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EXF  
1988 *Sept.*  
STORAGE

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

NON - CIRCULATING ?  
CONSULTER SUR PLACE

**QUARTERLY ACTIVITY REPORT  
RAPPORT TRIMESTRIEL DES ACTIVITÉS**

**UNITED STATES  
ÉTATS-UNIS**

Dept. of External Affairs  
Min. des Affaires extérieures  
OTTAWA

MAR 14 1989

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**JULY - SEPTEMBER 1988  
(2nd QUARTER FY 1988-89)  
JUILLET - SEPTEMBRE 1988  
(2<sup>e</sup> TRIMESTRE, AF 1988-89)**



**FEBRUARY 1989  
FÉVRIER 1989**



## TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM

### Quarterly Activity Report July - September 1988

Following is the Activity Report for the quarter ending September 30, 1988. This report contains a synopsis of activities and results by sector and subsector reported by missions in the United States, matched against the proposed activities identified in their 1988/89 post plan. It also contains a report of special unplanned activities that took place during the reporting period.

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

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

## PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE

### Rapport trimestriel des activités juillet - septembre 1988

Voici le Rapport des activités du trimestre qui a pris fin le 30 septembre 1988. Le Rapport contient un résumé des activités et des résultats déclarés par les missions aux Etats Unis, par secteur et sous-secteur, qui sont comparés aux projets d'activités indiqués dans les plans de missions de 1988-89. 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.



**UNITED STATES**  
**ÉTATS-UNIS**

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89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :619-ATLANTA

001-AGRI & FOOD PRODUCTS & SERVICE  
PUERTO RICO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

FOLLOW-UP ON PREVIOUSLY MADE CONTACTS IN THE RETAIL AND WHOLESAL  
SECTOR WITH ONE-ON-ONE INTERVIEWS.

ATTAIN KNOWLEDGE OF MARKETS, IMPORTERS, BUYING  
PATTERNS.

CONTINUE CONTACT WITH PUERTO RICO DEPT. OF AGRICULTURE IN ORDER TO  
FIND OUT BUYING REQUIREMENTS FOR DAIRY CATTLE.

PROMOTION OF CANADIAN DAIRY REPLACEMENT HERDS

INPUT OF INDEPTH INFORMATION ON AGENTS, ETC. INTO POST COMPUTER.

HAVE USEFUL INFORMATION ON CONTACTS, MARKETS,  
TRADE SHOWS, ETC.

ONE-ON-ONE INTERVIEWS WITH FOOD IMPORTERS IN THE RETAIL/WHOLESAL  
SECTOR.

KNOWLEDGE OF MARKETS, IMPORTERS, BUYING  
PATTERNS.

INVESTIGATE & INTERVIEW PERSONS AND/OR AGENCIES THAT CAN PROVIDE  
INFORMATION RELATIVE TO THE RE-EXPORTER OF GOODS FROM PUERTO RICO  
TO OTHER AREAS OF THE CARIBBEAN.

ABILITY TO ASSIGN DOLLAR OR PERCENTAGE FIGURE  
TO CANADIAN EXPORTS TO PUERTO RICO.

IMPLEMENT AND ORGANIZE TWO PROMOTIONAL EVENTS WHICH WILL MAKE  
KNOWN CANADIAN CAPABILITIES TO LARGEST COMPANIES IN THE MARKET.

ESTABLISH INTEREST IN CANADIAN COMPANIES WITH  
VALUE ADDED PRODUCTS.

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

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

015-CONSTRUCTION INDUSTRY  
PUERTO RICO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----





REPORT 4  
89/02/06

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POST :619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

PREPARE DIRECTORY OF MARKETING REPRESENTATIVES.

IMPROVED ACCESS TO DEFENCE PRIMES.

ESTABLISH WORKING GROUP FOR JOINT DEVELOPMENT OF TRAINING AND SIMULATION PRODUCTS.

INCREASED PARTICIPATION IN ARMY & NAVY TRAINING AND SIMULATION PROJECTS.

POST WILL ORGANIZE AND/OR PARTICIPATE IN SEVERAL PROMOTIONAL EVENTS DESIGNED TO INTRODUCE NEW COMPANIES TO THE MARKET.

DEVELOP NEW SALES REPRESENTATION AND DIRECT BUYING CONTACTS FOR AT LEAST 10 COMPANIES.  
GENERATE NEW EXPORT SALES OF AT LEAST \$2 MILLION.

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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



REPORT 4  
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POST :619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

IDENTIFICATION AND CONTACT WITH ADDITIONAL BROKERS/DISTRIBUTORS  
IN TERRITORY.

IDENTIFY REQUIREMENTS, ESTABLISH WORKING REL-  
ATIONSHIP WITH INFLUENTIAL PLAYERS.

INPUT OF INDEPTH INFORMATION ON LOCAL CONTACTS INTO  
COMPUTERS.

HAVE USEFUL INFORMATION ON CONTACTS, MARKETS,  
TRADE SHOWS, ETC.

ORGANIZE AND IMPLEMENT TWO PROMOTIONAL EVENTS TO INTRODUCE NEW  
CANADIAN COMPANIES TO MARKET AND ACHIEVE EXPORT SALES.

HAVE FIVE TO TEN NEW CANADIAN COMPANIES SELL-  
ING TO MARKET RESULTING IN \$250,000 SALES.

DIRECT MAILING TO KNOWN DISTRIBUTORS AND BROKERS TO INFORM THEM  
OF CANADIAN CAPABILITIES IN THE SECTOR.

ESTABLISH INTEREST IN CANADIAN COMPANIES WITH  
VALUE ADDED PRODUCTS IN SOUTHEASTERN MARKET-  
PLACE.

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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QUARTER: 4 -----

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POST :619-ATLANTA

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FURNITURE & APPLIANCES

INPUT OF RESIDENTIAL CONTACTS - U.S. AND CANADIAN IN WIN SYSTEM.

INCLUDE 350 FIRMS INTO SYSTEM.

FOLLOW-UP WITH BUYERS ATTENDING MONTREAL FURNITURE SHOW,  
JUNE 1987. FOLLOW-UP WITH CDN. MANUFACTURERS ASSITED 87/88.

\$500,000 IN SALES.

CONTINUED CONTACT WITH CDN. MANUFACTURERS AND REPS AND SUPPORT  
PARTICIPATION IN SOUTHERN FURNITURE MARKET, REGIONAL AND CDN.  
SHOWS AS APPROPRIATE.

10 NEW AGENTS.

WORK WITH REPS IDENTIFIED IN 87/88 WHO ARE SEEKING CANADIAN LINES  
. ENCOURAGE CDN. MANUFACTURERS TO USE CONSULATE RECEPTION AREA TO  
EXHIBIT FURNITURE.

\$800,000 IN SALES.

IDENTIFY K.D. REPS AND BUYERS AND ENCOURAGE THEM TO VISIT CDN.  
MANUFACTURERS IN RTA SHOW, ATLANTA, NOV. 1988

\$1,000,000 IN SALES.

IDENTIFY AND MEET WITH NEW POTENTIAL BUYERS. INVITE APPROPRIATE  
BUYERS TO CDN. FURNITURE SHOWS - TORONTO/MONTREAL.

15

ALL SUB-SECTORS

CONTINUED IDENTIFICATION OF NEW EFFECTIVE AGENTS FOR ALL CONSUMER  
ITEMS.

PROJECTED RESULTS ACHEIVED 1987/88. ANTICIPATE  
TE ADDITIONAL 30 CAN BE IDENTIFIED IN 88/89.

CONTINUED IDENTIFICATION.

