

CA1  
EA676  
T715  
EXP  
1989 *June*  
STORAGE

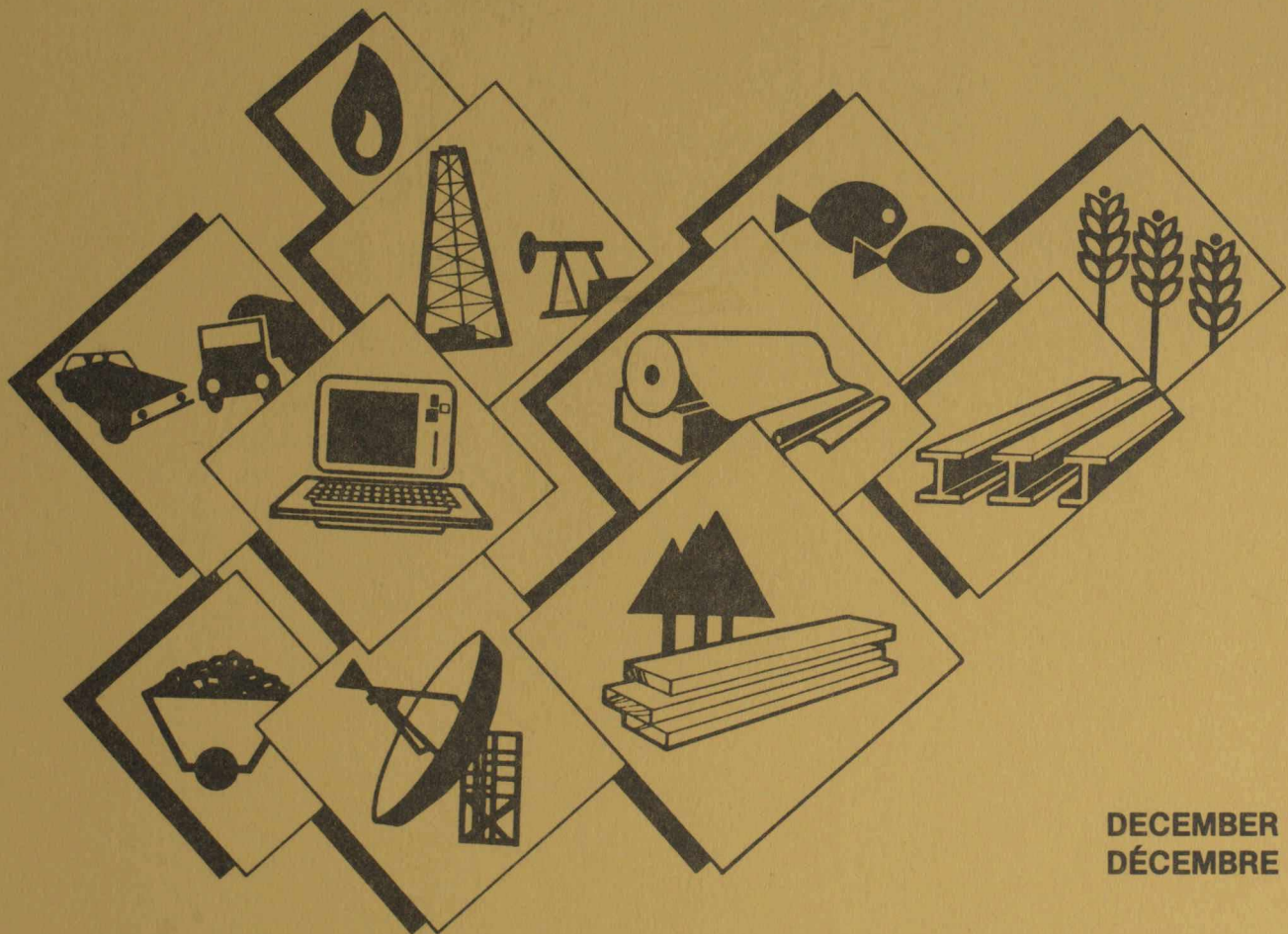
**TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM  
PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE**

