERS TO ENCOUR  
POSSIBLE INCREASE IN SALE OF ANIMAL BREEDING STOCK FROM 300 TO 500 HEAD PER YEAR.

DEVELOP RELATIONSHIP WITH PROCESSED FOOD IMPORTERS MARKET.  
INTRODUCTION OF CANADIAN PROCESSED FOOD PRODUCTS IN THE

MONITOR GOVT POLICY ON FRUIT IMPORTATION  
INCREASE IMPORTATION OF CANADIAN FRUITS.

ASSIST CIDA IN COMMODITY GRANT ON POTASH/UREA

CANADIAN FOOD AND BEVERAGE SHOW '89 MARKET SHARE.  
INCREASED AWARENESS OF CANADIAN PROCESSED FOOD FOR POSSIBLE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Follow-up on jv opportunities fm Feb investment mission. Maintain contact with trade and alert Cdn cos to opportunities. Gather info on processed food mkt and Cdn cos active in region in prep for Oct food and beverage show.

Assisted in new buying arrangements for 7 Cdn processed food suppliers. Completed article on Phil agri-food market opportunities for publication in Canada.

QUARTER: 2 RESEARCH PHIL MARKET FOR PROCESSED FOODS AND BEVERAGES, AND CDN COMPANIES COMPETITIVE IN PACIFIC RIM, IN PREPARATION FOR PLANNED FOOD PROMOTION.

AS RESULT OF POST ENCOURAGEMENT, LOCAL IMPORTER OF CDN CANNED FISH PRODUCTS VISITED CDA AND HAS PLACED TRIAL ORDERS WITH 5 ADDITIONAL CDN COS.

QUARTER: 3 IDENTIFY AND INVITE CDN FOOD EXPORTERS TO PARTICIPATE CDN SOLO FOOD EXHIBITION. ORGANIZE FOOD SHOW AND CDN PARTICIPATION IN INTERNATIONAL BAZAAR.

IDENTIFIED AND INVITED 50 CDN COS TO PARTICIPATE IN FOOD SHOW -20 COS PARTICIPATED THROUGH AGENTS OR PROVIDED SAMPLES. IDENTIFIED AND INVITED OVER 1000 LOCAL IMPORTERS AND BUYERS- 400 ATTENDED. INCREASED AWARENESS OF CDN FOOD AND BEV PRODS.

QUARTER: 4 Follow up results of November 89 Food and beverage show. Promote Canadian food companies to local importers.

Sent a total of 380 letters to companies that attended the Food Show and answered their inquiries on possible Canadian suppliers of various food products. Referred 3 Cdn cos to local importers.



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POST :503-MANILA

SECTOR :003-GRAINS AND OILSEEDS  
PHILIPPINES

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:CEREAL GRAINS

CLOSE CO-ORD W/PHIL ASS'N OF FLOUR MILLERS ON WHEAT TENDERS.  
POSSIBLE INCREASE IN MARKET SHARE ON WHEAT FROM 5% TO 8%.

MARKET DEVELOPMENTS AND U.S. EEP

ASSIST CWB IN IDENTI. CAND. FOR COURSES IN CDN INTERN GRAINS CANADIAN GRAINS.  
INCREASED AWARENESS OF LOCAL MILLERS ON QUALITIES OF

SUB-SECTOR:OILSEEDS

CONTINUE CLOSE LIAISON W/LOCAL FEEDMILLERS TO PROMOTE CANOLA  
INCREASE IN MARKET SHARE FROM 4% TO 5%.

CANOLA MEAL SEMINAR TO SUBSTANTIATE FEED TRIAL RESULTS.  
INFORM LOCAL FEEDMILLERS OF THE QUALITIES OF CANOLA MEAL.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Monitor developments in sector, particularly relating to wheat, feed grains and oilseeds. Alerted Wheat Board to 7 PAFMIL tenders. Followed developments re establishment of 2 new Flour mills.

QUARTER: 2 CONTINUE PROMOTION OF CDN WHEAT TO CAPITALIZE ON MOMENTUM FROM RECENT GRAIN SALES. INVITE NEW FLOUR MILLERS TO VISIT CWB.

QUARTER: 3 MONITOR AND REPORT TO CWB ON NEW EEP PROGRAM BY U.S FOR 750000 MT OF WHEAT. ALERT CWB TO NEW BID OPPORTUNITIES. MONITOR AND REPORT DEVELOPMENTS ON 5 PLANNED NEW FLOUR MILLS. PROMOTE CDN WHEAT, FEED GRAINS AND OILSEEDS.

QUARTER: 4 Maintain close liaison with PAFMIL to monitor remaining balance of U.S. EEP to be able to alert CWB to opportunities for Canadian Wheat. Develop close relationship with new flour mill group to promote Canadian wheat.

Wheat Board successful in selling 490000MT of CWRS valued at Cdn \$105 mm. Organized visit to Wheat Board by 3 reps of PAFMIL and 2 from new flour mills to discuss long-term supply contract

ADDITIONAL SALES OF 35000 MT. THREE OFFICERS OF PHIL ASSOC OF FLOUR MILLERS VISITED CWB TO DISCUSS PROSPECTS FOR DIRECT PURCHASES. PRES OF PUREFOODS, OWNER OF 1 OF NEW FLOUR MILLS VISITED CWB TO DISCUSS FUTURE WHEAT REQUIREMENTS

CWB SUCCESSFUL IN BID FOR 105000 MT CWRS FOR JAN FEB 90 DELIVERY. FEATURED BOOTH ON CWB AND CDN WHEAT AT SOLO FOOD SHOW, NOVEMBER 89. COMPLETED GRAINS AND OILSEEDS REPORT REQUESTED BY AGCAN. PROVIDED DETAILS TO CWB ON NEW EEP PROGRAM.

CWB was able to sell 105,000 MT of CWRS to PAFMIL in 1989. Organized feed grain and canola seminars, and arranged Cdn Wheat Board liaison visit. Arranged mtgs between new flour millers and CWB.

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POST :503-MANILA

SECTOR :010-MINE,METAL,MINERAL PROD & SRV  
PHILIPPINES

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:EQUIPMENT AND MACHINERY

MAIL OUT CDN MINING EQUIP. BROCHURES TO CONTACTS IN INDUSTRY  
INFORM INDUSTRY OF CDN EQUIPMENT AND EXPERTISE

FOLLOWUP WITH RECIPIENTS OF BROCHURES  
NEW AGENCY AGREEMENTS & EXPORT SALES.

MINING INDUSTRY STUDY  
PROVIDE INFO TO CDN COYS ON AREAS OF OPPORTUNITY IN PHIL.

MINING INDUSTRY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Continuing to mail-out info on Cdn mining capabilities as follow-up to ad in mining journal. Assist Cdn cos pursuing mining jv opportunities. Support cos re sales of mining equipment.

Helped to organize seminar series in 3 cities by Cdn mining equipt supplier. Invited 2 candidates for MINTEK. Helped Cdn mining equipt co to open Phil office. Helped 2 local firms to finalize agency agreements with Cdn cos.

QUARTER: 2 Develop contacts in new mining cos. Assist local trading cos to obtain rep agreements with Cdn suppliers. Mail mining brochure to contacts identified in mining study and ad in mining journal.

Supported JKS Boyles in product presentation. Sent 2 candidates to Mintec 89, both of whom were highly impressed with Cdn capabilities. Met with rep of Small Miners Assoc to identify opportunities. Sent out 15 project alerts.

QUARTER: 3 Mail out Cdn Mining Eqpt & Services brochure. Support cos in selling mining eqpt. Assist cos pursuing mining JV projects. Monitor devts of mines scheduled for privatization. Attend annual mining conference.

Maricalum tender postponed & reset. Sold 12 new and 6 remanufactured slushers worth CDN \$ 151 K. Assisted in arrangement of visit to Cda of local mining engineer. Called on new Director of Bu of Mines & Geosciences.

QUARTER: 4 Supported Minariel in their bid to purchase Maricalum mine. Maintained liaison with Monenco re future commercial opportunities for Semirara expansion. Organized mining equipment and mining services mission Mar 90.

Minariel still in the running for Maricalum. Equipment suppliers on mining mission uncovered substantial new business. Reception for mission attracted heads of every major mining co in the Philippines.



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

POST :503-MANILA

Energy 90 Conference with participation of Bill Hopper and Peter Towe of Petro-Canada.

Participation in Philippine International Trade Fair Feb 90

Canola, Cdn Wheat Board, Alberta Cons Eng, Ont Tobacco, Que resource processing, Mining eqpt and services missions  
Feed grains (CWB), computerized pattern making (Lasalle Coll)  
Canola, waste recycling (Trecan), Swine(Adsgo, Man) seminars  
Presentation to Secretary Orbos on Canadian experience with air deregulation by Boeing deHavilland, Feb 90.

Liaison visits by R Richardson, President EDC; and R Van Adel VP lending with M. Meighen Mgr Asia Pacific.

Demonstration flight of deHavilland Dash 8, March 90

Seminars on Cdn system of Generalized tariff preferences GPT

Liaison visit of Sue Hooper to plan Mar 91 Vancouver Board of Trade mission.

Preparation of report on Canadian performance at AsDB.

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POST :532-MELBOURNE

SECTOR :005-ADVANCED TECH. PROD. & SERV  
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPILE OVERVIEW OF DEVELOPMENTS IN PRIVATE SECTOR & TELECOM  
EARMARK OPPORTUNITIES FOR CDN COMPANIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Telecom Deregulation study to determine impact  
of deregulation on market potential for Canadian  
suppliers.

Study completed mid June and distributed to Te-  
lecom Mission members. Report distributed to se-  
veral Cdn cos. A computer disc copy of report  
available to Cdn communications industry (via  
PST).

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 Monitor ongoing deregulation reviews in respect  
to Telecommunications and Broadcasting.

Reported results of reviews of cellular telepho-  
ned services & potential opp.for Cdn business  
involvement. - Cont'd to monitor debate on in-  
troduction of Pay TV & offered comment to Cdn  
cos as appropriate.



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POST :532-MELBOURNE

SECTOR :009-FOREST PRODUCTS,EQUIP,SERVICES  
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:EQUIPMENT AND MACHINERY

CDN DISPLAY AT APPITA'89-BRISBANE, QUEENSLAND, MAY 1989  
IMPROVE OPPORTUNITIES FOR PULP/PAPER EQUIPMENT AND SERVICES.

INFO BOOTH AT ALL AUSTRALIA TIMBER CONGRESS,PERTH,W.A. 10/89  
HIGHLIGHT CDN CAPABILITY IN SAWMILLING SECTOR.

ATTEND MAJOR INDUSTRY CONFERENCES, SEMINARS ETC.  
BROADEN CONTACT BASE, GATHER MARKET INTELLIGENCE.

VISIT PLANTS, SAWMILLS AND FORESTRY OPERATIONS  
ADVISE CDN INDUSTRY ON NEW DEVELOPMENTS.

SAWMILL &/OR FOREST HARVESTING SEMINARS IN SELECTED REGIONS  
ENHANCE SALES POTENTIAL OF NEW TECHNOLOGIES.

PREPARE SECTORAL PROJECT LIST  
WIDEN CONTACT/SOURCING BASE.

STUDY LOG HANDLING/CONVERSION TECHNIQUES  
SEEK SALES PROSPECTS FOR CANADIAN SUPPLIERS.