IDENTIFICATION OF APPROPRIATE BUYERS AND/OR AGENTS TO ATTEND FES-  
TIVAL OF FASHIONS AND MODE ACCESSORIES, TORONTO. INCORPORATE INTO  
WIN SYSTEM. SAME FOR FURS & JEWELLERY.

50 BUYERS

FOLLOW-UP WITH CONTACTS --CDN. & US MADE AT WORLDSTORE'88  
AND INCORPORATE IN WIN SYSTEM.

10 CANADIAN  
15 U.S.  
\$2 MILLION IN SALES.

CONCENTRATE ON MARKET I.D. BY DESIGNATING ONE DAY WEEKLY TO CALL  
ON AND MEET U.S. REPS AND BUYERS ON RECORD AND TO IDENTIFY NEW  
POTENTIAL REPS AND BUYERS AND DETERMINE OPPORTUNITIES.

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013-CONSUMER PRODUCTS

UNITED STATES OF AMERICA

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

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QUARTER: 4 -----

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POST :619-ATLANTA

015-CONSTRUCTION INDUSTRY  
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

BUILDING PRODUCTS

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

IMPROVED MATCHING OF CANADIAN SUPPLIERS WITH APPROPRIATE LOCAL REPRESENTATION. INCORPORATE INTO WIN.

UPGRADE QUANTITY AND QUALITY OF CANADIAN SUPPLIERS ON WIN EXPORTS.

EXPOSE MORE COMPANIES TO OPPORTUNITIES IN POST TERRITORY.

ORGANIZE AND IMPLEMENT THREE PROMOTIONAL EVENTS TO EXPAND EXPORT SALES AND INTRODUCE NEW CANADIAN COMPANIES TO POST TERRITORY MARKET.

ACQUIRE SIXTY NEW CONTACTS (AGENTS, REPS, ETC.) ACHIEVE DIRECT SALES OF \$75000 AND PROJECT ONE YEAR SALES \$300,000

IDENTIFY THE VARIOUS MARKETING/DISTRIBUTE CHANNELS UTILIZE FOR BUILDING PRODUCTS IN THE SOUTH EAST.

IMPROVED COUNSELLING TO CANADIAN BUILDING MATERIALS SUPPLIERS SEEKING TO APPROPRIATELY MARKET THEIR PRODUCTS IN POST TERRITORY. PREPARED BROCHURES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE TO BUILD "CONTACT" NETWORK OF BOTH CANADIAN SUPPLIERS  
AND S.E. U.S.A. AGENTS, DISTRIBUTORS, REPS, ETC.

GET AN ADDITIONAL 200 CONTACTS AND ENTER INTO  
WIN. DIRECT SALES \$300,000.

DETERMINE IF RESULTS PROJECTED IN ACTIVITIES UNDERTAKEN IN 87/88  
WERE ACHIEVED.

REPORT \$400,000 SALES.

ORGANIZE AND IMPLEMENT FIVE PROMOTIONAL EVENTS AS APPROPRIATE  
TO EXPAND EXPORT SALES AND INTRODUCE NEW CANADIAN COMPANIES TO  
THE S.E. U.S.A. WAS SET.

ACQUIRE 150 NEW CONTACTS (AGENTS, REPS, ETC.)  
ACHIEVE DIRECT SALES \$500,000 AND PROJECT ONE  
YEAR SALES OF \$1 MILLION.

UNDERTAKE BRIEFING (WORKSHOPS) AT POST BETWEEN U.S. END USERS,  
REPS, ETC AND CANADIAN FIRMS TO INCREASE AWARENESS OF MARKET  
NEEDS.

FIVE WORKSHOPS.

IDENTIFY AND MEET WITH NEW POTENTIAL BUYERS TO DETERMINE  
PROJECTS AND OPPORTUNITIES.

INCREASE AWARENESS OF CANADIAN CAPABILITY AND  
DETERMINE NEW AREAS OF ACTIVITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT #5  
89/02/08

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

619 - ATLANTA

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

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EDUCATION, MEDICAL, HEALTH PROD	HOSP. & MEDICAL EQUIP, INSTRUM.	
DIRECT MAIL TO FIRMS HQ'D IN POST TERRITORY WITH VISITS TO THOSE WITH THE GREATEST POTENTIAL. PART. IN IMPORTANT MEDICAL TRADE SHOWS WITH THE GREATEST POTENTIAL FOR INVEST., JV & TECHNOLOGY TRANSFER OPPORTUNITIES. ORGANIZE TECH TRANS/JV ORIENTED MISSION OF CDN FIRMS IN CONJUNC-		40 INQUIRIES; 6 MISSION PARTICIPANTS

COMM. & INFORM. EQP. & SERV	??????	
DIRECT MAIL TO FIRMS HEADQUARTERED IN POST TERRITORY WITH VISITS TO THOSE WITH THE GREATEST POTENTIAL. PARTICIPATE IN IMPORTANT COMMUNICATION & COMPUTER TRADE SHOWS.		40 INQUIRIES

DEFENCE PROGRAMS, PRODUCTS, SERV	OTHER DEFENSE PROD & SERV.	
UNDERTAKE CORP. LIAISON WITH KEY COMPANIES IN THIS SECTOR. TARGET FLORIDA COS. WITH INTEREST IN POTENTIALLY JV WITH CDN FIRMS AND/OR INVESTING IN CDA. ORGANIZE R&D PROJECTS DEFENCE MISSION OF CDN COMPANIES TO GEORGIA & FLORIDA IN CONJUNCTION WITH MAJOR EVENTS.		8 CORPORATE LIAISON VISITS; 25 SEMINAR PARTICIPANTS; 10 MISSION PARTICIPANTS

INDUSTRIAL MACHIN, PLANTS, SERV.	MANUFACT & MATERIAL PLANT, EQP.	
PARTICIPATE IN IMPORTANT NATIONAL OR INTERNATIONAL TRADE SHOWS BEING HELD IN POST TERRITORY.		25 INQUIRIES

ELECTRONICS EQUIP. & SERV	PRODUCTS & COMPONENTS	
DIRECT MAIL TO FIRMS HEADQUARTERED IN POST TERRITORY WITH VISITS TO THOSE WITH THE GREATEST POTENTIAL.		25 INQUIRIES

NON SECTORALLY ORIENTED ACTIVITIES

ADVERTISE CDA AS AN ATTRACTIVE PLACE TO INVEST IN TARGETTED INVESTMENT ORIENTED PUBLICATIONS.	50 INQUIRIES
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RECRUIT A PROFESSIONAL INDUSTRIAL COMMISSIONER (ONE MONTH) TO EXAMINE ALL INQUIRIES & FOLLOW-UP ON RELEVANT INQUIRIES WITH PERSONAL CALLS.	10 DIRECT INVESTMENTS
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IDENTIFY & PROFILE SECTORS IN POST TERRITORY WHICH HAVE SIGNIFICANT & POTENTIAL FOR TECHNOLOGY TRANSFER OPPORTUNITIES WITH CDN FIRMS.	5 SECTOR PROFILES
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REPORT #5  
89/02/08

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

619 - ATLANTA

UNITED STATES OF AMERICA

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

QUARTER : 2

QUARTER : 3

QUARTER : 4

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :601-BOSTON

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ESTABLISH WORKING RELATIONS WITH MASSACHUSETTS HI-TECH COUNCIL.

INCREASE KNOWLEDGE OF CDN CAPABILITIES.

HIRE NEW COMMERCIAL OFFICER

BRING MORE DYNAMISM TO EXPORT PROMOTION IN THIS SECTOR.

IDENTIFY KEY PUBLISHERS FOR CANADIAN SOFTWARE COMPANIES.

GET 4 CDN COMPANIES LISTED

IDENTIFY JOINT-VENTURE OPPORTUNITIES FOR SOFTWARE COMPANIES.