**QUARTERLY ACTIVITY REPORT  
RAPPORT TRIMESTRIEL DES ACTIVITÉS**

**UNITED STATES  
ÉTATS-UNIS**

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

**AVRIL - JUIN 1989  
(1<sup>er</sup> TRIMESTRE, AF 1989-90)**



**DECEMBER 1989  
DÉCEMBRE 1989**



UNITED STATES  
STATE DEPT  
TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM

MISSION PAGE  
Quarterly Activity Report  
April - June 1989

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

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

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

WASHINGTON 80  
PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE

Rapport trimestriel des activités  
Avril - Juin 1989

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

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

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

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

RETOUR À LA BIBLIOTHÈQUE DU MINISTRE  
DEPT. OF EXTERNAL AFFAIRS

TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM

Quarterly Activity Report  
April - June 1989

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

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

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

PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE

Rapport trimestriel des activités  
Avril - Juin 1989

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

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

La lecture 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.

Min. des Affaires étrangères  
OTTAWA  
1989

Division des Rapports Trimestriels  
1989

UNITED STATES

ETATS-UNIS

<u>MISSION</u>	<u>PAGE</u>
ATLANTA	1
BOSTON	9
BUFFALO	16
CHICAGO	20
CLEVELAND	30
DALLAS	37
DETROIT	43
LOS ANGELES	50
MINNEAPOLIS	58
NEW YORK, CONSULATE GENERAL	64
SAN FRANCISCO	69
SEATTLE	75
WASHINGTON	80

PAGE

MISSION

1

ATLANTA

9

BOSTON

16

BUFFALO

20

CHICAGO

30

CLEVELAND

37

DALLAS

43

DETROIT

50

LOS ANGELES

58

MINNEAPOLIS

64

NEW YORK, CONSULATE GENERAL

69

SAN FRANCISCO

75

SEATTLE

80

WASHINGTON

REPT4D  
89/12/05

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

1  
REPT4D  
89/12/05

POST :619-ATLANTA

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

POST :619-ATLANTA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

PREPARE DIRECTORY OF MARKETING REPRESENTATIVES  
IMPROVED ACCESS TO DEFENCE PRIMES

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

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

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

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

SIMULATION PROJECTS

SHARING

(EG. E-SYSTEMS)

SUPPLIERS, THEREBY INCREASING CDN COMPONENT EXPORTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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

REPT4D  
89/12/05

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

2  
REVISED

POST :619-ATLANTA

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

POST :619-ATLANTA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

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

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

IDENTIFICATION OF MAJOR RETAILERS  
10% INCREASE IN SALES

IDENTIFICATION OF NEW AGENTS AND DISTRIBUTORS  
10% INCREASE IN SALES

LETTER OF INVITATION TO VISIT CDN EXH AT SUPER SHOW ATLANTA

FURNITURE & APPLIANCES

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

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

CONTINUED CONTACT WITH CDN MANUFACTURERS AND REPS  
ESTABLISH NEW BUYING CONTACTS

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

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

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



REPT4D  
89/12/05

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

3

POST :619-ATLANTA

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

ATLANTA-110-7001

TRACKING:            ACTIVITIES UNDERTAKEN IN QUARTER:            QUARTERLY RESULTS REPORTED:

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

POST :619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

POST :619-ATLANTA

015-CONSTRUCTION INDUSTRY  
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ORGANIZE & IMPLEMENT 3 PROMOTIONAL EVENTS TO EXPAND EX.SALES  
ACQUIRE SIXTY NEW CONTACTS (AGENTS, REPS, ETC.), ACHIEVE  
IDENTIFY THE VARIOUS MARKETING/DISTRIBUTION CHANNELS  
IMPROVED COUNSELLING TO CDN BUILDING MATERIALS SUPPLIERS

DIRECT SALES OF \$75,000 AND PROJECT I YR SALES \$300,000.  
SEEKING TO APPROPRIATELY MARKET THEIR PRODUCTS IN TERRITORY.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

6

POST :619-ATLANTA

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ATTENDED/RECRUITED/ORGANIZED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

POST :619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 - Conducted Quarterly Business Review  
- Participated in 2079 & 2080 Industry Days  
- Followed up with 2079 & 2080 industry days

- Participated in 2079 & 2080 Industry Days to meet  
industry quarterly trends. Produced & distributed  
information to 2079 Cdn firms. - Completed 2079  
Action (US Army) 2079 working group report  
- Initiatives contacts finally in progress.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

POST :619-ATLANTA

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

Survived office construction, recarpeting and painting.