INVESTIGATE LAND MANAGEMENT IN AUSTRALIAN FORESTRY SECTOR NEW AGENTS.  
DATA TO ASSIST CDN FIRMS IN ASSESSING POTENTIAL & APPOINTING

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Visit of Technical Experts as follow up to  
Timber Frame Mission.  
Appita 89

Planning underway for this mission to visit  
Australia Nov.1989, with first rate cooperation  
from local State Govt authorities. - Miss.of Cdn  
pulp & paper equip mfgs attended APPITA 89 held  
May 15-19,1989.

QUARTER: 2 Uniform building code (timber frame) mission to  
Australia November 1989.

Detailed arrangements on hand with excellent  
response to seminar from local industry and  
government contacts

QUARTER: 3 Uniform Building Code Mission, November 1989

Excellent response to seminar and meetings and  
should lead to longterm relationships in regula-  
tory sectors and increased sales of Canadian  
lumber.

REPT4D  
90/06/26

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POST :532-MELBOURNE

SECTOR :009-FOREST PRODUCTS,EQUIP,SERVICES  
AUSTRALIA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 4 Visits to major forestry areas to assess opportunities for Canadian equipment suppliers. Commission studies covering forest harvesting equipment and sawmilling machinery.

Visits made to Mt.Gambier,SA & Albury/Wodonga region,strengthened contacts & incr'd knowledge of trade potential for wide selection of forestry equip. - Studies completed & being assessed for trade opportunities for Canadian suppliers.



REPT4D  
90/06/26

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :532-MELBOURNE

SECTOR :008-TRANSPORT SYS,EQUIP,COMP,SERV.  
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CONTRACT STUDY OF HEAVY TRUCK AFTERMARKET PARTS  
INDICATION OF POTENTIAL FOR CANADIAN COMPANIES WHICH CAN BE  
USED FOR RECRUITING AND COUNSELLING  
VISIT MOTAQUIP 89 TO IDENT AUSTLN CONTACTS IN AUTOMOTIVE SEC  
LISTING OF AUSTRALIAN AGENTS TO MATCH WITH CANADIAN COMPANIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Compile/commission market study for heavy truck parts after market.

Consulting bodies evaluated and terms of reference for study completed. Proposals requested from consultants.

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 :532-MELBOURNE

Visit by Ontario Industry/Trade Minister Kwinter 3/90

Visit by Ontario Industry/Trade Minister Kwinter 3/90

During the reporting period, the Ontario Industry/Trade Minister Kwinter visited Melbourne on 10 days. The visit was highly successful in that it resulted in a number of new contacts and opportunities for Ontario exports. The Minister met with a number of key officials in the Melbourne area, including the Mayor, the Deputy Mayor, and several members of the local business community. He also attended a number of public events, including a reception at the Melbourne Convention Centre and a luncheon at the Melbourne Club. The Minister's visit was well received and he was able to establish a number of new contacts and opportunities for Ontario exports.

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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 :522-NEW DELHI

SECTOR :007-POWER & ENERGY EQUIP. & SERV.

INDIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

CONT.TO WORK CLOSELY WITH CDN FIRMS IN DEV.APPROP.STRAT.WHEN SIGNED CONTRACT FOR ONE OR MORE MAJOR CAPITAL PROJECTS

CONT WITH MULTI-LEVEL CALL PROG ON GOI OFF IN SUPP OF CDN SIGNED CONTRACT FOR ONE OR MORE MAJOR CAPITAL PROJECTS

VIS. OF SEN.OFF. IN DEPT OF POWER FOR REVIEW OF CDN CAPABIL. INCREASE IN SALE OF POWER EQUIP & NUMBER OF CDN BILATERAL

PROJECTS.

INITIATE REGULAR MAIL OUT OF CURRENT DATA & DEV.TO CDN POWER MORE TIMELY & INFORMED FOLLOW-UP ON OPPORTUNITIES-INCREASE

IN # OF ACTIVE PARTICIPANTS IN MARKET.

DEVELOP GUIDE TO INDIAN POWER SECTOR MORE TIMELY & INFORMED FOLLOW-UP ON OPPORTUNITIES-INCREASE

IN # OF ACTIVE PARTICIPANTS

REFINEMENT OF POWER PROJECT CATALOGUE. IMPROVED MONITORING OF OVERALL POWER PROJ.SCENARIO & IDENTI-

FICATION OF PROJ.OPP.FOR CDN FIRMS - INCREASE # OF PROJECTS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Initiate regular mail out of current data and development to Cdn contacts; Refine Power Proj. Catalogue. - Continue to work closely with Cdn firms in developing appropriate strategic when pursuing major capital projects.

Completed and being maintained. Dialogue continued with GOI for final approval of Chamera II;ongoing liaison on Rihand, Srinagar,Maphta Jackri,Bhira Pump Storage;Plans dev. for high level power sect.miss.to Cda in Sept.89

QUARTER: 2 Continue to work closely with Canadian firms in developing appropriate strategies when pursuing major capital projects.

Dialogue continued with GOI on final approval on Chamera II; Ongoing liaison on Rihand and other projects; Proposed High level incoming power sector mission postponed.

QUARTER: 3 -----

QUARTER: 4 Canadian information booth at Elecrama-90 international electrical power show. Program and advice for Quebec power mission during Elecrama-90.

Booth was visited by thousands over 10 day period adding to Cdn profile in support of Que. power mission. - Vibro-meter found agent while BG Checo identified serious opportunities and GP found good contacts.

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 :522-NEW DELHI

SECTOR :010-MINE,METAL,MINERAL PROD & SRV  
INDIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:EQUIPMENT AND MACHINERY

CONT TO WORK CLOSELY WITH CDN FIRMS IN DEV.APPROP.STARTEGIES  
SIGNED CONTRACT FOR ONE OR MORE MAJOR CAPITAL PROJECTS IN  
NEXT 12 MONTHS.

CONTINUE WITH MULTI-LEVEL CALL PROG ON GOI OFFICIALS IN SUPP

3RD WORKING GROUP ON COAL MEETING  
IDENTIFY NEW PROJECTS TO BE UNDERTAKEN ON BILATERAL BASIS,  
CONFIRM BAROGOLAI PROJECT FOR CANADA

COMPREHENSIVE DIRECT CALL PROG ON KEY OFF IN INDIAN COAL SEC  
INCREASE IN NUMBER OF COLLABORATIONS IN SECTOR OVER NEXT 12  
MONTHS

EXPLORE INITIATIVES TO HEIGHTEN INTERESTS OF CDN METALLURGIC  
INCREASE LEVEL OF SALES TO INDIAN MARKET IN NEXT 12 MONTHS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Explore initiatives to heighten interest of  
Canadian metallurgical cake supplies to Indian  
market.

Arranged mission led by Minister of State for  
Coal to Canada to follow up for last Working  
Group Meeting

QUARTER: 2 Comprehensive direct call program on key  
officials in Indian Coal Sector

Calls are being made and will continue

QUARTER: 3 Comprehensive direct call programme on key  
officials in Coal sectors

Calls are being made

QUARTER: 4 Comprehensive direct call programme on key  
officials in coal sector

Calls continue to be made



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 :522-NEW DELHI

SECTOR :005-ADVANCED TECH. PROD. & SERV  
INDIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

FOLLOW UP ON PROPOSED MOU BETWEEN TRC/DOC RESEARCH AGREEMENT  
ESTABLISHMENT OF GOVT.-TO-GOVT. AND PVT-TO-PVT LINKAGES &

INDUSTRIAL

CONT SUPP TO SPAR IN TDMA & CANAC FOR RAILW.TELECOM PROJ.  
COLLABORATIONS IN COMMUNICATIONS SECTOR. 2. EXPORT SALES OF

GOODS & SERVICES VALUED AT CDN \$17 MILLION.

SUPP SYNTRONICS JV WITH C-DOT(DOE)FOR DEV OF ADV COMPUTING  
EXPORT SALES OF GOODS & TOT FEE VALUED AT CDN \$10-15 MILLION

OVER NEXT COUPLE OF YEARS

DET & ACT FOLLOW-UP ON SPACE COMM & REMOTE SENS MISS TO IND.  
IMPROVE BUSINESS PROSPECTS FOR CDN COS IN THIS SECT,IN PAR-

TICULAR,SPAR,DIPIX,INTERA,MICROTEL,BRISTOL AEROSPACE,MDA ETC

INTENSIFIED EVALUATION OF NEW AGENTS IN SECTOR

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Detailed and active follow up on Space Communic-  
ation & Remote Sensing mission to India Identifi-  
ed evaluator of new agent

Efforts are continuing

QUARTER: 2 Detailed and active follow up on Space  
Communication and Remote Sensing Mission to  
India; Intensified evaluation of New Agent.

Efforts continue

QUARTER: 3 Detailed & active follow-up on space communica-  
tion & remote sensing mission to India.  
Cdn Info Booth & Tencon-89 trade fair and confe-  
rence over 4 days on telecoms, electronics, and  
instrumentation

Efforts continue.

Booth visited by hundreds of specialists with  
300 inquiry forms & 100 cards deposited for  
follow-up deposited by computer and catalogues  
display

QUARTER: 4 Canadian Information Booth at Wisitex-90 trade  
fair on electronics, telecoms, and instrumenta-  
tion over 10 days in January. - Program & brie-  
fing for Ont MITT Advanced Manufacturing Techn.  
Mission during Wisitex-90.

Info Booth was the only foreign nat'l exhibit at  
the show where we collected names/inquiry forms  
& met scores of buyers to which we distributed  
Cdn material. - Seminar & program resulted in 2-  
3 serious follow-ups by the 8 visiting Ont firms

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

POST :522-NEW DELHI

SECTOR :011-OIL & GAS EQUIPMENT, SERVICES  
INDIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

PROMOTIONAL PROGRAM IN SUPPORT OF EDC/CIDA LINE OF CREDIT  
BETTER AWARENESS IN CANADA AND INDIA OF LOC

CARRY OUT DET REVIEW OF CDN GOVT SUPP TO THIS SEC TO DET IFR SUFFICIENT.  
RATIONALISE GOVT. RESOURCES, DETERMINE IF RESULTS ARE

COMP OF COMPR MKT INFO TOOL ON INDIAN NATURAL GAS SECTOR  
BETTER AWARENESS IN CANADA OF OPPORTUNITIES

IDENT A TURNKEY MAJ CAP PROJ FOR A CONSORT OF CDN NAT GAS  
IN MEDIUM TERM SECURE PROJECT - USE EDC/CIDA LOC

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Incoming Mission to attend Interan 89 at  
Edmonton, June 89  
Develop high profile marketing Campaign to sup-  
port CIDA/EDC LOC for oil and gas equipment and  
services.

Three member mission attended the event.  
Working Group on Oil & Gas under consideration;  
completed hand books on markets in India for  
equipment and services for (a) oil (b) gas

QUARTER: 2 Organise 2 missions in Oil and Gas around  
Technical Seminar presentations.

These will take place in November 1989

QUARTER: 3 Organise 2 Missions around technical Seminar  
presentations

HO/EOR Seminars held in Nov 89.  
Another Mission scheduled in Feb 90

QUARTER: 4 Oil/gas mission to ONGC and roundtable meeting.

Contacts made with ONGC buyer but cancellation  
of second half of program embarassing/disappoint-  
ing.