CONCLUDE 2 JOINT-VENTURES.

PROMOTE MORE ACTIVELY CDN EXPORTS OF COMPUTER/PERIPHERAL EQUIP., INCLUDING INCREASED ATTENDANCE BY CDN CO'S TO MAJOR SHOWS IN N.E.

CONCLUDE 5 REPS. AGREEMENTS FOR COMPUTER/PERIPHERAL EQUIPMENT MANUFACTURERS.

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TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A)COORDINATE CDN PARTICIPATION AT ELECTRO 88 IN BOSTON.  
B)PARTICIPATE AT NATIONAL ELECTRONIC PACKAGING AND PRODUCTION CONFERENCE.

A)37 CDN COYS EXHIBITED PROD & SERV. PARTICIPATION FUNDED THROUGH PEMD(GI).FOLLOW-UP TO BE MADE ON CONTACTS ESTABLISHED. B)10 CDN COYS PARTICIPATED. EACH COY WAS CONTACTED AT SHOW BY POST CO & FOLLOW-UP WILL BE MADE FROM CANADA.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

DEFENCE/HI TECH ANNUAL BULLETIN

BRING 20 NEW COMPANIES INTO MARKET. EXPAND  
SALES FOR CURRENT PARTICIPANTS BY \$10 M.

PARTICIPATE IN HI TECH

FIND 10 NEW COMPANIES FOR NEW ENGLAND MARKET

DETERMINE VALUE OF PROVINCIAL DEFENCE MISSIONS.

DIVERSIFY CANADIAN DEFENCE EXPORT SALES INTO  
REGIONS ADJACENT TO NEW ENGLAND.

DISTRIBUTE BOSS SYSTEM TO 5 PRIME CONTRACTORS

-LESSEN INQUIRIES THROUGH POST  
-INCREASE CANADIAN SALES BY \$10M

PROMOTE CANADIAN ROLE IN AIR DEFENCE INITIATIVE

GAIN GREATER ACCESS TO USAF MARKET FOR RAND D  
ACTIVITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROMOTE NEW ENGLAND COMPANIES PARTICIPATION AT  
CDN DEFENCE SUBCONTRACTOR CONFERENCE IN TORONTO.

BOSTON RECRUITED LARGEST NUMBER(19) OF AMERICAN  
BUYERS WHO ATTENDED CONFERENCE IN TORONTO.  
FOLLOW-UP BEING MADE IN II Q FOR DETAILED RE-  
SULTS.

QUARTER: 2 Obtain funding for Atlantic Canada defense  
mission to New England and start recruitment.

Funding has been approved and 20 companies have  
been selected from Nova Scotia, Newfoundland and  
Prince Edward Island for Nov. 88 mission.

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

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

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW-UP MARKETING ACTIVITIES RELATED TO DISTRIBUTION OF CMDD TO  
250 AREA MEDICAL DEVICE PURCHASING AUTHORITIES COMPLETED IN 1987.

INCREASE CDN EXPORTS BY \$3 MILLION.

ASSESS EFFECTIVENESS OF BIO-TECHNOLOGY SEMINAR FOR QUEBEC COMPANIES  
ORGANIZED IN BOSTON IN 1987.

DETERMINE IF FORMAT SUITABLE FOR BIO-TECHNOLOGY COMPANIES FROM OTHER PROVINCES.

ESTABLISH REPRESENTATION FOR CDN MEDICAL DEVICES COMPANIES.

CONCLUDE 5 REPS AGREEMENT

CONVINCE LARGE GROUP BUYING ORGANIZATION OF MEDICAL PRODUCTS/SERVICES  
TO INCREASE NUMBER OF CDN COMPANIES LISTED.

GET 10 NEW CDN COMPANIES LISTED.

IDENTIFY BIO-TECHNOLOGY COMPANIES INTERESTED IN JOINT-VENTURES

CONCLUDE 2 JOINT-VENTURES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECRUIT NEW ENGLAND PARTICIPATION TO CANADIAN  
BIOTECHNOLOGY CONFERENCE IN MONTREAL.

POST RECRUITED 3 SCIENTISTS WHO ATTENDED CONFERENCE.

QUARTER: 2 Organize seminar on bio-technology opportunities  
in Montreal Urban Community.

27 New England companies attended one day seminar on bio-technology that was organized by Post.

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
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POST :601-BOSTON

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ASSESSMENT OF PARTICIPATION BY CONSUMER PRODUCT MANUFACTURERS IN  
NEW EXPORTER EVENTS (NEBS)

INCREASED CONSUMER PRODUCT INITIATIVES IN  
NEW ENGLAND MARKET.

PROFESSIONAL MARKET STUDY OF APPAREL INDUSTRY IN NEW ENGLAND.

PERMIT CDN COS WITH LITTLE CURRENT SUCCESS TO  
ENHANCE OPPORTUNITIES. 10 COMPANIES AND \$1 M.

POST TO CONDUCT STUDY OF FURNITURE MARKET IN MASSACHUSETTS.

FACILITATE INCREASED MARKET PENETRATION BY  
CANADIAN COMPANIES. EXPECT \$10M IN GROWTH.

POST TO ASSESS GIFTWARE AND CRAFTS OPPORTUNITIES IN NEW ENGLAND.

DEVELOP MARKETING STRATEGY INFORMATION FOR  
THIS SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ORGANIZE 4 NEW EXPORTER TO BORDER STATES FOR RE-  
PRESENTATIVES FROM PROVINCE OF QUEBEC, NEW BRUN-  
SWICK, NOVA SCOTIA, PRINCE EDWARD ISLAND AND  
NEWFOUNDLAND.

A TOTAL OF 107 PERSONS FROM CDA PARTICIPATED IN  
THE 4 SEMINARS ORGANIZED BY POST. MAJORITY OF  
COYS WERE IN CONSUMER GOODS SECTOR. ON BASIS OF  
PREVIOUS NEBS EXPERIENCE, 50% OF COYS SHOULD BE  
EXPORTING WITHIN 12 MONTHS.

QUARTER: 2 Organize two day seminar for New Exporters to  
Border States in consumer goods sector.

35 company representatives from Nova Scotia  
(mostly in consumer goods sector) participated  
in two day event in Boston.

QUARTER: 3 -----

QUARTER: 4 -----

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015-CONSTRUCTION INDUSTRY  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ASSIST IN CONSTRUCTION PRODUCTS REVIEW, MAGAZINE PROMOTION OF  
CANADIAN PRODUCTS

DEVELOP ALTERNATIVE METHODS TO RAISE PROFILE  
OF CANADIAN COMPANIES

COMMISSION SURVEY OF NEW ENGLAND PRE-BUILT HOUSING MARKET

EXPAND SALES OF CANADIAN FIRMS BY \$10M.  
IMPROVE THOROUGHNESS OF MARKET INFO.

PROMOTE PARTICIPATION OF NEW EXPORTERS TO BORDER STATES IN NEW  
ENGLAND MARKET.

-ESTABLISH 10 NEW CDN FIRMS IN MARKET  
-ASSIST 20 OTHER FIRMS

ASSESS PARTICIPATION IN AMERICA EAST AND THE BIG SHOW

DETERMINE MOST EFFICIENT LONG TERM METHOD OF  
INTRODUCING COMPANIES TO NEW ENGLAND MARKET

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 New Exporters to Border States Seminar on  
construction industry in New England.

30 companies representatives in construction  
sector attended the seminar in Burlington  
organized by Post.

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :601-BOSTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW-UP ON FIVE SEMINARS ORGANIZED FOR QUEBEC FISHERIES COMPANIES IN NORTHERN QUEBEC AND MAGDELIN ISLANDS.