REPT4D  
89/12/05

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

POST :601-BOSTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

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

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

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

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

AEROSPACE

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

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

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

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

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

EXPORTERS.

EXPORTERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

POST :601-BOSTON

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PHARMACEUTICALS, BIOTECHNOLOGY

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

COMPANIES FROM OTHER PROVINCES.

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

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

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

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

ESTABLISH REPRESENTATION FOR CDN MEDICAL DEVICE COMPANIES  
CONCLUDE 2 REPRESENTATION AGREEMENTS

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----



REPT4D  
89/12/05

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

POST :601-BOSTON

015-CONSTRUCTION INDUSTRY  
UNITED STATES OF AMERICA

POST: 601-BOSTON

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

BUILDING PRODUCTS

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

MATERIALS.

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

MATERIALS

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

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

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

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

TRACKING:                    ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

POST :601-BOSTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS HARD/SOFTWARE & COMP

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

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

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

SOCIETY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ----

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----

REPT4D  
89/12/05

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

13

POST :601-BOSTON

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

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

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

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

JEWELERY & GIFTWARE

FOLLOW-UP 1988 NEBS COMPANIES  
10 CDN COMPANIES BEGIN EXPORTING

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

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

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

FURNITURE & APPLIANCES

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

PROSPECT CDN FIRMS  
INCREASE KNOWLEDGE OF CDN FIRMS

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

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

REPT4D  
89/12/05

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

14

POST :601-BOSTON

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

POST :601-BOSTON

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

REPT4D  
89/12/05

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

16

POST :613-BUFFALO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

IN-STORE FOOD PROMOTION

INCREASED EXPOSURE FOR CANADIAN PRODUCTS AND INTRODUCTION OF

NEW PRODUCTS.

NEW YORK STATE RESTAURANT SHOW

INCREASED EXPOSURE FOR CANADIAN PRODUCTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

POST :613-BUFFALO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

COMPUTERS HARD/SOFTWARE & COMP

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Instrumentation Show, April 4, 1989, Buffalo. Approximately 150 companies in attendance.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

18

POST :613-BUFFALO

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----



REPORT 4A  
89/12/05

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

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

POST :613-BUFFALO

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

REPT4D  
89/12/05

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

20

POST :602-CHICAGO

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

PLANNING:                    ACTIVITIES PROPOSED IN POST PLAN:                    ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

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

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

CULTURE INDUSTRIES

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

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

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

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

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

LEISURE PROD. TOOLS HARDWARE

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

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

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

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

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

HARDWARE MARKETING GUIDE  
IMPROVED EXPORTER AWARENESS.

REPT4D  
89/12/05

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

POST :602-CHICAGO

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

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

FURNITURE & APPLIANCES

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D 15  
89/12/05

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

POST :602-CHICAGO

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

POST :602-CHICAGO

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

MEATS & MEAT BY-PRODUCTS

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

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

SEMI & PROCESSED FOOD & DRINK

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

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

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

SALES 3 MILLION.

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

INCREASED PUBLICITY & VISIBILITY FOR CDN FOOD INDUSTRY.

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

AND NATIONAL ABOVE.

AGRICULTURE MACH,EQUIP,TOOLS

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

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

AND OPPORTUNITIES.