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 :522-NEW DELHI

SECTOR :008-TRANSPORT SYS,EQUIP,COMP,SERV.  
INDIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:RAIL

DASH 8 - DEMONSTRATION IN NEW DELHI  
INCREASE AWARENESS OF GOI DECISION MAKERS

BRING TOGETHER INDIAN REQ WITH CIDA'S PROF DEV TRAINING FUND  
ENHANCE CANADIAN POSITION IN THIS SECTOR

WORK WITH INDIAN RLY & CDN FIRMS TO UPGRADE PATIALA RETURN.  
INCREASE GOODWILL AT INDIAN RAILWAYS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Incoming Urban Transit Mission Sept.89

Postponed to December 1989

QUARTER: 3 Incoming Urban Transit Mission  
December 90

Successfully organised

QUARTER: 4 Full day urban transit seminar by UTDC and  
Lavalin plus program of calls, facilities, and  
hospitality.

Good attendance by urban transit players. Senior  
Indians key-noted and UTDC/Lavalin gathered  
valuable market information/contacts.

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

POST :522-NEW DELHI

Quebec Trade Mission	Bombay/Delhi	January 90
Electrama 90	Bombay	January 90
Quebec Energy Mission	Delhi	January 90
TFOC Participation in Trade Development Authority Seminar Delhi January 90		
Ontario Advanced Manufacturing mission	Bombay/Delhi	February 90
Oil & Gas Mission	Dehra Dun/Delhi/Baroda.Bombay.Calcutta	February 90
Crop Production Technology Mission	Delhi/Bombay	February 90
Manitoba Trade Mission	Bombay/Delhi	March 90



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 :527-OSAKA

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:MEATS & MEAT BY-PRODUCTS

ASSIST AND FOLLOW UP MEAT PURVEYORS MISSION TO ALBERTA  
DIRECT SALES/MARKET DEVELOPMENT

CANADA FOOD FAIR PROGRAMME  
NINE EVENTS IN FISCAL 89/90

SUB-SECTOR:SEMI & PROCESSED FOOD & DRINK

PROMOTE CDN FOOD PRODUCTS THROUGH CDA FOOD FAIR PROGRAMME  
MARKET AWARENESS/DEVELOPMENT

CONTINUE MINI-FOOD SHOW PROM IN CONGEN MULTI-PURPOSE ROOM  
DIRECT SALES/NEW AGENCY AGREEMENTS

KOBE IMPORT FAIR  
DIRECT SALES/MARKET AWARENESS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Wine Tasting at Consulate  
- organization and logistics  
- invitations

Continuing strong consumer demand for imported food/beverage products cited as reason for this successful event (proposed last year at Food Pacific in Vancouver). Event compliments other food promotions at Congen. Export sales.

QUARTER: 2 -----

QUARTER: 3 1. Kobe Import Fair  
- organization, logistics, media and other promotion, processed food and consumer items  
2. Hankyu Five Canada Food Fair  
- logistics

1. On site sales worth \$ 161,000  
- enhanced Canadian image to consumer  
2. On site sales worth \$ 44,200  
- enhanced Canadian image to consumer

QUARTER: 4 1. Solo-Food Show at My-Dome Osaka.  
2. Canada Food Fair at Restaurant La Cour, Umeda (beef, salmon and beer).  
3. Osaka International Trade Fair - April 90

1. 31 company participants with total on site sales of \$260,000, projected total sales of \$ 3,500,000.  
2. On site sales of about \$15,000.  
3. Recruitment and organization for Cdn Exhibit

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 :527-OSAKA

SECTOR :002-FISHERIES,SEA PRODUCTS & SERV.  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:FISH & SHELLFISH & OTHER PROD

CANADA FOOD FAIR PROGRAMME (DEPT. STORES)  
DIRECT SALES/MARKET DEVELOPMENT/CONSUMER AWARENESS

HOTEL/RESTAURANT CANADA FOOD PROMOTION  
CONSUMER AWARENESS/DIRECT SALES

SOLO FOOD SHOW (TWICE PER FISCAL YEAR)  
NEW AGENCY AGREEMENTS/DIRECT SALES

PREPAR OF MKT PROF FOR SPECIES OF PARTICULAR INT TO CDN SUPPL. OPPORTUNITIES  
IMPROVED KNOWLEDGE OF SECTOR/IDENTIFICATION OF NEW EXPORT

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

- 1. 224 Food Products From Video Distribution
- 2. 224 Food Products Show at Ingersoll Exhibition
- 3. 224 Seminar/Workshop and Agency Plan & Conduct
- 4. Pre-fab Mapping XII Mission Plan and Execute
- Four Canadian Company Participants

- 1. Kamai Building Products Mission to Canada
- 2. Kama International, Joint Fair - 21-24 June 89
- 3. 224 Technical Video Distribution Strategy
- 4. 224 Technical Video Promotion

- 1. Eight local participants recruited
- 2. Fourteen local suppliers recruited
- 3. Distribution strategy adopted with 224 Video
- 4. Kama Promotion Plan for the July Day



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 :527-OSAKA

SECTOR :005-ADVANCED TECH. PROD. & SERV  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

- SUPPORT MARKETING ACTIVITIES OF CANADIAN COMPANIES
- DIRECT SALES/NEW AGENCY RELATIONSHIPS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 Telecom Mission to Osaka
- planning, set up appointments, logistics
  - briefing company participants
  - follow-up

Six coys visited territory; ten appointments made with local contacts. Continuing interest in LAN's, value-added services, and specific application software. Business discussions continuing for at least two companies.

QUARTER: 2 -----

- QUARTER: 3 Japan Electronics Show
- Organized Canadian Info/Hospitality Booth
  - Logistics, Briefing Canadian Participants
  - Staffing, On-site Supervision, Distribution
  - Report

Japan Electronics Show

- Approximately 700 trade-related contacts viewed Canadian high technology video presentations, and picked up materials
- Two company participants site sales

- QUARTER: 4
1. Bio Seminar - Consulate General Organization, invitations, execution.
  2. Bio '90 Japan  
Recruit speakers and Canadian companies to attend, organization and logistics

1. Seventeen attendees from chemical and drug related companies
2. Two speakers have been finalized for the symposium, several companies have been confirmed as attendees

- QUARTER: 5
1. Osaka Import Fair  
- organization, invitations, media and exhibit promotion, promotional food and consumer items
  2. Average Five Canada Food Fair  
- logistics

1. On-site sales worth \$ 161,000
2. On-site sales worth \$ 16,000

- QUARTER: 6
1. Sales-Fair Show at Ryukyu Mall
  2. Canada-Fair Show at Ryukyu Mall
  3. Osaka International Trade Fair - April '89

3. 35 company participants with total on-site sales of 200,000, projected total sales of \$ 2,000,000.
2. On-site sales of about 575,000.
3. Recruitment and organization for Co-Exhibit

REPT4D  
90/06/26

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

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POST :527-OSAKA

SECTOR :009-FOREST PRODUCTS,EQUIP,SERVICES  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:WOOD AND WOOD PRODUCTS

KOBE CITY - CANADA VILLAGE PROJECT  
ORGANIZE PROMOTION ASSOCIATED WITH COMPLETION OF PROJECT

PREFABRICATED HOUSE BUILDERS - WOOD COMPONENT STUDY  
IDENTIFICATION AND DISSEMINATION OF SIZES REQUIRED BY PREFAB

BUILDERS

SURVEY OF BUILDING INTENTIONS BY LOCAL PUBLISH HOUSING CORP.  
PHAZE I TO IDENTIFY HOUSING CORPS.WHICH COULD ADOPT 2X4 AS

CONSTRUCTION SYSTEM

CANADA MINI-HOME SHOW (INCOMING MISSION)  
LOCATE AGENTS,DIRECT SALES FOR CDN EXPORTERS OF FINISHED AND

SEMI-PROCESSED WOOD PRODUCTS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A. Solo Mini-Wood Living Show at Congen  
B. Vanc Village/Imported Housing Project; video finished, plan seminars in fall/other events  
C. Lumber Journal Mission to Canada; 4 local coys accompanied by comm officer

A. Six Cdn participants, 165 attendees, on-site sales, new buying connections established  
B. Jpn 2X4 Assoc. will donate \$10,000 to project  
C. Export sales and new buying connections expected. Follow-up continuing

QUARTER: 2 -----

QUARTER: 3 1. 2X4 Wood Products Promo Video: Distribution  
2. Solo Wood Products Show at Congen: Execution  
3. 2X4 Seminars; Osaka and Kyoto: Plan & Execute  
4. Pre-Fab Housing Kit Mission: Plan and Execute Four Canadian Company Participants

1. Video: 100 used, 350 ordered/received for '90  
2. Show: 185 attendees, on-site orders, agencies  
3. Over 132 attendees, new contacts, enquiries  
4. Congen Presentations - 68 attendees, follow up continuing for mission members, orders

QUARTER: 4 1. Kansai Building Products Mission to Canada  
2. Kobe International Home Fair - 01-04 June 90  
3. 2x4 Technical Video Distribution Strategy  
4. 2x4 Technical Video Promotion

1. Eight local participants recruited  
2. Fourteen Canadian companies recruited  
3. Distribution Agreement signed with ABC Media  
4. Media Promotion Planned for early May



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

POST :527-OSAKA

Ambassador Taylor visits Kansai for three day programme of visits.

Kansai Canada-Japan Business Association, establish,k and organize inauguration meeting. Several weeks worth of work  
Imax/Expo '90/Ontario Promotion - organize reception for local press.

Ontario participation at EXPO '90; three staff use CONGEN for eight weeks, CONGEN helps with promotion activities.

Montreal Quebec participation at EXPO '90; assistance in related promotion activities.

Province of Alberta, assist set up of seminar at CONGEN for Summer Japan Executive Study Programme.

Prov of Alberta investment promo activities: 1 day oil & gas 3 days to organize seminar in food processing industry.

Regional Studies: two week economic study of Kyushu to determine Canadian trade office feasibility

Seven different apparel firms use multi-purpose room on 7 occasions for product demonstrations.

Province of Manitoba, Premier Filmon reception, organization of one-day programme, logisitics etc.

REPT4D  
90/06/26

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

POST :519-SEOUL

SECTOR :005-ADVANCED TECH. PROD. & SERV  
KOREA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUPPORT 3 CDN FIRMS IN THEIR CURRENT NEGOTIATIONS  
ACHIEVE \$250,000 SALES.

OUTGOING SOFTWARE MISSION  
INTRODUCE 4 CANADIAN FIRMS TO KOREAN BUYERS.

INCOMING REMOTE SENSING AND SPACE TECH MISSION  
INTRODUCE KOREAN END-USERS TO CANADIAN FIRMS.

SUB-SECTOR: INSTRUMENT & PROCESS CONTROLS

MONITOR CLOSELY KRN GOVT'S CONTINUED CAMPAIGN FOR IMPORT  
UPDATE LIST OF PRODUCTS OF REPLACEMENT OPPORTUNITY AND

INFORM CDN SUPPLIERS.

FOLLOW UP W/KRN COYS WHO PART'D IN THE INSTRUM'N SEM/MISS.87  
ENHANCE LOCAL INTEREST IN CDN PRODUCTS.

ORGANIZE AN INCOMING MISSION TO CANADA  
INTRODUCE MORE CANADIAN PRODUCTS AND INCREASE NUMBER OF  
IDENTIFY CANADIAN PRODUCTS HAVING GOOD PROSPECTS  
ESTABLISH LIST OF FIRMS WITH POTENTIAL

AGENTS.

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 :519-SEOUL

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE  
KOREA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ANIMAL,POULTRY BREEDING STOCK

CONTINUE TO MONITOR KOREAN GOVT.'S POLICY CHANGES FOR  
RE-ESTABLISH CATTLE MARKET FOR CANADIAN EXPORTERS.