3 COMPANIES TO ENTER N.E. MARKET.

HIRE NEW COMMERCIAL OFFICER.

CONTINUE TO OFFER EXCELLENT SUPPORT TO INDUSTRY/GOV'S DESPITE LOSS OF COMMERCIAL OFF. WHO HAD WORKED FOR 22 YRS. IN FISHERIES SECTOR.

START PRODUCING MONTHLY MARKET REPORT ON SEAFOOD, INCLUDING PRICE TRENDS.

DISSEMINATE INFORMATION ON MORE TIMELY BASIS TO INDUSTRY AND GOVERNMENT DEPARTMENTS (FED/PROV).

ORGANIZE SEMINAR/RECEPTION FOR AQUACULTURE PRODUCERS FROM CANADA (N.E. BUYERS, PROCESSORS, USERS TO ATTEND).

COMPETITIVE MARKET PENETRATION FOR CANADIAN FARMED PRODUCTS - SALMON, MUSSELS, ETC.

ORGANIZE MAJOR PROGRAM OF VISITS FOR NEW OFFICER RESPONSABLE FOR FISHERIES MARKETING.

INCREASE KNOWLEDGE OF CDN FISHERIES CAPABILITIES/ENVIRONMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 EXTENSIVE VISIT TO ATLANTIC CANADA BY NEW OFFICER RESPONSIBLE FOR FISHERIES.

NEW OFFICER SPENT 13 DAYS TRAVELLING TO EACH OF ATLANTIC PROVINCES TO MEET WITH INDUSTRY AND GOVERNMENT REPRESENTATIVES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT #5  
89/02/08

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

601 - BOSTON

UNITED STATES OF AMERICA

PLANNING:  
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ACTIVITIES PROPOSED IN POST PLAN  
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ANTICIPATED RESULTS  
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COMM. & INFORM. EQP. & SERV

COMPUTERS, SOFTWARE & SYSTEMS

ESTABLISH PERSONAL CONTACT IN EACH COMPANY THAT HAS REQUESTED INFORMATION FOLLOWING AD CAMPAIGN. SERVICE THEIR INQUIRIES THOROUGHLY.

TWO INVESTMENT LEADS.

EDUCATION, MEDICAL, HEALTH PROD

HOSP. & MEDICAL EQUIP, INSTRUM.

DURING FOLLOW-UP WITH 150 COMPANIES, DETERMINE THOSE COMPANIES HAVING INVESTMENT POTENTIAL.

ONE INVESTMENT LEAD IN 88/89. TWO IN 89/90

EDUCATION, MEDICAL, HEALTH PROD

PHARMACEUTICALS, BIOTECHNOLOGY

IN CONJUNCTION WITH POST PROGRAM ON TECHNOLOGY INFLOW, PROMOTE JOINT R&D & EQUITY INVESTMENT AS MECHANISMS TO EFFECT TECHNOLOGY TRANSFER TO CANADA.

ONE INVESTMENT LEAD IN 88/89.

NON SECTORALLY ORIENTED ACTIVITIES

WORKING WITH CDN INVESTMENT DEALERS, POST IDENTIFIED 25 MONEY MANAGERS WHO WERE INVITED TO SENIOR EXEC. INVEST. SEMINAR IN OCT/87. EIGHT REPS FROM BOSTON ATTENDED. DURING NEXT FY POST WILL CONCENTRATE ITS EFFORTS ON DEVELOPMENT CONTACTS WITH THESE 25 COMPANIES.

BETTER KNOWLEDGE OF CDN INVESTMENT CLIMATE  
ADDITIONAL PORTFOLIO INVESTMENT.

REPORT #5  
89/02/08

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

601 - BOSTON

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

DEVELOP CONTACTS IN BIOTECHNOLOGY INDUSTRY/  
ACADEMIC COMMUNITY IN NEW ENGLAND AND CANADA.  
THIS WORK IS TO PREPARE FOR INVESTMENT OPPOR-  
TUNITIES SEMINAR IN BIOTECHNOLOGY SECTOR TO BE  
ORGANIZED BY BOSTON IN LATE 88 OR EARLY 89.

RECENTLY HIRED TECHNOLOGY OFFICER HAS ESTABLISHED SEVERAL CONTACTS AT MIT, RESEARCH LABS IN MASSACHUSETTS BIOTECH COUNCIL. THE LATTER ORGANIZATION HAS AGREED TO CO-SPONSOR MONTREAL URBAN COMMUNITY PRESENTATION ON BIO-TECHNOLOGY ACTIVITIES IN MONTREAL IN LATE SEPT.88. THESE CONTACTS WILL BE IMPORTANT FOR OUR SEMINAR.

QUARTER : 2

Bio-technology seminar on bio-technology opportunities in Montreal Urban Community.

Seminar had two purposes: describe activities going on in bio-tech sector and also make presentation on programs/incentives available to New England companies interested in joint-ventures or investment opportunities in Montreal Urban Community area. Will need to follow-up with 27 companies which attended seminar.

QUARTER : 3

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QUARTER : 4

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REPORT 4A  
89/02/09

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88

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

POST :601-BOSTON

Major unplanned activity was participation by two Boston  
officers in FTA seminars in Canada.

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :613-BUFFALO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

OUR SOLO FOOD SHOW WHICH ATTRACTS BETWEEN 50-70 FIRMS ANNUALLY  
WILL CONTINUE TO BE MAIN ACTIVITY IN SECTOR.

HALF OF EXHIBITORS ARE NEW TO MARKET EACH  
YEAR AND 12 MONTH SALES PROJECTIONS EXCEED  
\$1 MILLION EACH YEAR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Buffalo Solo Food Show, Sept. 15, 1988

55 co. particip. in the show of which 29 were  
new exhibitors. Of those co. that responded to  
show quest. (20), to date, ann. sales projection  
are approx. 1.5 M. 5 new reps were est. w/7 co.  
so far working on future contacts.

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :613-BUFFALO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

COMPILE/UPDATE LIST OF UPSTATE NEW YORK AGENTS, DISTRIBUTORS FOR:  
COMPUTER SOFTWARE/SERVICES.

LIST WILL HELP CANADIAN PARTICIPANTS AT  
ROCHESTER COMPUTER SHOW TO DO PRE-SHOW MAILING  
AND SHOW FOLLOW-UP.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Rochester Business and Computer Show, Rochester,  
New York, Sept. 27-29, 1988

11 companies participated in the show. There  
were over 15,000 registrants. Follow-up survey  
presently being carried out

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :613-BUFFALO

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

THROUGH ANNUAL SPONSORSHIP OF STORE BUYERS TO TORONTO & MONTREAL  
(INCLUDING TORONTO FASHION FESTIVAL), WE HOPE TO INCREASE OUR  
MARKET PENETRATION.

HOPE TO CONVINCE ONE DEPARTMENT STORE CHAIN/  
YEAR TO START SOURCING IN CANADA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SENT 8 BUYERS TO THE MONTREAL FURNITURE SHOW,  
JUNE 19-22.

ON SITE SALES WORTH \$35,100 CDN. HAVE BEEN  
REPORTED AND OUR PROJECTED 12 MONTH SALES IS  
ABOUT \$100,000 CDN.

QUARTER: 1 QUEBEC NEBS TO PLATTSBURG, NEW YORK WITH 44  
COMPANIES, JUNE 7/88.

NEBS IS AN EDUCATIONAL PROGRAM WITH SOME  
MONETARY RESULTS WHICH ONLY OCCUR SEVERAL MONTHS  
DOWN THE ROAD.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT #5  
89/02/08

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

613 - BUFFALO

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

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EDUCATION, MEDICAL, HEALTH PROD      PHARMACEUTICALS, BIOTECHNOLOGY  
WE ARE ALREADY HOLDING DISCUSSIONS WITH KODAK AND WOULD LIKE TO  
SPONSOR THEM AT CANBIOCON 88 IN MONTREAL.