FOOD HANDLING,PROCESSING EQUIP

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

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

REPT4D  
89/12/05

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

POST :602-CHICAGO

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Food Marketing Institute (FMI) - National Stand FMI - 6 Cdn exhibitors/on-site sales \$90,000.00  
Nat'l. Restaurant Assn. (NRA) - National Stand Proj. sales \$2 million/Serious inquiries 300.  
Western Canada Farm Progress (WCFP) - Mission NRA - 11 Cdn exhibitors/on-site sales \$4million  
Identified institutional/retail fd. distributors Proj. sales \$18 million/Serious inquiries 750.  
WCFP - Recruited 7 buyers. Registered 18 fd.cos.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

OTHER DEFENSE PROG & SERV

NOTICE STAFF & VISIT WITH BUYERS OFFICERS ON CALLS  
- ELIAS JANKOWSKI AT 300-2

AEROSPACE

STUDY ON HOW TO SELL TO US OF WOV  
SHOW WE HAVE YET TO FIND OUT HOW TO  
SELL TO THEM.

QUARTERLY RESULTS REPORTED IN Q1

FOR Q1, 1989, THE MISSION HAS REPORTED  
12 ON 28 REPRESENTATIONS IN TOTAL  
- 10 calls in total, sales \$100,000, proj.  
\$2M, 22 new appointments, 2 new buyers  
& 2 new connections.

FOR Q2, 1989, THE MISSION HAS REPORTED  
12 ON 28 REPRESENTATIONS IN TOTAL  
- 10 calls in total, sales \$100,000, proj.  
\$2M, 22 new appointments, 2 new buyers  
& 2 new connections.

FOR Q3, 1989, THE MISSION HAS REPORTED  
12 ON 28 REPRESENTATIONS IN TOTAL  
- 10 calls in total, sales \$100,000, proj.  
\$2M, 22 new appointments, 2 new buyers  
& 2 new connections.

FOR Q4, 1989, THE MISSION HAS REPORTED  
12 ON 28 REPRESENTATIONS IN TOTAL  
- 10 calls in total, sales \$100,000, proj.  
\$2M, 22 new appointments, 2 new buyers  
& 2 new connections.

REPT4D  
89/12/05

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

24

POST :602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MANUFACT & MATERIAL PLANT,EQP.

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

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

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

TOOLS & HARDWARE

MODERATE RESPONSIVE WORKLOAD FROM TERRITORY  
FOUR BUYING CONNECTIONS.

OTHER EQUIP,MACH NOT ELS SPE

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

BUYER CONNECTIONS.

REPRESENTATION APPOINTMENTS.

REPRESENTATION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

25

POST :602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ARMAMENTS & VEHICLES

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

ELECTRICAL & ELECTRONIC

LIAISON CALLS ON MAJOR PURCHASERS  
\$3 MILLION INCREMENTAL SALES

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

OTHER DEFENSE PROD & SERV.

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

AEROSPACE

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

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

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

UPDATE SUBCONTRACTING LIST  
3 BUYING CONNECTIONS.

INCOMING AVSCOM MISSION MAY 1989  
3 NEW BUYING CONNECTIONS.

OUTGOING MISSION TO AVSCOM NOVEMBER 1989  
2 NEW BUYING CONNECTIONS.

OUTGOING MISSION TO AVSCOM FEBRUARY 1990  
2 NEW BUYING CONNECTIONS.

REPT4D  
89/12/05

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

POST :602-CHICAGO

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

TRACKING:            ACTIVITIES UNDERTAKEN IN QUARTER:            QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPT4D  
89/12/05

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

POST :602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

AUTOMOTIVE

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

CONTINUE TO IDENTIFY KEY BUYERS  
IDENTIFY 12 NEW POTENTIAL BUYERS.

ONGOING DISTRIB OF POSTS "AUTO AFTERMARKET, MKTG GUIDE"

URBAN TRANSIT

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

CTA SUBWAY CAR PROCUREMENT  
\$ 450 M ORDER.

CONTINUED REPORTING ON BIDDING PROCEDURES & FINANCING OF CTA

MARINE INDUSTRIES

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

EXPANDED KNOWLEDGE OF CANADIAN POTENTIAL.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

28

POST :602-CHICAGO

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

PLANNING:            ACTIVITIES PROPOSED IN POST PLAN:            ANTICIPATED RESULTS:

REVIEW CANADIAN SOURCING STRENGTHS  
UPDATED SOURCE MATERIAL.

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

DISTRIBUTION OF NEW CDN CAPABILITY GUIDES TO US DISTRIBUTORS

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

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

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

COYS. NEW SALES OF \$ 1M.