ASSIST AGRICOTT IF THEY DECIDE TO HOLD SWINE SEM. IN FALL 89  
EXPAND CANADIAN MARKET SHARE FOR SWINE BREEDING STOCK.

SUB-SECTOR:MEATS & MEAT BY-PRODUCTS

MONITOR/ADVISE OTTAWA OF NEW BEEF QUOTA FOR 1989.  
EXPAND CANADIAN MARKET SHARE.

ASSIST GOV'T OF ALTA IF THEY DECIDE TO HOLD BEEF DEMONSTRATION  
DEMONSTRATE THE QUALITY OF CANADIAN BEEF.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

REPT4D  
90/06/26

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

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POST :519-SEOUL

SECTOR :003-GRAINS AND OILSEEDS  
KOREA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:CEREAL GRAINS

MONITOR/ADVISE ALFALFA TENDER OPPS. TO OTT./CDN DEHYDRA.ASS.  
INCREASE CANADIAN MARKET SHARE FOR ALFALFA PRODUCTS.

CONTINUE TO LOBBY W/KOREAN FEED IND. TO PRESS KRN GOVT FOR  
SALE OF 300,000 M/T OF BARLEY PER YEAR IF SUCCESSFUL.

ASSIST/ORG. ALFALFA SEM. IN APR.89 IF CDA DECIDE TO HOLD SEM  
DEMONSTRATE VALUE OF USING CANADIAN ALFALFA.

ASSIST/ORG.A WHEAT QUALITY SEMINAR IN NOV. 1989.  
INCREASE CANADIAN MARKET SHARE FOR MILLING WHEAT.

SUB-SECTOR:OILSEEDS

CONTINUE TO LOBBY MAFF TO DIVERSIFY IMPRTRS INCL.SML.CRUSHER  
RE-OPENING OF CANOLA SEED MARKET.

MONITOR/ADVISE CANOLA MEAL TENDER OPPORTUNITIES TO OTTAWA.  
EXPAND CANADIAN MARKET SHARE FOR RAPESEED MEALS.

ASSIST CIGI IN INVITING KOREAN PARTS TO FEED TECH. COURSE.  
PROVIDE OPPORTUNITIES TO FAMILIARIZE WITH CANADIAN FEED

INDUSTRY.

PRESS THE KOREAN GOVT. FOR REDUC'N OF TARIFF/CANOLA SEED/OIL  
PROVIDE OPPORTUNITIES TO EXPORT CANOLA SEEDS AND OILS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :519-SEOUL

SECTOR :010-MINE,METAL,MINERAL PROD & SRV  
KOREA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:MINERALS AND MINERAL PRODUCTS

INDUCE LOCAL FIRMS TO DEVELOPE MINES IN CANADA.  
JOIN DEVELOPMENT OF MINERALS & SECURITY OF LOCAL IMPORT

MARKET

KOREAN INVESTMENT IN URANIUM MINE  
SECURE URANIUM MARKET REQUIREMENT IN KOREA.

SUB-SECTOR:METALS, PRIMARY & FABRICATED

TO COMPILE SUPPLY DEMAND LONG-TERM PROJECTION  
TO UNDERSTAND LONG-TERM METAL REQUIREMENTS

TO INDUCE KRN FIRMS TO INVEST IN CDA(ALUM.SMELTER/SILICON)  
TO INTRODUCE CDN PARTNERS AND INDUCE INVESTMENT.

SET UP JOINT-VENTURE FIRMS IN KOREA E.G. INCO LTD.  
PROVIDE CONSULTING SERVICE, KNOW-HOW AND RAW MATERIALS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :506-SHANGHAI

SECTOR :005-ADVANCED TECH. PROD. & SERV  
PEOPLE'S REP OF CHINA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:TELECOM,DATAKOM,SAT,SPACECOM

THOROUGH SECTORAL SURVEY TO PROVIDE MARKET DATA  
DETAILED INFO TO BE PROVIDED BY COMMISSIONED REGIONAL MARKET

STUDY.

INCREAS.REPRES.TO PTA.& OTHER LOCAL END USERS ON BEH.OF CDN  
INCREASE OUR MARKET SHARE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 nil

QUARTER: 2 PROMOTION OF SATELLITE GROUND STATIONS

ORGANIZED TECHNICAL SEMINAR FOR SPAR AEROSPACE  
EXPERTS TO BRIEF SHANGHAI POST AND TELECOM DECIS  
ION MAKERS

QUARTER: 3 -----

QUARTER: 4 -----



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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :506-SHANGHAI

SECTOR :015-CONSTRUCTION INDUSTRY  
PEOPLE'S REP OF CHINA

POST :506-SHANGHAI

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ARCHITECT,CONS,CONSUL,SERV

SUB-SECTOR:ARCHITECT,CONS,CONSUL,SERV

FOLLOW UP TO CITY TECH 88  
NUMBER OF COOPERATIVE VENTURES SHOULD EMERGE

THROUGH SECTORAL SURVEY TO PROVIDE MARKET DATA  
DETAILED INFO TO BE PROVIDED BY COMMISSIONED REGIONAL MARKET

SYSTEMATIC FOLLOW UP WITH END USERS  
JOINT VENTURES/TECHNICAL TRANSFER AGREEMENTS

INCREASE REPLY TO STATE OTHER LOCAL EMPLOYERS IN REP. OF CHINA  
INCREASE OUR MARKET SHARE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 1

QUARTER: 2 -----

QUARTER: 2

QUARTER: 3 -----

QUARTER: 3

QUARTER: 4 -----

QUARTER: 4

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POST :506-SHANGHAI

SECTOR :008-TRANSPORT SYS,EQUIP,COMP,SERV.  
PEOPLE'S REP OF CHINA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INCREASED REPRESENTATION TO REGIONAL AIRLINES  
ADDITIONAL SALES OF AIRCRAFT

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

ACTIVITIES UNDERTAKEN IN QUARTER:

Quarterly results reported: Activities undertaken in quarter: Increased representation to regional airlines and additional sales of aircraft. Activities undertaken in quarter: Increased representation to regional airlines and additional sales of aircraft.

Quarterly results reported: Activities undertaken in quarter: Increased representation to regional airlines and additional sales of aircraft. Activities undertaken in quarter: Increased representation to regional airlines and additional sales of aircraft.



QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :512-SINGAPORE

SECTOR :005-ADVANCED TECH. PROD. & SERV  
SINGAPORE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

Undertake market study on telecommunications sector

Better understanding of Cdn companies in sector

Increase liaison with local telecom officials, and local telecommunications companies

Obtained more info on Telecom tender exercise & its requir.

Undertake preparation for Cdn participation at CommunicAsia '90 and Broadcast'90

Increase exposure of Cdn telecom prod.,serv & technology

Encourage Singapore Telecommunication companies and Government institutions to visit Canada

Increase exposure & mkt share fr Cdn telecom prod & serv.

Undertake market study on computer industry

Better understanding of Canadian companies in sector

Singapore Software Mission to Canada

Agency agreement,incr'd sales of Cdn computer prod to Sing.

Encourage and assist Cdn companies in product presentation

Increase exposure of Cdn products services and technology

Organised Cdn participation in Informatics'89

Agency agreements,sale of Cdn computer prod to Singapore

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Liaise with Singapore Telecoms Officials. Visited and held discussions with numerous local computer, telecommunications companies and Government officials.

Advise Canadian companies of tender opportunities identified. A Number of contacts in this local telecommunication computer industries identified.

QUARTER: 2 Work with local consultancy firm on telecommunication reports on Singapore, organized software mission to Cda and assisted Cdn companies in products seminars. Coordinated Cdn efforts at Singapore Informatics'89.

Advise and alerted Canadian companies of tender opportunities. Increase in exports of Cdn software to Singapore. STT Canada and others held successful sales seminars. 5 distributorship were signed,5 joint-venture opp uncovered.

QUARTER: 3 Liaise with Telecoms Officials and Canadian companies to identify projects. Organized Singapore Informatics '89. Update market studies on telecommunication and computer software.

Bell Canada International shortlisted for \$40m integrated billing and system project. 7 Cdn companies and Alta and BC govts participated in Informatics. Market studies completed, increasing Cdn industry awareness of sector.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :512-SINGAPORE

SECTOR :005-ADVANCED TECH. PROD. & SERV  
SINGAPORE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 4 Liaise constantly with senior officials of government institutions. Assisted Canadian companies in their software products presentation.

Raised levels of awareness of Cdn capabilities and increased market exposure for Canadian software products.



QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :512-SINGAPORE

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE  
SINGAPORE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:SEEDS & SPECIAL CROPS

FOLLOW UP MKT OPPORT FROM CDN SOYBEAN BOARD MISSION & SEM.  
ENHANCE IMAGE OF RELIABILITY OF CANADIAN PRODUCTS &

STIMULATE IMPROVEMENT IN CDN MARKET SHARE.

DEVELOP A CLOSE RAPPORT W/MAJOR IMPORTERS & TRADING HOUSES  
IMPROVE ACCESS OF CANADIAN PRODUCTS TO LOCAL MARKET AND

ALSO GAIN ACCESS TO INDIA MARKET.

Initiate market study on local industry

To inform & educate interested Cdn cos on local ind. condit.

Pursue agency agreement

To commit local cos to support & distribute Cdn products

Undertake promotional activities

To increase general awareness & mkt share of Cdn products

-----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Canadian Food Promotional activities planned for  
Meridien Hotel and Jurong Country Club.

New Canadian food products introduced in market.  
Numerous enquiries generated on Canadian food  
and beverage items.

QUARTER: 2 Undertake market study on agrifood product  
sector. Prepared leads on Canadian livestock  
industry.

Study completed and distributed to relevant  
provincial governments and Canadian private  
sector. Resulted in sales of \$0.4 million worth  
of Canadian swine.

QUARTER: 3 Continued to develop closer links with key  
importers of seed, horticulture products and  
meat products.

Distribution rights assigned to fruit importers.  
Initial sale of C\$0.3m. Major soybean importers  
now sourcing mainly from Canada. Successful Cdn  
beef promotion in local restaurant chain with  
sales to date of 9.5 tons.

QUARTER: 4 Continue to develop rapport with local importers  
and expand Canadian presence in region through  
increased exports and agency agreements.

Maintained key support from local importers.  
Agency agreements signed for Vancouver Fancy  
Meats and Canadian product lines.

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POST :512-SINGAPORE

SECTOR :004-DEFENCE PROGRAMS,PRODUCTS,SERV  
SINGAPORE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

Incoming Defence Products Mission, June 89

Funds not provided

Undertake market study on defence products & services

Assisted Cdn exporters' awareness of local mkt potentials.

Asian Aerospace/Defence Exhibition 90

Assisted in show. rep agreements,lease/sales pot.fr Cdn cos

Follow-up market opportunities for Hitec in Sept 88

Improve Canadian market share

Develop contacts, liaise with procurement staff in  
aerospace/defence industries

Increase awareness of Cdn capabilities

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Continue to pursue regular contacts with Mindef  
Project Officers/local defence agents.

Assisted in introducing Cdn manufacturers to  
local defence agents, new Canadian products in-  
troduced to Mindef Project Officers and assisted  
local defence agents travelling privately to  
Canada.

QUARTER: 2 Made regular calls to Mindef Project Officers/  
local defence agents.