POTENTIAL FOR ACQUISITION OF CANADIAN  
BIOTECH FIRM OR ESTABLISHMENT OF AN RND  
FACILITY.

MULTIPLE SECTORS

ALL SUB-SECTORS

IF WE ARE GIVEN SUPPLEMENTARY PERSONNEL RESOURCES, WE WILL BE IN A  
POSITION TO IMPROVE OUR FOLLOW-UP OF INVESTMENT LEADS.

WE WOULD HOPE TO FINALIZE AN ADDITIONAL  
HALF DOZEN INVESTMENT SITUATION IN A  
VARIETY OF SECTORS.

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

REPORT #5  
89/02/08

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

613 - BUFFALO

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER  
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RESULTS REPORTED  
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QUARTER : 1

EASTMAN KODAK BIOTECHNOLOGY INVESTMENT MISSION  
TO CANBIOCON, MONTREAL - APRIL 14/88.  
NIAGARA PAPER COMPANY INVESTMENT IN NIAGARA  
FALLS, ONTARIO

IF E.K. DECIDES TO BUY 50% OF ALLELIX (CDC'S  
SHARE THEY COULD BECOME CANADA'S LARGEST PRIVATE  
BIOTECHNOLOGY RESEARCH ORGANIZATION.  
WE HAVE REPORTED A \$5 MILLION INVESTMENT BY THIS  
BUFFALO FIRM IN NIAGARA FALLS, ONTARIO.

QUARTER : 2

QUARTER : 3

QUARTER : 4



REPORT 4A  
89/02/09

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88

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

POST :613-BUFFALO

Can-Am Business Council Meeting, August 1, 1988

Liaison visit with Rochester Chamber of Commerce, September  
22, 1988

TOPS meeting to discuss in-store promotion, September 19/88

Buffalo News/U.S. Air/Canadian Consulate Corporate FAM Tour  
to Montreal, September 29 - October 1, 1988

U.S. Customs meeting to discuss ATI case, July 28, 1988

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :602-CHICAGO

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

EXPLORE WITH LOCAL CHICAGO TRADE ASSOCIATIONS & CHICAGO APPAREL/  
TRADE CENTER OPPORTUNITIES FOR THESE GROUPS TO ASSIST IN ESTABLISHING BUYER/AGENT CONNECTIONS

APPOINT 3 NEW REPRESENTATIVES

AS FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO TRADE INQUIRIES.

ACTION 20 CDN/35 LOCAL INQUIRIES FOR MARKET ASSISTANCE.

SUPPORT INCOMING BUYERS MISSION TO FESTIVAL OF FASHION TRADE SHOW MARCH 1988/TORONTO

RECRUIT 20 BUYERS. ESTABLISH ON-SITE SALES \$1.5 MILLION

INVESTIGATE OPPORTUNITY TO PRESENT SOLO OUTERWEAR SHOW. WILL CANVAS LOCAL MARKET RECEPTIVITY AND DETERMINE SUPPORT FROM UTW, DRIE AND CANADIAN MANUFACTURERS.

ENSURE OUTERWEAR STUDY/STRATEGY IS PUT TO GOOD USE. IDENTIFY 100 NEW BUYERS. APPOINT 5 NEW REPRESENTATIVES.

ATTEND 10 TRADE SHOWS HELD AT THE CHICAGO APPAREL CENTER TO ASSESS MARKET TRENDS, IDENTIFY POTENTIAL REPS & BUYERS FOR ALL APPAREL LINES.

DEVELOPMENT OF POST PROFILE OF BUYERS AND AGENTS FOR DISTRIBUTION TO CDN.MANUFACTURERS. 15 OUT CALLS.

LEISURE PROD. TOOLS HARDWARE

HAVE 1983 HARDWARE MARKET STUDY UPDATED AND ATTACH GUIDE TO BUYERS IN TERRITORY: SEARS, ACE, COTTER

INFORMATION FOR CANADIAN INDUSTRY.

FOLLOW UP ON INCOMING BUYERS MISSION TO CSGA SHOW, FEB.88

3 SALES ARRANGEMENTS REPRESENTING INCREMENTAL SALES OF \$100,000

FOLLOW UP TO 1987 PARTICIPATION IN:(A)HARDWARE SHOW;(B) HOME CENTER SHOW;(C) HOUSEWARES SHOW;(D) NATIONAL SPORTING GOODS SHOW, INCLUDING HANDLING RESPONSIVE WORKLOAD

20 NEW AGENTS AND 20 NEW SALES CONNECTIONS WILL BE REPORTED

WRITE/PRODUCE GUIDE TO HOUSEWARES DISTRIBUTION CHANNELS IN THE MIDWEST, ENTITLED "EFFECTIVE HOUSEWARES MARKETING"

5 NEW COMPANIES WILL LOCATE AGENTS/DISTRIBUTOR AS RESULT OF DISTRIBUTION OF STUDY TO CANADIAN INDUSTRY.

COORDINATE AD INSERT FOR SPORTING GOODS INDUSTRY IN JULY ISSUE OF NATIONAL TRADE MAGAZINE.

INCREASED EXPOSURE OF CANADIAN PRODUCTS TO AN INFLUENTIAL AUDIENCE.

FURNITURE & APPLIANCES

AS FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO TRADE INQUIRIES

ACTION 15 CDN/10 LOCAL INQUIRIES 2 OUT CALLS TO TRADE ASSOCIATIONS

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :602-CHICAGO

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FURNITURE & APPLIANCES

CONTINUE MONITORING/SUPPORTING ANY CANADIAN INTEREST IN RESTAURANT/INTERIOR DESIGN SHOW, MARCH 1989.

TO BE DETERMINED

SUPPORT INCOMING BUYERS PROGRAM FOR CONTRACT FURNITURE (IIDEX 11/88 - TORONTO) AND RESIDENTIAL MONTREAL FURNITURE FAIR 6/88.

RECRUIT 10 BUYERS TO IIDEX. RECRUIT 6 BUYERS TO MONTREAL FURNITURE. INCREASE EXPOSURE TO CANADIAN CAPABILITY.

ASSIST IN IMPLEMENTATION OF NATIONAL STAND AT NATIONAL CASUAL FURNITURE MARKET 9/88 AS DISCUSSED WITH H.W. GUY, JOANNE LEGAULT AND ANGELE LEDUC

APPOINT 20 AGENTS AND 40 NEW SALES AGREEMENTS AGGREGATING \$1 MILLION

RECEPTION HOSTED BY CCG/CHICAGO EXHIBITORS AT NEOCON

INCREASE SALES BY RAISING OVERALL PROFILE. ASSIST AND PROMOTE OLD AND NEW INDUSTRY PLAYERS.

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 AD INSERT IN THE SPORTING GOODS DEALER. INCOMING BUYERS MISSION, MONTREAL FURNITURE FAIR 22-24 JUNE 88. ATTENDED NSGA MANAGEMENT CONFERENCE, 15-18 MAY, FOR RESEARCH ON MARKET STUDY ON SPORTING GOODS INDUSTRY.

6 CDN COMPANIES BOUGHT AD SPACE IN INSERT, TOTAL INSERT 16 PAGES, DISTRIBUTED TO 28,000 SPORTING GOODS RETAILERS. RECRUITED 6 BUYERS AND REPS TO ATTEND.