MILLION.

TRACKING:            ACTIVITIES UNDERTAKEN IN QUARTER:            QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

REPORT 4A  
89/12/05

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

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

POST :602-CHICAGO

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

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

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

QUARTER 1  
QUARTER 2  
QUARTER 3  
QUARTER 4



REPT4D  
89/12/05

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

POST :603-CLEVELAND

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

PLANNING:            ACTIVITIES PROPOSED IN POST PLAN:            ANTICIPATED RESULTS:

ABBOTSFORD AIRSHOW

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

DEFENCE MANUFACTURERS BUYERS MISSION

"HI-TECH 90" DEFENCE EXPORT CONFERENCE

TRACKING:            ACTIVITIES UNDERTAKEN IN QUARTER:            QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

POST :603-CLEVELAND

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

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

OHIO GROCER'S ASSOCIATION 10/89

FARM MACHINERY SHOW 2/90

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

POST :603-CLEVELAND

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

PLANNING: - ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COLUMBUS COMPUTER SHOW 11/89

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

POST :603-CLEVELAND

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MONTREAL FURNITURE SHOW 6/89  
10 GUESTS

TORONTO FURNITURE SHOW 1/90  
10 GUESTS

SPORTSMAN SHOW 3/90  
25 EXHIBITORS

IIDEX 11/89

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPT4D  
89/12/05

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

POST :603-CLEVELAND

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

PLANNING:                   ACTIVITIES PROPOSED IN POST PLAN:                   ANTICIPATED RESULTS:

OHIO HOSPITAL ASSOCIATION SHOW  
4 CANADIAN EXHIBITORS

SAFETY EQUIPMENT EXHIBIT

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

TRACKING:                   ACTIVITIES UNDERTAKEN IN QUARTER:                   QUARTERLY RESULTS REPORTED:

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :603-CLEVELAND

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

REPT4D  
89/12/05

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

POST :604-DALLAS

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

PRODUCTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :604-DALLAS

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

PLANNING:                    ACTIVITIES PROPOSED IN POST PLAN:                    ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

DEFENCE MARKET STUDY

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

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

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

INFOMART - SATELLITE OFFICE  
NEW PROPOSAL

OTHER DEFENSE PROD & SERV.

DEFENCE MARKET STUDY  
DEFINE MARKET PREPARATORY TO DEVELOPMENT OF A COMPREHENSIVE

PROGRAM.

COMMAND BRIEFINGS  
RAISE UP DEFENCE PERSONNEL AWARENESS OF CDN DEFENCE

INDUSTRIAL BASE & CCC.

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

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

INFOMART - SATELLITE OFFICE  
NEW PROPOSAL

AEROSPACE

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

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

SUPPLIERS.

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

REPT4D  
89/12/05

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

39

POST :604-DALLAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

AEROSPACE

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

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

SUPPLIERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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

QUARTERLY RESULTS REPORTED:

ACTIVITIES UNDERTAKEN IN QUARTER:

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

1.1. Prepare and submit a proposal to External  
Affairs to establish the CAN TECH program of  
inquiry and obtain all costs and activities  
associated with this project

QUARTER: 5 -----

QUARTER: 6 -----

QUARTER: 7 -----

REPT4D  
89/12/05

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

40

POST :604-DALLAS

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

SOUTHWEST.

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

INFOMART - SATELLITE OFFICE  
NEW INITIATIVE

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

SOUTHWEST.

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

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

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

U.S.

INFOMART - SATELLITE OFFICE  
NEW PROPOSAL

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

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

POST :604-DALLAS

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



REPT4D  
89/12/05

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

43

POST :605-DETROIT

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

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

POINTS PERTAINING TO THE AUTOMOTIVE SECTOR

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

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

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

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

SHARE WITH THEM A CDN PERSPECTIVE OF THE AUTO INDUSTRY.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

POST :605-DETROIT

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

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

PROJECTS & SUBSEQUENT PRODUCTION.