Sales of aircraft to other ASEAN countries worth  
C\$0.5 million. Assisted in two products presen-  
tations, including 2 new representation agree-  
ments and submitting a tender for upgrading  
existing RSAF aircraft.

QUARTER: 3 Development of closer ties with procurement  
and technical staff of Ministry of Defence.  
Increase awareness of Canadian capabilities.  
Identify opportunities for Canadian companies.  
Update of market study.

Cdn companies tendering for wide range of  
military products. Sales of aircraft simulators  
worth \$10m and clothing worth \$2m. Agency  
agreement established with Ministry of Defence  
subsidiary. Undertaking update of market study.

QUARTER: 4 12 Canadian companies participated at Asia  
Aerospace '90

Follow-up with MINDEF officials. Submitted NBC  
sample to MINDEF for verification. Sales of FF2  
nite-finder worth C\$1m. Potential sales of  
Dash 8 worth C\$15m. Increased awareness of Cdn  
capabilities in sector.



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POST :512-SINGAPORE

SECTOR :008-TRANSPORT SYS,EQUIP,COMP,SERV.  
SINGAPORE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

FOLLOW UP MKT OPPORT-OUT OF WEST HITECH EXP. CONF IN 09/88  
STIMULATE IMPROVEMENT IN CANADIAN MARKET SHARE.

CULTIVATE CLOSE RELATIONSHIP WITH LOCAL INDUSTRY  
REPRESENTATIVE.

IDENTIFY SUITABLE REPRESENTATIVES AND INTRODUCE THEM TO  
CANADIAN COMPANIES.

UNDERTAKE MARKET STUDY OF AEROSPACE INDUSTRY.

ORGANIZED CANADIAN PARTICIPATION IN ASIAN AEROSPACE '90.

IDENTIFY MKT OPPS & EXPAND AWARENESS OF CDN CAPABILITIES.

CONCL. NEW REPRESENTATION AGREEMENTS & INCREASED EQUIPMENT & SERVICE SALES POTENTIAL.

INCREASED CANADIAN AWARENESS OF MARKET POTENTIAL.

INCREASED REPRESENTATION AND SALES OF GOODS AND SERVICES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Develop key contacts and identify market  
opportunities.

Ongoing liaison with Port of Singapore Authority  
. Advised Canadian companies of opportunities  
identified.

QUARTER: 2 Increase awareness of Canadian technical  
capabilities.

Liaised with Public Works Department on Canadian  
electronic road pricing technology.

QUARTER: 3 Liaison with local industry to expand awareness  
of Canadian capabilities. Actively pursue  
opportunities for Canadian industry.  
Preparations for Asian Aerospace 90.

Canadian companies aware of opportunities with  
Sentosa Development Corpn. 2 Canadian companies  
formed joint-venture with local company to  
tender for electronic road pricing project. 12  
companies to participate in show.

QUARTER: 4 Liaised with Public Works Department and Sentosa  
Development Corporation on projects. Discussion  
with SIA officials on aircraft requirement for  
subsidiary.

Canadian consortium shortlisted for electronic  
road pricing project. Canadian companies  
informed of cargo handling and people mover  
projects. Potential sales of Dash 8 aircraft  
worth \$9 million.

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POST :512-SINGAPORE

SECTOR :014-EDUCATION,MEDICAL,HEALTH PROD  
SINGAPORE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

Undertake market study on Health Care products

Better understanding of Canadian companies in sector

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Work with local consultancy firm on healthcare products report.

Report being finalized.

QUARTER: 3 Update market study in healthcare products.

Study completed, resulting in increased awareness of sector and market opportunities for Canadian suppliers.

QUARTER: 4 -----



QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :512-SINGAPORE

SECTOR :011-OIL & GAS EQUIPMENT,SERVICES  
SINGAPORE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

Cultivate close relationship with local industry representative

Identify mkt opp & expand awareness of Cdn capabilities

Identify suitable representatives and introduce them to Canadian companies

Conclude new rep agreem & incr eqpt & serv sales potentials

Update of market study

Increase Cdn awareness of market potential

Organized Canadian participation at ASCOPE'89

Increase representation & sales of goods & services

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Increase awareness of Canadian capabilities with local industry.

Two Singapore representatives sent to Intercan' 89.

QUARTER: 2 Expand representation of Canadian companies. Preparation for ASCOPE'89.

Follow up on contacts made at Intercan'89 by Singapore contingent. Contacted ten local companies to determine interest in Canadian technology.

QUARTER: 3 Actively cultivate local industry contacts. Preparations for ASCOPE 89 in Nov 89. Update of market study.

Six Canadian companies participated in joint Canada-Alberta pavilion, resulting in significant exposure to local and regional industry. Market study completed.

QUARTER: 4 Liaison visit with Brunei Shell officials and tour of Shell refinery in Singapore.

Increased knowledge of procurement procedures and Shell operations in Brunei and Singapore.

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

POST :512-SINGAPORE

Vancouver Board of Trade Mission to Singapore.

Canada-Singapore Textile Consultations.

Alberta S.E. Asia Engineering Mission

British Columbia Mission to Asian Aerospace 90

Visit of James McNiven, Royal Commission on National  
Passenger Transportation Systems.

Assisted 27th International Congress of Ophthalmology (ICO)  
Secretariat with promotion at 26th ICO

Presentation to visiting National Defence College group

Visit of E. Wong, Canasean Program recruitment

Two territory tours to Brunei by Commercial Division staff

Ontario Leaf Tobacco Mission

Assisted Nielsen Marketing Research with product seminars

Quebec Defence Products Mission

Revenue Canada seminar on General Preferential Tariff

Visit of Toronto Home Builders Association mission



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POST :533-SYDNEY

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE  
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ANIMAL,POULTRY BREEDING STOCK

LIAISON W/AUSTLN QUARANTINE AUTH TO ACHIEVE RELAX OF REQ.  
LOWER COSTS WILL LEAD TO MORE EMBRYOS BEING SHIPPED.

UPDATE AND EXPAND LISTS OF AUSTLN CENTRES & BREED SOC.  
MATCH AT LEAST 3 CANADIAN SUPPLIERS TO LOCAL IMPORTERS.

ENCOURAGE AUSTRALIAN BUYER TO VISIT CAN TO SELECT ANIMALS  
INCREASED SALES.

IDENTIFY LARGE INNOVATIVE STATION HOLDERS(RANCHERS)TO PROM.  
DIVERSIFY NUMBER OF BREEDS WITH SALES POTENTIAL AND INCREASE

CANADIAN PARTICIPATION IN PUA BREEDING PROGRAMS.

SUB-SECTOR:SEMI & PROCESSED FOOD & DRINK

CONTINUING STUDY OF MKT FOR PROCESSED FOOD PROD, FINE FOOD  
ENCOURAGE MORE CANADIAN COMPANIES TO BE ACTIVE IN MARKET;

IDENTIFY NEW IMPORTERS.

PRODUCE PROFILES ON SPECIALTY FOODS & CONF ITEMS FRO DISTRIB  
INCREASE CDN MARKET SHARE BY 10%

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 PROMOTE AND ASSIST AUSTRALIAN BUYERS TO ATTEND  
AGRIBITION SHOW.

16 AUSTRALIAN BREEDERS VISITED SHOW. AT LEAST  
ONE SHARE PURCHASE WAS MADE AMOUNTING TO  
\$48,000.

QUARTER: 4 -----

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POST :533-SYDNEY

SECTOR :002-FISHERIES,SEA PRODUCTS & SERV.  
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:PROCESSED FISH & SHELLFISH

CONTINUING FOLLOW UP TO NOV '87 HAKE MISSION  
TO ASSESS MARKET CONDITIONS CONDUCTIVE TO GOOD PROSPECTS FOR

CDM HAKE.

FISH MARKET STUDY TO BE COMPLETED AND MAILED TO MAJOR  
INCREASED EXPORTS THROUGH GREATER AWARENESS OF POTENTIAL IN

AUSTRALIA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 FISH MARKET STUDY

REPORT WAS COMPLETED INDICATING MARKET  
OPPORTUNITIES FOR FRESH, FROZEN AND CANNED FISH  
PRODUCTS



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POST :533-SYDNEY

SECTOR :005-ADVANCED TECH. PROD. & SERV  
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOM DEREGULATION STUDY  
KNOWLEDGE OF OPPORTUNITIES FROM DEREGULATION.

SUB-SECTOR:COMPUTERS HARD/SOFTWARE & COMP

DEVELOP GREATER KNOWLEDGE OF SPACE COMMUNICATIONS MKT  
ASSIST 5 CDN COMPANIES TO ENTER THE MARKET.

AGENTS LIST SURVEY  
BETTER SERVICE TO CANADIAN SUPPLIERS, IN LOCATING AND

TELECOM DEREGULATION STUDY TO DET IMPACT OF DEREG ON MKT  
ENCOURAGE 5 NEW COMPANIES TO ACCESS THE MARKET.

ASSESSING LOCAL REPRESENTATIVES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 TELECOMMUNICATIONS DEREGULATION STUDY - SYDNY  
ASSISTED MLBRM IN THE PREPARATIONS FOR THIS  
STUDY WHICH ALSO INCLUDED A SECTION ON THE EVOLV  
ING PAY TV/CABLE TV MARKET. SEVERAL OTHER REPORT  
WERE COLLECTED AND DISTRIBUTED TO INTERESTED

THE REPORT WAS DISTRIBUTED TO PARTICIPANTS IN  
THE JUNE TELECOM MISSION AND WILL BE GIVEN TO  
OTHER INTERESTED COMPANIES IN JULY. IT PROVIDED  
A GOOD OVERVIEW OF THE IMPACT OF DEREGULATION  
THEREBY AIDING THEIR MARKETING EFFORTS

QUARTER: 2 ASSISTED LOCAL MANUFACTUTER (CODAN) WITH  
ARRANGEMENTS FOR VISITS TO CANADA TO IDENTIFY  
JOINT VENTURE PARTNERS IN L BAND MOBILE  
SATELLITE COMMUNICATION.

AT LEAST ONE CANADIAN COMPANY (SKYWAVE) HAS  
ENTERED INTO AN AGREEMENT WITH CODAN.

QUARTER: 3 -----

QUARTER: 4 AGENTS LIST

A LIST OF CANADIAN COMPANIES DOING BUSINESS IN  
AUSTRALIA HAS BEEN PREPARED

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POST :533-SYDNEY

SECTOR :016-INDUSTRIAL MACHIN,PLANTS,SERV.  
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:MANUFACT & MATERIAL PLANT,EQP.

STUDY ON ALL ASPECTS OF AUSTRALIAN MKT, INCLUDING IMPORTED  
INFORM CDN MAT HANDLING EQUIPMENT MANUFACTURERS OF

AUSTRALIAN MARKET.

FOLLOW UP ON MATERIALS HANDLING STUDY.CONTACT 40 CDN COS  
5 NEW CANADIAN COMPANIES IN AUSTRALIAN MARKET

VISIT LOCAL MANUFACTURERS TO INCREASE KNOWLEDGE OF CAPABILIT  
INCREASE POSSIBILITIES OF JOINT VENTURE/MFG UNDER LICENCE

ARRANGEMENTS.

VISIT AT "MATPACK" EXHIBITION

IDENTIFICATION OF POTENTIAL DISTRIBUTORS FOR CDN EQUIPMENTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MATPAK EXHIBITION - SYDNY ATTENDED THIS EXHIBI-  
TION IN MLBRN AS A FOLLOW UP TO PREPARATION OF A  
MAJOR STUDY ON MATERIALS HANDLING. A REPORT WAS  
PREPARED AND DISTRIBUTED IN JULY.