QUARTER: 2 Mtl Pret & Collections Int'l recep. 27 July 88  
Incoming buyers mission, 2-4 Oct. 1988 - Apparel  
National Hardware Show

56 buyers & press members attended - recvd press coverage in Chicago newspapers  
2. Recruited 8 buyers  
3. 27 co. exhibited in National Stand; 42 Cdn companies attended independently

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MEATS & MEAT BY-PRODUCTS

AS FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO TRADE INQUIRIES.

ACTION 5 CANADIANS/5 LOCAL INQUIRIES

WORK CLOSELY WITH AND SUPPORT PROVINCIAL AUTHORITIES IN MONITORING TRADE/PRODUCT OPPORTUNITIES.

REPORT ON FINDINGS FROM 2 OUT CALLS

SEMI & PROCESSED FOOD & DRINK

INITIATE A SERIES OF 1-ON-1 MEETINGS WITH INSTITUTIONAL FOOD DISTRIBUTORS, BROKERS & ASSOCIATIONS IN CHICAGO RE: BUYING OPERATIONS/PRODUCT OPPORTUNITIES.

DEVELOPMENT OF A MINI-MARKET GUIDE. 8 OUT CALLS.

EVALUATION OF TASTE OF CANADA SOLO FOOD SHOW - SEPT. 1988

EVENT TARGET WAS MINIMUM SALES \$5 MILLION AND 10 REP/BROKERS APPOINTED

AS A FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO TRADE INQUIRIES.

ACTION 50 CDN/40 LOCAL INQUIRIES

ASSIST WITH IMPLEMENTATION OF TASTE OF CANADA FOOD SHOW 9/88 A JOINT PROVINCIAL/FEDERAL INITIATIVE INVOLVING LOCAL OFFICERS OF ONTARIO AND QUEBEC

TARGET RESULTS ARE \$5 MILLION SALES AND 10 REPS APPOINTED.

ASSIST WITH IMPLEMENTATION OF NRA NATIONAL STAND/MAY 88, 10 COMPANIES.

TARGETED ON SITE SALES \$2 MILLION & THE APPOINTED OF 20 BROKERS/REPS RE: FOOD PRODUCT SALES. INCREASE PROFILE.

EVALUATION OF MAJOR FOOD SHOWS IN CHICAGO (NEW) PIZZA SHOW 7/88 - FROZEN FOOD SHOW 2/88

WILL SUBMIT FINDINGS AND RECOMMENDATIONS IN REPORT FORM.

AGRICULTURE MACH, EQUIP, TOOLS

DETAILED FOLLOW-UP OF 2 SOLO SHOWS (1) JOHN DEERE MISSION/BEAVER DAM, WISCONSIN WHICH WAS HELD IN CONJUNCTION WITH GOV. OF ONTARIO IN 1986 (2) 1987 MANITOBA COMPONENTS MISSION TO CHICAGO

REPORT EVALUATION FUTURE MISSIONS SUBJECT TO FAVORABLE RECOMMENDATIONS/SUPPORT FROM PIMA

AS FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO TRADE INQUIRIES

10 CANADIAN INQUIRIES/4 LOCAL INQUIRIES 2 OUT CALLS

ATTEND AND AUDIT REGIONAL FARMS SHOWS... CAPITAL CITY FARM SHOW 1/89, WORLD DAIRY EXPO 10/88 & ST. LOUIS FARM SHOW IN 10/88

RECOMMENDATIONS FOR MAXIMIZING CDN PRESENCE

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FOOD HANDLING,PROCESSING EQUIP

AS FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO  
TRADE INQUIRIES

ACTION 20 CANADIAN/5 LOCAL INQUIRIES

TO ASSIST IMPLEMENTATION OF NRA NATIONAL STAND IN 1988

TARGET RESULTS ARE 5 REPS TO BE APPOINTED &  
\$1 MILLION IN EQUIPMENT SALES.

ATTEND AND MONITOR EQUIPMENT/PROCESSING SHOWS...I.E.THE AMERICAN  
MEAT INSTITUTE IN 10/88,DAIRY & FOOD EXPO 9/88,FOOD MARKETING  
INSTITUTE 5/88 (ONTARIO GOV.STAND),INTERBEV 10/88

RECOMMENDATIONS FOR MAXIMIZING CDN.PARTICIPATION  
AND PRESENCE

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 NATIONAL STAND AT NRA SHOW 21-25MAY 88 FEATURING  
INSTITUTIONAL FOOD EQUIPMENT MANUFACTURERS.  
WESTERN CANADA FARM PROGRESS SHOW/REGINA/  
21-24 JUNE 88.

12 COMPANIES PARTICIPATED.  
REPS REGISTERED - 77  
ESTIMATED POTENTIAL FUTURE SALES \$3 MILLION.  
RECRUITED 6 INCOMING BUYERS, DEALERS,  
DISTRIBUTORS.

QUARTER: 2 Int'l Fancy Food & Confection Show - July 1988  
  
Western Canada Farm Progress Show, Regina, Sask.  
Incoming buyers mission

6 co. in National Stand; on site sales \$23.5 mil  
700 inquiries generated. 2. 5 reps/distributors  
of ag equip. attended event; 3 rep agreements  
established on-site; 6 rep agreements currently  
pending

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :602-CHICAGO

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	MANUFACT & MATERIAL PLANT,EQP.	
	DETERMINE POTENTIAL FOR EQUIPMENT AND MACHINERY AND UNDERTAKE POST PRODUCED REGIONAL MARKET STUDY	IDENTIFICATION OF NEW MARKET OPPORTUNITIES.
	MAKE TWELVE OUTCALLS ON PUBLIC/PRIVATE SECTOR FIRMS TO PROMOTE CANADIAN PRODUCTS AND GATHER MARKET DATA	THREE NEW BUYER CONNECTIONS TO RESULT
	DEVELOP "HOW, WHO WHERE" GUIDE TO MARKETING ENVIRONMENTAL EQUIPMENT IN THE WISCONSIN,ILLINOIS AND MISSOURI TERRITORY	INFORMATION FOR CANADIAN EXPORTERS TO LEAD TO APPOINTMENT OF THREE NEW REPS
	DEVELOP "LIST OF BUYERS OF MANUFACTURING EQUIPMENT AND MATERIALS HANDLING EQUIPMENT" FOR USE BY CANADIAN COMPANIES IN MARKETING EFFORT.	INFORMATION FOR CANADIAN EXPORTERS TO LEAD TO FIVE NEW BUYER CONNECTIONS
	ASSIST IN IMPLEMENTATION OF CDN TRADE FAIR PARTICIPATION IN CONTROL ENGINEERING, MAY 1988;DESIGN ENGINEERING, MARCH 1988; ADVANCED MFG. SYSTEMS,, JULY 1988,AND UNDERTAKE RELATED FOLLOW UP ACTION.	20 CANADIAN COMPANIES TO MAKE INITIAL SALES ARRANGEMENTS WITH U.S. BUYERS & 10 TO APPOINT AGENTS.
	TOOLS & HARDWARE	
	CONSIDER THE DEVELOPMENT OF A FOLLOW UP PROGRAM TO DEPARTMENTAL SPONSORED TOOL & DIE MARKET STUDY 1987 ASSUMING THERE IS EXPORTER INTEREST IN PURSUING MARKET OPPORTUNITIES.	
	ASSIST IN IMPLEMENTATION OF CANADIAN GOVERNMENT NATIONAL STAND IN INTERNATIONAL MACHINE TOOL SHOW, SEPTEMBER 1988, AND UNDERTAKE RELATED FOLLOW UP ACTION.	10 CDN COMPANIES TO MAKE INITIAL SALES ARRANGEMENTS WITH U.S. BUYERS AND 10 TO APPOINT AGENTS.