DITIONAL JOINT DEVELOPMENT POSSIBILITIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPT4D  
89/12/05

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

46

POST :605-DETROIT

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

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

COMMUNITY SURROUNDING U. OF M.

AND AN AGREEMENT OF JOINT REPRESENTATION.

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

47

POST :605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

PROJECT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

48

POST :605-DETROIT

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

PRODUCTS.

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

PENETRATE.

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

MARKET INTELLIGENCE FOR NEW EXPORTERS.

DEVELOP MARKET STUDY ON RETAIL TRADE IN TERRITORY

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4A  
89/12/05

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

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

POST :605-DETROIT

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

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

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

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

REPT4D  
89/12/05

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

50

POST :606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

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

SUB-CONTRACTOR CONFERENCE  
INTRO MAJOR PRIME CONTRACTORS.

INCREASE LOCAL REPRESENTATION

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

OTHER DEFENSE PROD & SERV.

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

PRODUCTIONS ESTIMATE \$200M PLUS.

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

TO SHARED DEV. PROJ. & SUBSEQUENT PRODUCTION CONTRACTS.

BRIEFING ON DDSP TO NAVAL WEAPONS CTR., CHINA LAKE

BRIEFING ON DDSP TO BALLISTIC MISSILE OFFICE(NORTON AFB)

AEROSPACE

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

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

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

REFINE CONTACT LIST & SOFTWARE  
ENHANCE UTILITY & ACCURACY

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



REPT4D  
89/12/05

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

POST :606-LOS ANGELES

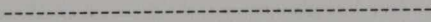
004-DEFENCE PROGRAMS, PRODUCTS, SERV  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE

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



TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

REPT4D  
89/12/05

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

52  
20/1/89

POST :606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

IN THE EVENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPT4D  
89/12/05

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

54

POST :606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

-----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

POST :606-LOS ANGELES

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

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

SOLO WOMEN'S APPAREL SHOW'89  
CANADIAN EXHIBITORS

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

CANADIAN LINES.

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

CANADIAN LINES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

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

POST :606-LOS ANGELES

Visit by Mayor of Montreal.

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

Arizona World Trade Fair, April 5-7.

Cross Canada Tour, April 14-28.

Venture Conference Canada, May 30-June 1.

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

PNIDC Conference, Edmonton, June 24-27.

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

REPT4D  
89/12/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN  
001-AGRI & FOOD PRODUCTS & SERVICE  
UNITED STATES OF AMERICA

58

POST :618-MINNEAPOLIS

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

RECRUITED 15 BUYERS

SOLO FOOD AND BEVERAGE SHOW, MAY 16, 1989

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

QUARTERLY RESULTS REPORTED

QUARTER: 1 (1) (a) w/ implementation of 22M Federal Market program for major crops & staples  
(b) promotion of special priority items  
(c) identify areas for work of food products  
(d) identify areas for work of food products

1-On behalf of Program Producer met with U.S. Gov't officials to arrange "Anti-Dumping" assistance package of 17M dollars  
2-22M program for work programs for Program  
3-22M program for work programs for Program  
4-22M program for work programs for Program

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPT4D  
89/12/05

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

POST :618-MINNEAPOLIS

003-GRAINS AND OILSEEDS  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

-----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

60

POST :618-MINNEAPOLIS

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

MONTREAL FURNITURE SHOW, JUNE 18-21, 1989.

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

POST :618-MINNEAPOLIS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

CONFERENCE WAS RESCHEDULED TO 1990 DATE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

62

POST :618-MINNEAPOLIS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

-----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

POST :618-MINNEAPOLIS

VISIT BY TRADE DELEGATION FROM MANITOBA LED BY MINISTER.

HIRING OF ADDITIONAL COMMERCIAL OFFICER.

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

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

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

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

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

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

QUARTERLY RESULTS REPORTED:	ACTIVITIES UNDERTAKEN IN QUARTER:
1 - 1989	QUARTER 1 - Coordinator U.S. Army Communications (Transmission Common) (COTM) Defense Development Working Group Meeting, May 22-June 2, 1989. Met with rep. of TOR & Toronto regional office in place of Ambassador's Conference 11.
2 - 1989	QUARTER 2
3 - 1989	QUARTER 3
4 - 1989	QUARTER 4

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

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

OVER 3-6 YR PERIOD WILL BE GENERATED.