14 FIRMS WERE IDENTIFIED WITH AN INTEREST IN  
DEVELOPING JOINT VENTURES WITH CDN FIRMS.

QUARTER: 2 MATERIALS HANDLING STUDY COMPLETED AND SENT TO  
OTTAWA FOR DISTRIBUTION.

THE REPORT IDENTIFIES SEVERAL AREAS OF OPPOR-  
TUNITIES FOR CANADIAN MANUFACTURERS OF  
MATERIALS HANDLING EQUIPMENT.

QUARTER: 3 -----

QUARTER: 4 VISIT LOCAL MANUFACTURERS

SEVERAL OPPORTUNITIES HAVE BEEN IDENTIFIED FOR  
INDUSTRIAL EQUIPMENT IN THE MINING,  
TRANSPORTATION AND ENVIRONMENTAL CONTROL SECTORS



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POST :533-SYDNEY

SECTOR :009-FOREST PRODUCTS,EQUIP,SERVICES  
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:WOOD AND WOOD PRODUCTS

CONTINUING FOLLOW-UP TO TIMBER FRAME STUDY GROUP OF NOV 87  
EASING OF BUILDING CODE RESTRICTIONS.

PROVIDE LIAISON BETWEEN NAFL(AUSTL),COFI & CDN BLDG CODE EXP  
INCREASED SALES OF SOFTWOOD LUMBER.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 ORGANIZATION OF TIMBER FRAME MISSION

QUARTER: 4 -----

MEMB. PARTICIPATED IN 2 CONFERENCES & SEVERAL  
SEMINARS TO PRESENT CDN EXP. WITH TIMBER FRAME  
BLDNG REGULAT. MESSAGE WAS SYMPATHETICALLY RECD  
& HAS RESULTED IN INITIATIVES TO REVIEW & CHANGE  
AUST. REGULATIONS TO BENEFIT CDN TIMBER INDUSTRY

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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 :533-SYDNEY

SECTOR :013-CONSUMER PRODUCTS & SERVICES  
AUSTRALIA

PLANNING:                   ACTIVITIES PROPOSED IN POST PLAN:                   ANTICIPATED RESULTS:

REPORT TO CDN INDUSTRY ON FINDINGS OF BOOKS PUBL STUDY MISS.  
5 CDN PUBLISHERS SELLING INTO AUSTRALIA

TRACKING:                   ACTIVITIES UNDERTAKEN IN QUARTER:                   QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 BOOK PUBLISHERS MISSION

MISSION VISITED POST TERRITORY IN FEBRUARY AND  
OBTAINED A GREAT DEAL OF MARKET INTELLIGENCE  
ABOUT HOW TO APPROACH MARKET



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

POST :533-SYDNEY

VISIT BY MINISTER KWINTER - ONTARIO MINISTER OF INDUSTRY,  
TRADE AND TECHNOLOGY  
REPORT OF MULTIFUNCTION POLIS

JOURNALIST SENT TO COVER GLOBE '90

REPORT ON HOME HEALTH CARE MARKET COMPLETED

REPORT ON MARKET FOR WASTE WATER

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :520-TOKYO

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ANIMAL,POULTRY BREEDING STOCK

NEGOTIATE IMPORT/EXPORT PROTOCOL FOR BOVINE EMBRYOS  
POTENTIAL ANNUAL SALES OF \$1-2 MILLION

NEGOTIATE ANIMAL HEALTH AGREEMENT FOR JPNSE EXPORTS TO CDA IN CANADA AND RE-EXPORT TO JAPAN  
IMPORT JAPANESE BREEDING STOCK FOR PRODUCTION OF WAGYU BEEF

NEGOTIATE IMPORT PROTOCOL FOR SWINE SEMEN  
SALES OF \$100,000 ANNUALLY

PROMOTE CANADIAN PARTICIPATION IN VIV-ASIA'89, TOKYO  
INCREASED AWARENESS OF CDN CAPABILITIES, LEADING TO SALES OF

CDN GOODS AND SERVICES

SUB-SECTOR:HORTICULTURE (FRUIT,VEG,FLOR)

APPLE FUMIGATION RESEARCH PROJECT (CODLING MOTH)  
ACCESS FOR CDN APPLES WHEN ACCEPTED

INCLUDE FRESH MUSHROOMS IN CANADA FOOD FAIR PROMOTIONS  
EXPANDED CONSUMER AWARENESS AND SALES

CANADIAN RESEARCH ON VAN CHERRIES  
WHEN ACCEPTED, ACCESS FOR THIS VARIETY

TRIAL SHIPMENTS OF FRESH RASPBERRIES & BLUEBERRIES  
GENERATE NEW BUSINESS

UNDERTAKE RESEARCH ON BLUEMOLD ON TOMATOES AND PEPPERS  
RESOLVE MARKET ACCESS PROBLEM

SUB-SECTOR:SEEDS & SPECIAL CROPS

PREPARE MKT PROFILES FOR SPECIALIZED COMMODITIES-BUCKWHEAT  
IMPROVED MARKET INFO FOR CDN PRODUCERS AND EXPORTERS,

LEADING TO INCREASED SALES TO JAPAN

ASSIST PEAT MOSS EXPORTERS IN ACCESSING JAPANESE MARKET  
ADDITIONAL SALES OF \$1-2 MILLION ANNUALLY

MONITOR IMPORT QUOTA SITUATION FOR PULSES; ADVISE CDN EXPORT  
INCREASED SALES OF CDN PULSES

SUB-SECTOR:MEATS & MEAT BY-PRODUCTS

ASSIST & FOLLOW UP WITH MEAT BUYING MISSIONS TO CANADA  
\$30 MILLION IN NEW BUSINESS OVER 3 YEARS



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POST :520-TOKYO

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:MEATS & MEAT BY-PRODUCTS

WORK WITH CDN EXPORTERS AND PROVINCES RE BEEF AND PORK  
INCREASE CANADA'S MARKET SHARE TO 10%

PROVIDE REGULAR MARKET AND PRICE INFO IN MONTHLY PORK REPORT  
INCREASE KNOWLEDGE AND AWARENESS

IDENTIFY MARKET OPPORTUNITIES PARTICULARLY FOR BEEF  
INCREASE CANADIAN MARKET SHARE

NEGOTIATE WITH MAFF, MITI INCREASED BEEF QUOTA FOR EMBASSY  
INCREASE FROM 64MT TO 100MT

CONTINUE PROMOTING MEAT PRODUCTS IN CDN FOOD FAIRS  
BUILD AWARENESS OF CDN QUALITY

PROMOTE BUYING MISSIONS AND FACT-FINDING TRIPS TO CANADA  
DEMONSTRATE CDN CAPABILITY, SUPPLY, QUALITY

MARKET STUDY FOR PROCESSED PORK (UNDER NTS)  
ASSESSMENT OF EXPORT POTENTIAL, DEVELOPMENT OF MARKETING

STRATEGY AND NEW PRODUCTS

SUB-SECTOR:SEMI & PROCESSED FOOD & DRINK

PROMOTE CANADIAN FOODS THRU CANADA FOOD FAIR PROGRAM.  
NEW CONTACTS AND NEW BUSINESS.

ENCOURAGE BUYERS MISSIONS TO CANADA.  
BUILD AWARENESS OF CANADA & DEVELOP NEW BUSINESS.

UTILIZE NEW FOOD TRADE ENQUIRY SERVICE.  
BRING BUYER AND SELLER TOGETHER.

PROVIDE MARKET INTELLIGENCE/SURVEYS ON PRIORITY SECTORS.  
ENCOURAGE NEW CANADIAN EXPORTERS.

PROMOTE DVLPMT OF CUSTOM PACK,BULK,PRIVATE LABEL BUSINESS.  
NEW BUSINESS OF \$50 MILLION IN 3 YEARS.

CONCENTRATE MARKETING EFFORTS ON HIGH POTENTIAL PRODUCTS.  
INCREASED SALES OF 20-30% PER ANNUM.

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POST :520-TOKYO

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:SEMI & PROCESSED FOOD & DRINK

SEEK INCREASED EMBASSY BEEF PROMOTIONAL QUOTA.  
WILL HELP EXPAND PARTICIPANTS IN CDA FOOD FAIRS.

DEVELOP NEW CONTACTS AND NEW BUSINESS RELATIONSHIPS.

SUB-SECTOR:FEED,FERTILIZER & VET PRODUCTS

DEV'T OF FUMIGATION PROTOCOL FOR CDN BALED HAY  
EXPORTS OF \$20-25 MILLION ANNUALLY WITHIN 5 YEARS

DEV'T OF HEAT TREATMENT PROCESS FOR SUNCURED CHOPPED HAY  
EXPORTS OF \$1-2 MILLION WITHIN 3 YEARS

ORGANIZE FEEDING TRIALS FOR ALFALFA PRODUCTS  
MAINTAIN AND INCREASE MARKET SHARE

DESSEMINATE TECHNICAL INFO IN JAPANESE TO END-USERS  
BUILD AWARENESS AND DEMAND

INSTITUTE MONTHLY REPORT ON HAY PRODUCTS IMPORT VOLUMES  
PROVIDE TIMELY INFO TO CDN PRODUCERS AND EXPORTERS

INVESTIGATE FEASIBILITY AND COST OF ADVERTISING PRODUCTS  
INCREASED AWARENESS AND CONSUMER DEMAND

ENCOURAGE JPNES CO. TO INVEST IN ELECTRONIC  
FOLLOW-UP -JPNES CO. (NEC, CANON, SONY, ATTACHI)

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1. Conduct major CMC pork seminar/reception.  
2. Expand exports of beef. 3. Monitor oil tariff issue. 4. Negotiate bovine embryo agreement. 5. Pursue phytosanitary issues, hay, apples etc. 6. Conduct market surveys.

1. Completed very successfully in May. 2. Ad Agency for beef has been selected. 3. Comprehensive report completed on tariff issue. 4. Health agreement reached. 5. Technical discussions held in April. 6. Four underway in June.

QUARTER: 2 1. Monitor oil tariff issue  
2. Pursue phytosanitary issues, hay, apples  
3. Conduct market surveys  
4. Developed new business in processed foods

1. Comprehensive report completed on tariff issue  
2. Technical discussions held in April  
3. Four surveys completed to date  
4. Major new business generated in bottled water, pet foods, prepared fish



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POST :520-TOKYO

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE  
JAPAN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 3
1. Conduct major CMC pork seminar/reception.
  2. Expand exports of beef.
  3. Monitor oil tariff issue.
  4. Negotiate bovine embryo agreement.
  5. Pursue phytosanitary issues, hay, apples.
  6. Conduct market surveys.

1. Completed very successfully in May.
2. Cdn beef launched by Min. Crosbie. Export office in place.
3. Comprehensive report completed on tariff issue.
4. Health agreement reached.
5. Technical discussions held in April.
6. Six surveys completed.