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TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 NATIONAL STAND AT MINEXPO FEATURING COMPANIES IN THE MINING INDUSTRY. NATIONAL STAND AT NATIONAL PLASTICS EXPOSITION.	25 COMPANIES PARTICIPATED. REPS REGISTERED - 92 ESTIMATED POTENTIAL FUTURE SALES \$6 MILLION. 18 COMPANIES PARTICIPATED. 1,403 SALES ENQUIRIES WITH 15 POSSIBLE AGENT APPTS. ESTIMATED POTEN'L FUTURE SALES \$5 MILLION.
	QUARTER: 2 International Machine Tool Show	11 companies in National Stand; potential sales \$7.4 to \$14.2 million; 6 agents appoints, 21 agents pending appointment, 599 enquiries
	QUARTER: 3 -----	
	QUARTER: 4 -----	

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE & MARINE

CONTINUED FOLLOW UP WITH PARTICIPANTS IN POST INITIATED AEROSPACE SEMINAR HELD IN ST. LOUIS IN DECEMBER 1985.

3 INCREMENTAL BUYING CONNECTIONS/ \$5 MILLION

PARTICIPATE ACTIVELY IN DEA/AVSCOM DDSP JOINT WORKING GROUP

TO IDENTIFY AND SECURE \$25 MILLION IN NEW DDSP PROJECTS OVER 5 YEARS.

DEVELOP DEFENSE INDUSTRIAL PROCUREMENT LIST TO INCLUDE SUBCONTRACTOR SOURCING REQUIREMENTS IN ST. LOUIS AREA.

TO ESTABLISH 5 BUYING CONNECTIONS LEADING TO \$5 MILLION PER YEAR.

TO ORGANIZE AN INCOMING AVSCOM SURVEY MISSION TO TORONTO, MONTREAL MAY 1988.

TO ESTABLISH 3 NEW BUYING CONNECTIONS.

TO ORGANIZE COMPETITION ADVOCATES SEMINARS/INCOMING FEBRUARY'89, OUTGOING SEPTEMBER'88.

TO INCREASE BUYER AWARENESS

ARMAMENTS & VEHICLES

IDENTIFY AND EVALUATE OPPORTUNITIES FOR CANADIAN SUPPLIERS TO DEAL WITH SUBCONTRACTORS.

FIVE BUYING CONNECTIONS TO LEAD TO \$5 MILLION INCREMENTAL EXPORT SALES.

DEVELOP CLOSE WORKING RELATIONSHIP WITH MILITARY COMMANDS TO ENSURE PERSONNEL ARE AWARE OF CANADIAN CAPABILITIES AND PRODUCTS AND TO FOLLOW UP ON BEHALF OF CANADIAN COMPANIES.

INCREASE POTENTIAL FOR SALES AND PROVIDE FEEDBACK TO CANADIAN COMPANIES

PRODUCE SUMMARY OF PROJECT AND EQUIPMENT REQUIREMENTS ON A COMMAND-BY COMMAND BASIS.

INCREASE CANADIAN AWARENESS OF OPPORTUNITIES VIA WIDE DISTRIBUTION IN CANADA.

ELECTRICAL & ELECTRONIC

LIAISE WITH MILITARY COMMANDS IN TERRITORY TO DETERMINE POTENTIAL

INCREASED AWARENESS OF CANADIAN CAPABILITY.

INCREASE EFFORTS TO IDENTIFY AND EVALUATE OPPORTUNITIES TO SUPPLY SUBCONTRACTORS.

FIVE BUYING CONNECTIONS RESULTING IN \$3 MILLION IN SALES.

OTHER DEFENSE PROD & SERV.

CONTINUED LIAISON WITH RELEVANT MILITARY COMMANDS.

IMPROVE ACCESS FOR CANADIAN SUPPLIERS.

PRODUCE "GUIDE TO THE U.S. MILITARY MARKET IN THE U.S." FOR CANADIAN EXPORTERS.

INCREASE POTENTIAL FOR SALES.

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

ORGANIZE INCOMING TROSCOM SURVEY TO TORONTO AND MONTREAL, MAY 1988

TO ESTABLISH THREE BUYING CONNECTIONS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUED FOLLOW-UP WITH PARTS I DEC 85 AERO-SPACE SEM. HELD IN ST. LOUIS. FOLLOW-UP WITH PARTS OF FEB 88 AVSCOM SEM. PART'D IN DEA/AVSCOM DDSP JOINT WORKING GROUP. AVSCOM SURVEY MISSION TO TRNTO AND MTL. LIAISE W/MILITARY COMMANDS

4 BUYING CONNECTIONS. ADD'L \$4.298 MN SALES REPORTED. 2 LOCAL AGENTS HIRED, \$160,000 SALES REPORTED. PROJ. VALUED AT \$1.6 MN APPROVED. POST-PONED-US ARMY LACKS FUNDS UNTIL 31OCT88. ALL COMMANDS VISITED, CALLS MADE ON KEY CONTACTS.

QUARTER: 2 AVSCOM Competition Advocates mission to Canada. Continued liaison with military commands. Follow-up to Feb. 88 mission to St. Louis  
2. 4 Nov 88 outgoing mission to AVSCOM

AVSCOM group participated in Western HITECH. 2 commands visited 3 times ea. during period. 1 agency agreement signed; 1 source approval in progress.  
2. Planning has commenced

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
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:
	<b>AUTOMOTIVE</b>	
	CONTINUE TO DEVELOP AGENTS,REPS & DISTRIBUTORS IN AFTERMARKET SALES & DISTRIBUTION NETWORK AND ENCOURAGE THEM TO DEAL WITH CANADIAN FIRMS.	IDENTIFY 15 NEW POTENTIAL AGENTS,REPS,AND DISTRIBUTORS FOR CANADIAN COMPANIES.
	IDENTIFY KEY BUYERS IN THE AUTOMOTIVE AFTERMARKET FOR CANADIAN COMPANIES TO CALL ON	IDENTIFY TEN NEW POTENTIAL BUYERS
	ASSIST IN IMPLEMENTATION OF CANADIAN GOVERNMENT PARTICIPATION IN APAA,AUGUST 88 AND AUTOFACT, OCTOBER 88, TRADE SHOWS & FOLLOW-UP WITH RESPONSIVE WORK LOAD ARISING FROM SHOWS.	10 NEW SALES ARRANGEMENTS AND 10 NEW AGENCY/ REP APPOINTMENTS
	SURVEY CURRENT REQUIREMENTS OF TERRITORY MANUFACTURERS FOR USE BY CANADIAN COMPONENT MANUFACTURERS, HIGHLIGHTING AREAS OF OPPORTUNITY	2 BUYING CONNECTIONS ARRANGED
	PROMOTE CONSULATE GENERAL AND WIN AS AN"AID IN SOURCING" FOR PURCHASING AGENTS THROUGH THE CHICAGO PURCHASING MANAGEMENT ASSOC	GENERATE 100 LOCAL SOURCING ENQUIRIES FROM PURCHASING AGENTS TO BE FOLLOWED UP BY CDN EXPORTERS.
	<b>URBAN TRANSIT</b>	
	ST.LOUIS LIGHT RAIL PROJECT HAVING TROUBLE GETTING FUNDING RELEA- SED BY US DOT	\$36 M CAR ORDER EXPECTED AUGUST 88
	ONGOING CONTACT AT RTA AND CTA ABOUT RETROFITTING RAIL CARS AND REPLACEMENT FOR CHICAGO PROPERTIES	\$10 M ORDER TO RETROFIT RAIL CARS TO ALLOW HANDICAP ACCESS.
	<b>MARINE INDUSTRIES</b>	
	MARKET GUIDE PROVIDING DISTRIBUTION CHANNELS, AGENTS & DISTRIBUTORS WAS RESEARCHED. DOCUMENTATION IS STILL CURRENT AND GUIDE SHOULD BE COMPLETED.	TEN CANADIAN COMPANIES TO APPOINT NEW AGENTS AND DISTRIBUTORS. \$300,000 NEW BUSINESS INF- LUENCED.
	SEND BUYERS TO TORONTO BOAT SHOW	FIVE CANADIAN COMPANIES TO MAKE SALES AGGRE- GATING \$300,000 NEW BUSINESS.