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

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

BID SETS, THUS BECOMING AWARE OF NEW OPPORTUNITIES.

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

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

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

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

AEROSPACE

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

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

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

-ITIONAL PRIME CONTR LEVEL.

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

-----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

POST :608-NEW YORK, CONSULATE GENERAL

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

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

AGENT AGREEMENTS

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

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

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

QUALITY FASH LEATHER APPAREL RESOURCES IN CDA TO US MARKET.

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

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

FURNITURE & APPLIANCES

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

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

PLACE BECAUSE OF PERSONAL CONTACTS WITH BUYERS

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :608-NEW YORK, CONSULATE GENERAL

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS HARD/SOFTWARE & COMP

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

FORE THEIR PROBABILITY OF SUCCESS.

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

SUPPLIERS

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

OF MEANS OF SALES COVERAGE

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

NY CITY MARKETS

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

SUPPLIERS

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

MARKET EXPOSURED OPPORTUNITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ----

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----



REPT4D  
89/12/05

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

POST :608-NEW YORK, CONSULATE GENERAL

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

POST :608-NEW YORK, CONSULATE GENERAL

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

REPT4D  
89/12/05

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

POST :610-SAN FRANCISCO

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS HARD/SOFTWARE & COMP

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

LOCAL EXPOSURE FOR CDN PRODUCTS.

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

CANEXPO SOLO SHOW TO INTRO CDN FIRMS TO LOCAL PARTNERS  
SALES

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

OTHER ELECTRONICS

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

NEWSLETTER  
DISTRIBUTION AGREEMENTS SIGNED

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

70

POST :610-SAN FRANCISCO

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

PLANNING:                   ACTIVITIES PROPOSED IN POST PLAN:                   ANTICIPATED RESULTS:

COMPUTERS HARD/SOFTWARE & COMP

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

LOCAL EXPOSURE FOR CDN PRODUCTS.

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

CANEXPO SOLO SHOW TO INTRO CDN FIRMS TO LOCAL PARTNERS  
SALES

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

OTHER ELECTRONICS

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

NEWSLETTER  
DISTRIBUTION AGREEMENTS SIGNED

-----

TRACKING:                   ACTIVITIES UNDERTAKEN IN QUARTER:                   QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

POST :610-SAN FRANCISCO

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

PLANNING:            ACTIVITIES PROPOSED IN POST PLAN:            ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

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

BETTER ASSIST CDN EXPORTERS.

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

GATIONS.

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

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

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

CONTRACTORS.

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

NEW SALES

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

NITIES

TRACKING:            ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

POST :610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

URBAN TRANSIT

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

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

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

CONTROLS SUPPLIERS

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

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

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

SUBMIT PROPOSAL.

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

LEAVING CONSIDERABLE DISCRETION TO DECISION MAKERS.

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

HOPE TO INSURE CDN PARTICIPATION.

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

POST :610-SAN FRANCISCO

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

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

ERTAIN INDIVIDUAL CO COMMITMENT TO EXPORT TO TERRITORY NOW.

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

SALES WITH 2 YEARS PER COMPANY

CULTURE INDUSTRIES

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

AFTER SHOW)TO EQUAL 3 MILLION FIRST YR.

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

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

LEISURE PROD. TOOLS HARDWARE

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

CANADA

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

BIGGER CROWD THAN TYPICAL BOAT SHOWS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

74  
REF ID: A66112

POST :610-SAN FRANCISCO

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

POST :610-SAN FRANCISCO

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

SEMI & PROCESSED FOOD & DRINK

TEXT

CONTINUE TO WORK WITH INDIVIDUAL COMPANIES  
OBTAIN LOCAL SALES REPRESENTATION

ASSIGNMENT OF PRODUCT FOR SPECIFIC MKT. TERRITORY ARE TO BE

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

WESTERN VISITATION (SFRAN-MAR-89) - 23-25 (MONTREAL)