- QUARTER: 4
1. Conduct major CMC pork seminar/reception.
  2. Expand exports of beef.
  3. Monitor oil tariff issue.
  4. Negotiate bovine embryo agreement

1. Completed very successfully in May.
2. Cdn beef launched by Min. Crosbie. Export office in place.
- Exports doubled in 1989.
3. Comprehensive report completed on tariff issue.
4. Health agreement reached. Pursuing quality agreement.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :520-TOKYO

SECTOR :005-ADVANCED TECH. PROD. & SERV  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:TELECOM, DATACOM, SAT, SPACECOM

DEV. COOPERATIONS BETWEEN CDN TELECOM & JPNS FIRMS  
FOLLOW-UP WITH JAPANESE FIRMS AFTER TELECOM SEMINARS OF SE87

MARKETING CDN ELECTRONICS COMPONENTS (SEMICONDUCTORS, IC)  
TO SET UP JAPANESE AGENTS

ENCOURAGING JPN CO. TO INVEST IN CDA IN TELECOM/DATACOM SECT  
TO DEVELOP JOINT VENTURES AND LICENSE

SEEKING JOINT VENTURES AND LICENSES IN MICROELECTRONICS  
SOME JAPANESE INVESTMENT IN MICROELECTRONICS

MARKETING CANADIAN ELECTRONICS COMPONENTS IN JAPAN  
ESTABLISHING JAPANESE AGENTS

TELECOM/DATACOM MISSION TO JAPAN APR. 89  
ESTABLISHING JAPANESE AGENTS.

TELECOM SEMINAR & BUSINESS VISITS IN CANADA OCT. 89  
INCREASED CDN INVOLVMENT IN JPNS MARKET & JV RELATIONSHIPS.

SUB-SECTOR:COMPUTERS HARD/SOFTWARE & COMP

MKTG CDN SOFTWARE FOR VARIOUS FINANCIAL & INDUSTRIAL APPLIC.  
ESTABLISHING JAPANESE AGENTS

ENCOURAGE JPNS CO. TO INVEST IN ELECTRONICS INDUSTRY IN CDA  
FOLLOW-UP JPNS CO. (NEC, CANON, SONY, HITACHI)

MKTG CDN ELECTRONICS PRODUCTS FOR COOPERATION WITH JPNS CO.  
TO DEVELOP JOINT VENTURES AND LICENSE AGREEMENTS

SUB-SECTOR:OTHER ELECTRONICS

JPNS ELECTRONIC INDUSTRIES CONTACT PROGRAM ASSESS INVESTMENT  
4-5 POSITIVE INVESTMENT PROSPECTS FOR LONGER TERM

MARKETING SUPPORT FOR CDN ELECTRONIC COMPONENT MANUFACTURERS  
INCREASED RECEPTIVITY OF JPNS CO. AND COMPETITIVE PRICING HAS

CONTACT PROGRAM FOR ELECTRONIC INDUSTRY-NEW ACTIVITY IN CDA  
INCREASE KNOWLEDGE LEVELS OF JPNS INDUSTRY OF NEW CDN

OPENED VARIOUS NEW MARKET OPPORTUNITIES, INCREASE EXPORTS.

DEVELOPMENT



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POST :520-TOKYO

SECTOR :002-FISHERIES,SEA PRODUCTS & SERV.  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

PROMOTE CDN SEAFOOD UNDER CANADA FOOD FAIR PROGRAM  
INCREASED TRADE AND CONSUMER AWARENESS OF CDN SEAFOOD

PROVIDE IMPROVED MARKET INTELLIGENCE INFO TO CDN INDUSTRY  
PERMIT INDUSTRY TO MAKE MORE INFORMED DECISIONS

SEEK BETTER MARKET ACCESS FOR IQ ITEMS  
EXPANDED EXPORTS OF IQ ITEMS

UTILIZE FISH TRADE ENQUIRY SERVICE  
BRING BUYER AND SELLER TOGETHER

IMPLEMENTATION OF \$1.8M CAPELIN PROMOTION CAMPAIGN  
EXPAND CONSUMPTION BY 10,000MT IN 3 YEARS

INITIATE MKT DEV'T ACTIVITIES FOR ATLANTIC HERRING ROE  
DOUBLE VOLUME IN 5 YEARS

CONDUCT MARKET STUDIES ON SPECIFIC PRODUCTS WITH POTENTIAL  
DEVELOP NEW EXPORT BUSINESS

DEVELOP MARKETING STRATEGY FOR B.C. FARMED SALMON  
NEW BUSINESS POTENTIAL OF \$10 MILLION

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1. Provide market intelligence to Cdn industry.  
2. Seek better access for IQ items. 3. Launch  
of capelin promo campaign. 4. Capelin mission  
to Japan. 5. Promotion of Atlantic lobster.  
6. Promotion of surf clam.

1. Survey completed on farmed salmon, research  
underway on herring roe. 2. Meetings held with  
Japanese, cod & mackerel have access. 3. Launch  
in April.4. Visited in Apr. 5. Campaign under  
development. 6. 3 ad agencies to submit proposal

QUARTER: 2 1. Implement capelin promotion campaign

1. \$2.0 million capelin promotion program has  
begin.

QUARTER: 3 1. Implement capelin promotion campaign  
2. Provide market intelligence

1. \$2.0 million capelin promotion program has  
begun.  
2. Timely info provided for capelin and herring  
roe at time of negotiations.

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POST :520-TOKYO

SECTOR :002-FISHERIES,SEA PRODUCTS & SERV.  
JAPAN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 4
1. Implement capelin promotion campaign
  2. Provide market intelligence
  3. Initiate new promotion campaigns

1. \$2.0 million capelin promotion program in place.
2. Timely info provided for capelin and herring roe at time of negotiations.
3. Programs under development for lobster, surf clam and BC salmon.



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POST :520-TOKYO

SECTOR :008-TRANSPORT SYS,EQUIP,COMP,SERV.  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR: AUTOMOTIVE

PROMOTE INVESTMENTS BY JPN AUTO PARTS CO.-TECH. TRANSFER  
INCREASED EXPORTS AND SUPPLY TO JPNS ASSEMBLY PLASTICS IN

N.A.

JAPAN AUTO AFTERMARKET-STUDY NOW IN PREPARATION (NTS)  
PROOF OF SIGNIFICANT OPPORTUNITY FOR CDN AFTERMARKET AUTO

PRODUCTS

AFTERMARKET MISSION TO JAPAN FEB 89  
INCREASED EXPORTS

AFTERMARKET MISSION TO CANADA FEB 89  
INCREASED EXPORTS

INCREASE NUMBER OF CONTACT CALLS TO JPN AUTO PARTS COMPANIES  
10-15 NEW INVESTMENTS/JV OVER THE NEXT 18 MONTHS

ASSIST JPNS AUTO ASSEMBLERS WITH LOCAL PROCUREMENT PLANS

SUB-SECTOR: AEROSPACE

CHALLENGER SALES EFFORTS TO COMMERCIAL CUSTOMERS  
ESTIMATED SALES OF TWO AIRCRAFT PER YEAR

AIRSHOW CANADA PROMOTION IN JAPAN  
SJAC GROUP TO ATTEND

FCX PROGRAM SUPPORT TO CANADAIR  
CONTRACT AWARD IN 1990

SUPPORT TO BOEING DE HAVILLAND DASH-8 DEMO FLIGHTS  
CIVILIAN SALES OF DASH 300 IN 1991

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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POST :520-TOKYO

SECTOR :009-FOREST PRODUCTS,EQUIP,SERVICES  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:WOOD AND WOOD PRODUCTS

CONT. EFFORTS TO INFLUENCE REVISION OF BLDG CODES  
EXPANDED USE OF DIMENSION LUMBER

CONT. RESEARCH OF MARKET FOR BUILDING MATERIALS  
AWARENESS OF THE MARKET FOR CDN PRODUCTS

"CANADIAN VILLAGE" IN KOBE  
SECURING AGENTS/DISTRIBUTORS FOR UP TO 15 CANADIAN COMPANIES

TOKYO INTL GOOD LIVING TRADE SHOW, APRIL 28-MAY 3, 1989  
INCREASED PENETRATION OF CDN MANUFACTURED WOOD AND BUILDING

HOUSING KIT MISSION TO JAPAN OCTOBER '89.  
INTRODUCE CDN MANUFACTURERS TO MARKET REQUIREMENTS AND

MATERIAL PRODUCTS IN JAPAN.

POTENTIAL EXPORT SALES OPPORTUNITIES.

SUB-SECTOR:PULP AND PAPER PRODUCTS

SURVEY-PULP & PAPER CO. OVERSEAS INVESTMENT/EXPANSION PLANS  
I.D. OF INVESTMENT OPPORTUNITIES FOR CANADA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 - Home Builders Mission to Canada  
- R-2000 Mission to Canada  
- Canadian Exhibit at Good Living Show  
- Canada Jaapn Housing Committee

QUARTER: 2 1. Vancouver Village in Kobe - Opening

QUARTER: 3 1.Wood products mini-show at chancery  
2.Housing Kit Mission

QUARTER: 4

H.B. and R-2000 missions to Canada completed;  
Canadian exhibit a success at the Good Living  
Show; The Canada Japan Housing Committee met.

1. Opening attracted wide press coverage both  
regional and national. Houses were put up  
for sale and over 100 offers of purchase per  
house were received.

1.Direct mailing brought in 175 visitors to see  
8 cos with new products for this market. 2.Four  
housing kit cos participated in extensive brief-  
ings by Gov't officials and met with importers  
in roundtable setting. Exposure to 150 Jpse cos.

-ENEX'90:R2000 display;4 weeks in 4 locations  
-MAHB show,Atlanta:Interpreting,Mkt.intelligence  
-Yamaguchi Cdn Village:Housing materials & serv-  
ice related cultural & commercial fair.  
-Saskatchewan mission: Housing components



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POST :520-TOKYO

SECTOR :013-CONSUMER PRODUCTS & SERVICES  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

MONTREAL FUR FAIR, MAY 89.

SUB-SECTOR:JEWELRY & GIFTWARE

I.D. BUYERS OF CDN JEWELLERY  
TO DOUBLE SALES NEXT YEAR

FOLLOW-UP ON REQUESTS RE IMPORT OF CDN JEWELLERY  
TO GET NEW DISTRIBUTORS OUTSIDE OF TOKYO

MEET WITH AGENTS AND REVIEW THEIR IMPORT/DIST. STRATEGY  
TO OPEN NEW DISTRIBUTION OUTLETS

ENCOURAGE NEW ENTRANTS INTO THE MARKET  
TO INCREASE OUR SALES IF POSSIBLE

MEET WITH LOCAL AGENTS RE PUBLICITY & PARTICIPATION IN FAIRS  
TO INCREASE THE NUMBER OF DISTRIBUTIONS AND GET BETTER KNOWN

KEEP OTTAWA INFORMED OF MARKET EVOLUTION  
ATTRACT NEW EXPORTERS

IN JAPAN

SUB-SECTOR:CULTURE INDUSTRIES

CONTINUE TO WORK CLOSELY WITH CDN GROUP RE INDIAN ARTS/CRAFT  
TO SELECT ITEMS MOST LIKELY TO FIND ACCEPTANCE IN JAPAN

I.D. GALLERIES THAT MAY SPONSOR CDN ARTISTS (INUIT & INDIAN)  
TO INTRODUCE INUIT AND INDIAN ART TO JAPAN

ASSIST LOCAL AGENTS IN THEIR MARKETING EFFORTS  
TO OPEN NEW DOORS TO CDN INDUSTRY

INCREASE PUBLICITY OF CDN ARTS/CRAFTS THROUGH TRADE CENTRE  
TO CREATE GREATER AWARENESS OF OUR PRODUCTS

ASSIST EXPORTERS TO ORGANIZE SOLO SHOWS  
TO STIMULATE INTEREST IN CDN PRODUCTS

USE MAIL ORDER CATALOGUES TO ADVERTISE  
TO INCREASE SALES

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POST :520-TOKYO

SECTOR :013-CONSUMER PRODUCTS & SERVICES  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:LEISURE PROD. TOOLS HARDWARE