QUARTER: 2 -----

LEISURE FOOD TOOL'S HARDWARE (MONTREAL) NOT DURING Q1

QUARTER: 3 -----

CONTINUE PUBLISHING SPORTING GOODS - RESEARCH (IN-HOUSE)  
NOTIFY REPS. DISTRIBUTORS AMERICAN SPORTS PRODUCTS (MONTREAL)

QUARTER: 4 -----

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

TRACKING	ACTIVITIES UNDERTAKEN IN QUARTER	QUARTERLY RESULTS REPORTED
QUARTER: 1	1. Denver Solo Food Show 03 Oct 1a. Western Canada Farm Progress Show, Regina	WESTERN VISITATION (SFRAN-MAR-89) - 23-25 (MONTREAL)
QUARTER: 2	-----	LEISURE FOOD TOOL'S HARDWARE (MONTREAL) NOT DURING Q1
QUARTER: 3	-----	CONTINUE PUBLISHING SPORTING GOODS - RESEARCH (IN-HOUSE) NOTIFY REPS. DISTRIBUTORS AMERICAN SPORTS PRODUCTS (MONTREAL)
QUARTER: 4	-----	INT'L MARINE EXPO HELD IN CONJ. W/OLDER DATE PAPER SALE BOAT CAN MANUFACTURERS WILL HAVE OPPORTUNITY TO DISPLAY GOODS TO



REPT4D  
89/12/05

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

POST :611-SEATTLE

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

PLANNING:            ACTIVITIES PROPOSED IN POST PLAN:            ANTICIPATED RESULTS:

AUTOMOTIVE

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

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

AEROSPACE

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

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

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

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

TRACKING:            ACTIVITIES UNDERTAKEN IN QUARTER:            QUARTERLY RESULTS REPORTED:

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

REPT4D  
89/12/05

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

76

POST :611-SEATTLE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

SOLO FOOD SHOW - FEB '89  
40 NEW COMPANIES

60 EXHIBITORS 20 NEW DISTRIBUTOR APP'TS.

SPECIALTY FOOD NEBS - DEC '88

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

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

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

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

ATTENDEES:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ----

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----

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

REPT4D  
89/12/05

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

POST :611-SEATTLE

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

-----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

78

POST :611-SEATTLE

015-CONSTRUCTION INDUSTRY  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ----

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----

REPT4D  
89/12/05

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

POST :611-SEATTLE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

Quarter 1: Over 200 responses to the industry and govt.  
-Prime contractors database  
-250 & 2000 invited to visit  
-P.C. Computer Point 88

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

REPT4D  
89/12/05

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

80

POST :612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

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

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

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

CONNECTIONS.

ALL SUB-SECTORS

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

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

POST :612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS HARD/SOFTWARE & COMP

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

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

INSTRUMENT & PROCESS CONTROLS

CONSULTATIONS WITH INDIVIDUAL COMPANIES  
5 NEW FIRMS COMMITTED TO MARKETING

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

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

ADVERSELY AFFECTED BY PROTECTIONIST MEASURES.

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

One company presentation to Federal govt held.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :612-WASHINGTON

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

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

CONTACTS.

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

BUYER AWARENESS.

FURNITURE & APPLIANCES

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

PRODUCT & GEN

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

AND SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPT4D  
89/12/05

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

83

POST :612-WASHINGTON

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

PLANNING:                    ACTIVITIES PROPOSED IN POST PLAN:                    ANTICIPATED RESULTS:

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

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

AGRICULTURE MACH,EQUIP,TOOLS

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

INCREASED TRADE SHOW ATTENDANCE  
TO GENERATE MORE EFFECTIVE BUYING CONNECTIONS

VISIT PROGRAM TARGETTED AT DISTRIBUTORS

TRACKING:                    ACTIVITIES UNDERTAKEN IN QUARTER:                    QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :612-WASHINGTON

Reception for Canadian Transportation Industry mfrs and services providers.

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

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

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

CA1 EA676 T715 EXF 1989 *June* STORAGE  
Trade and Industrial Development  
Program quarterly activity report  
43247431

LIBRARY E A / BIBLIOTHÈQUE A E



3 5036 01029671 6