UPDATE RESULTS OF CO. THAT ATTENDED TRADE SHOWS LAST YEAR  
TO I.D. CLEARLY THE PRODUCTS CANADA SHOULD FOCUS ON

VISIT HOME CENTRE  
ESTABLISH NEW CONTACTS

TO LOCATE NEW SPORTS EQUIPMENT AGENTS  
TO INCREASE SALES

ENCOURAGE AGENTS OF SPORTS EQPT TO EXHIBIT AT CDN SHOWS  
TO INCREASE NUMBER OF DISTRIBUTORS

PROMOTE IDEA OF SELLING CDN DIY PRODUCTS TO JPN HOME BUILDER  
TO BOOST SALES OF PRODUCTS

INCREASE THE NUMBER OF BUYERS AT MONTREAL SPORTING GOOD SHOW  
TO WIDEN RANGE OF PRODUCTS SOLD IN JAPAN

SUB-SECTOR:FURNITURE & APPLIANCES

VISIT DEPT. STORES RE EXHIBITIONS OF CDN PRODUCTS  
OPEN NEW SALES OUTLETS

KEEP UP WITH NEW TRENDS IN JPN/CDN FURNITURE INDUSTRIES  
TO DETERMINE WHICH SECTOR OF THE MARKET THAT COULD BE OF

FURITURE ASS./MAIN MNFG RE IMPORTING SPECIFIC ITEMS  
GET NEW ENTRANTS INTO THE MARKET

PUBLICITY THROUGH TRADE CENTRE CDN RE APPLIANCES  
MAINTAIN OUR SHARE OF THE MARKET

MEET WITH AGENTS TO GENERATE INTEREST IN PROMO CDN PRODUCTS  
FIND NEW WAYS TO MARKET PRODUCTS

ENCOURAGE CO. TO PARTICIPATE IN FURNITURE SHOW  
TO GET NEW EXPORTERS IN JAPAN

SUB-SECTOR:ALL SUB-SECTORS

PURSUE HIGH TARIFFS ISSUE WITH MINISTRY OF FINANCE  
SALES COULD MORE THAN DOUBLE IF DUTIES WERE LOWERED

INTEREST TO CDN EXPORTERS



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POST :520-TOKYO

SECTOR :013-CONSUMER PRODUCTS & SERVICES  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

I.D. POTENTIAL COMPETITIVENESS OF NEW MARKET ENTRIES  
TO MAINTAIN/INCREASE OUR SHARE OF THE MARKET

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1
1. Montreal Fur Fair Mission.
  2. Canoe/Kayak Mission.
  3. Regional Shows.
  4. Solo Fur Shows throughout Japan.

1. 15 participants bought for approximately \$2 million.
2. 11 Canadian companies represented.
3. Tokyo, Shimane, Koriyama, Sendai, Morioka, Toyama, Iwate.
4. 17 Shows starting in June.

- QUARTER: 2
1. Carried out survey of marine sports market
  2. Tokyo Int'l Gift Show
  3. Promotion of Embassy services aimed at Jpnse.
  4. Sole fur shows
  5. Vancouver Business Mission

1. Study completed - good potential shown
2. Three Cdn companies represented
3. Production of brochure; increased awareness
4. 18 shows in various parts of Japan
5. Companies introduced to contacts

- QUARTER: 3
1. Regional shows in Hiroshima, Fukui & Okinawa
  2. Nagareyama Totem Festival.
  3. Initiated survey of arts & crafts market.
  4. Ad campaign in "Import Magazine" and "IMPEX".
  5. New Import Business Fair
  6. World Fashion Fair - Osaka.

1. Local agents participated in addition to CTC.
2. On site sales through CTC booth, general promotion of Cda.
3. In progress.
4. Enquiries generated
5. Raised Cdn profile.
6. Contacts established.

- QUARTER: 4
1. Regional shows in Nagoya, Yamaguchi & Yokohama
  2. Participation in trade shows.
  3. Carried out studies in DIY & medical imaging.
  4. Conducted buyers' mission to Montreal CSGA Show.
  5. Participation in Hong Kong Fur Fair.

1. Participation by local agents as well as CTC; on-site sales.
2. Increased awareness of Cdn capability; new agency agreements.
3. In progress; completed 2 surveys.
4. New sales & agency agreement concluded.
5. Assisted Cdn exhibitors.

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

POST :520-TOKYO

Visit of Ontario Deputy Premier/Treasurer of Ontario/  
Minister of Economics, Hon. Robert F. Nixon

Visit of Saskatchewan Minister of Trade & Investment, Hon.  
Jack Klein

Visit of EMR Deputy Minister, Mr. Bruce Howe

Visit of EMR ADM, Dr. Marc Everell

Visit of Associate Deputy Minister of Dept. of Finance,  
Mr. David Dodge

Visit of Mr. M. Caron, Associate Deputy Minister of Finance

FOODEX '90 (March 13 - 17, 1990)

Symposium on Pacific Energy Cooperation (SPEC) (Jan. 29-30)

Release of Morohashi MITI Mission Report

National Defense College Visit



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 :531-WELLINGTON

SECTOR :005-ADVANCED TECH. PROD. & SERV  
NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:TELECOM,DATACOM,SAT,SPACECOM

TELECOM'S REPORT UPDATE. (DONE ONCE ALREADY)  
TO KEEP CDN'S AWARE OF OCCURANCES/OPPORTUNITIES IN NEW

ZEALAND.

ON-GOING UPDATE OF MARKET STUDIES  
TO ENSURE CORRECT INFORMATION GOES TO CANADIANS.

ON-GOING VISITS TO INDUSTRY IN NEW ZEALAND  
CLIENT CONTACT, FEEDBACK, SOURCE OF UPDATE ON NEW ZEALAND

INDUSTRY.

ON-GOING UPDATE OF WIN DATABASE  
TO COMPILE DATABASE, CROSS-REF TO APPROPRIATE CANADIAN

COMPANIES.

REPORT ON BROADCASTING DEREGULATION IN NEW ZEALAND  
INFORM CANADIANS OF EMERGING OPPORTUNITIES.

VISITS TO INDUSTRY IN CANADA  
CLIENT CONTACT.

VISITS TO INDUSTRY IN ISLANDS (TERRITORY OUTSIDE NEW ZEALAND  
IDENTIFY OPPORTUNITIES FOR CDN COMPANIES

ANNUAL STATISTICAL GATHERING - VIA COMPUTER & MODEM  
USE OF ELECTRONIC STATISTICS TO COMPILE ANNUAL UPDATED

REPORTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 Telecom Mission to New Zealand; Canadian participation in Satellite Seminar; Program of visits to New Zealand industry.

QUARTER: 2 Organize and lead Communications Mission to Canada; organize major event for Geovision contract conclusion with NZ Govt

QUARTER: 3 Organize and lead Communications Mission to Canada; arrange event with Geovision on occasion of signature of contract completion with NZ Govt

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

Successful eight person mission from Canada in June; Canadian display at Satellite Seminar and prominent Canadian role in presentations.

NZ buyers took on new lines and established basis for future sales; Canadian image as supplier of GIS software strengthened.

Excellent contact established with Canadian communications eqpt and service suppliers in Mission; Canadian image as supplier of GIS software enhanced through publicity

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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 :531-WELLINGTON

SECTOR :009-FOREST PRODUCTS,EQUIP,SERVICES  
NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

UPDATE FORESTRY EQUIPMENT AGENTS DATABASE

QUEBEC MISSION, APR 1989  
ESTABLISH AGENTS ETC. FOR PARTICIPANTS.

COMMONWEALTH FORESTRY CONFERENCE, SEPT 1989  
CONSOLIDATING CDN PRESENCE IN FORESTRY INDUSTRY IN NEW

ZEALAND AND ELSEWHERE.

CEDAR PROMOTION IN ASSOCIATION WITH C.O.F.I., BC  
EXPAND OUTLETS FOR CDN CEDAR, HEM/FIR IN NEW ZEALAND.

KIOSK ON LUMBER AT BUILDEX SHOW  
EXPANDED RECOGNITION OF CANADIAN LUMBER.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Report to Canadian industry on state forest sale; Canadian display at Woodex 89; consolidated contact with industry associations.

Newsletter on NZ forest industry produced and sent widely to Canada industry; successful participation in Woodex 89; concept of Canadian Forestry Award developed and implemented with Forestry Industry Engineering Association.

QUARTER: 2 Forestry Newsletter was widely circulated to Canadian manufacturers of forestry eqpt and to Canadian forestry companies; Canada had lead role at Commonwealth Forestry Conference.

Canadian industry was kept informed of NZ sale of state-owned forest resources, potentially leading to an investment boom in this sector; Canadian image as forestry leader was re-inforced with all Commonwealth states.

QUARTER: 3 -----

QUARTER: 4 Organize and promote Canadian participation in Forest Industries 90 Fair, Rotorua

High impact on NZ forestry industry achieved with 10 companies on Canadian stand



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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :531-WELLINGTON

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE  
NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

FOLLOW UP ON CANADIAN SOLO FOOD FAIR  
ONGOING AGENCY RELATIONSHIPS.

FOLLOW UP ON MARCH 89 LD NATHAN IN-STORE PROMOTION  
REPORT CONSUMER REACTION TO PARTICIPANTS.

UPDATE PROCESSED FOOD MARKET SURVEY  
INFORM CANADIAN SUPPLIERS OF MARKET OPPORTUNITY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Follow up in Woolworth In-store promotion and on  
Canadian Solo Food Fair.

Reports submitted on Solo Show and planning  
begun for next year's Woolworth's Taste of  
Canada promotion.

QUARTER: 2 Participation in Hospitality Show, Auckland to d  
emonstrate Canadian supply capability in process  
ed foods for the catering trade.

Effective exhibit mounted, parallel support from  
local agents of Canadian suppliers was disappoi  
nting.

QUARTER: 3 L.D. Nathans [Woolworths] Taste of Canada  
in-store promotion.

Buyers visited Canada and ordered 20+ new lines  
of foodstuff.

QUARTER: 4 Prepare for Taste of Canada promotion in Woolwor  
ths supermarkets; respond to countervail claims  
in pork trade.

Promotion was delayed to first two weeks of Apri  
l but level of support by both Woolworths and Ca  
nadian supplier is greater than any previous in-  
store promotion; pork countervail investigation  
called off.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :531-WELLINGTON

SECTOR :013-CONSUMER PRODUCTS & SERVICES  
NEW ZEALAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

FOLLOW UP ON NZ BUYERS TO CANADIAN HARDWARE SHOW (FEB 89)  
ESTABLISH AGENCIES.

MEDIA RELATIONS: PROVIDE EDITORIAL MATERIAL TO SPECIALIZED M  
IMPROVED AWARENESS OF CANADA AS SOURCE.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Increase awareness of Canadian capability in  
consumer goods distribution trades.

Successful participation in Buildex 89  
(Hardware); in Auckland Boat Show (Sports Goods)  
and in Christmas Merchandise Show (Giftware).

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 Organize mission of hardware buyers to Canada

Successful promotion; Canadian product ordered f  
or wide distribution in largest NZ hardware chain

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Trade and Industrial Development  
Program quarterly activities report  
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