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :602-CHICAGO

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ATTENDED CONFERENCE ON SELLING AUTO PARTS TO  
JAPANESE FIRMS IN THE U.S.  
CANADIAN INTL. AUTOMOTIVE SHOW, 17-19 APR.,  
TORONTO. DRAFT MARKET GUIDE FOR THE AUTOMOTIVE  
AFTERMARKET.

RECRUITED 6 INCOMING BUYERS.

QUARTER: 2 Automotive Parts and Accessories Assn Show

10 companies in National stand; potential sales  
\$1.75 million; 22 agents/distributed appointed o  
r pending; 360 enquiries

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :602-CHICAGO

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

PLANNING:                   ACTIVITIES PROPOSED IN POST PLAN:                   ANTICIPATED RESULTS:

REPORT ON NORTH AMERICAN TELECOMMUNICATIONS ASSOCIATION (NATA)  
CONFERENCE SCHEDULED FOR CHICAGO 1989. OPPORTUNITIES FOR CANADIAN  
EQUIPMENT MANUFACTURERS.

1 NEW BUYING CONNECTION

COMPUTERS, SOFTWARE & SYSTEMS

PREPARE SOFTWARE MARKETING GUIDE LISTING MAJOR TRADE SHOWS, LOCAL  
AGENTS AND DISTRIBUTORS.

INCREMENTAL SOFTWARE SALES IN 88/89 EXPECTED  
TO BE \$150,000 WITH 10 NEW CANADIAN COMPANIES  
MAKING SALES.

IMPLEMENT CDN PARTICIPATION IN,AND COMPLETE EVALUATION OF 3 TRA-  
DE SHOS IN 1988/89 INCLUDING(A)WORLD COMPUTER CONF.,(B)PC EXPO,  
(C)INTERFACE,AND FOLLOW-UP OF INITIATIVES RAISED BY CANADIAN IN-  
DUSTRY.

30 NEW BUYING ARRANGEMENTS TO BE ACHIEVED.

REPORT ON DESIGN ENGINEERING SHOW(DES)89 REGARDING OPPORTUNITIES  
FOR SUB-CONTACT CIRCUIT BOARD MANUFACTURING IN CANADA. REPORT TO  
BE DISTRIBUTED TO DRIE AND DRIE REGIONAL OFFICES.

2 NEW BUYING CONNECTIONS

ROBOTICS & ARTIFICIAL INTELL.

DISTRIBUTE RECENTLY COMPLETED MARKET ANALYSIS OF ROBOTICS INDUS-  
TRY. ANALYSIS COMPLETED BY FEDERAL RESERVE BANK OF CHICAGO,NOV.  
1987.

2 NEW BUYING CONNECTIONS

WISCONSIN-BASED ASEA,A SUBSIDIARY OF ASEA OF SWEDEN,REPORTEDLY  
ADDS SIGNIFICANT VALUE TO ITS PROD.IN N.AMERICA. CONTACT ASEA FOR  
SOURCING REQUIREMENTS,INTEREST IN JOINT VENTURES & LICENSING AR-  
RANGEMENTS(SEE INVEST. SECT.FOR OTHER ACTIV.RELATED TO ROBOTICS)

2 CANADIAN COMPANIES TO MAKE \$1 MILLION SALES  
IN 2 YEARS. ALSO 1 NEW TECHNOLOGY INFLOW  
AGREEMENT.

TRACKING:                   ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUED FOLLOW-UP ON PC EXPO. DEC 87.

1 COY RESPONDED.  
\$4,000 IN SALES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT #5  
89/02/08

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

602 - CHICAGO

UNITED STATES OF AMERICA

## PLANNING:

## ACTIVITIES PROPOSED IN POST PLAN

## ANTICIPATED RESULTS

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN	ANTICIPATED RESULTS
	INDUSTRIAL MACHIN,PLANTS,SERV.      MANUFACT & MATERIAL PLANT,EQP. PARTICIPATE IN INDUSTRIAL TRADE SHOWS AND/OR SEMINARS IDENTIFIED WITH AN INVESTMENT PROMOTION BOOTH STAFFED BY CANADIAN ECONOMIC DEVELOPMENT SPECIALISTS.	EACH TRADE SHOW WILL GENERATE 50-70 INVESTMENT LEADS AND EACH SEMINAR WILL GENERATE 30-40 LEADS.
	INDUSTRIAL MACHIN,PLANTS,SERV.      TOOLS & HARDWARE PARTICIPATE IN INDUSTRIAL TRADE SHOWS AND/OR SEMINARS IDENTIFIED WITH AN INVESTMENT PROMOTION BOOTH STAFFED BY CANADIAN ECONOMIC DEVELOPMENT SPECIALISTS.	EACH TRADE SHOW WILL GENERATE 50-70 INVESTMENT LEADS AND EACH SEMINAR WILL GENERATE 30-40 LEADS.
	AGRI & FOOD PRODUCTS & SERVICE      FOOD HANDLING,PROCESSING EQUIP PARTICIPATE IN INDUSTRIAL TRADE SHOWS AND/OR SEMINARS IDENTIFIED WITH AN INVESTMENT PROMOTION BOOTH STAFFED BY CANADIAN ECONOMIC DEVELOPMENT SPECIALISTS.	EACH TRADE SHOW WILL GENERATE 50-70 INVESTMENT LEADS AND EACH SEMINAR WILL GENERATE 30-40 LEADS.
	ELECTRONICS EQUIP. & SERV      PRODUCTS & COMPONENTS PARTICIPATE IN INDUSTRIAL TRADE SHOWS AND/OR SEMINARS IDENTIFIED WITH AN INVESTMENT PROMOTION BOOTH STAFFED BY CANADIAN ECONOMIC DEVELOPMENT SPECIALISTS.	EACH TRADE SHOW WILL GENERATE 50-70 INVESTMENT LEADS AND EACH SEMINAR WILL GENERATE 30-40 LEADS.
	EDUCATION,MEDICAL,HEALTH PROD      PHARMACEUTICALS, BIOTECHNOLOGY PARTICIPATE IN INDUSTRIAL TRADE SHOWS AND/OR SEMINARS IDENTIFIED WITH AN INVESTMENT PROMOTION BOOTH STAFFED BY CANADIAN ECONOMIC DEVELOPMENT SPECIALISTS.	EACH TRADE SHOW WILL GENERATE 50-70 INVESTMENT LEADS AND EACH SEMINAR WILL GENERATE 30-40 LEADS.
	COMM. & INFORM. EQP.& SERV      ROBOTICS & ARTIFICIAL INTELL. PARTICIPATE IN INDUSTRIAL TRADE SHOWS AND/OR SEMINARS IDENTIFIED WITH AN INVESTMENT PROMOTION BOOTH STAFFED BY CANADIAN ECONOMIC DEVELOPMENT SPECIALISTS.	EACH TRADE SHOW WILL GENERATE 50-70 INVESTMENT LEADS AND EACH SEMINAR WILL GENERATE 30-40 LEADS.
	NON SECTORALLY ORIENTED ACTIVITIES	
	MINISTERIAL SPEAKING ENGAGEMENTS IN CHICAGO,ST.LOUIS,MILWAUKEE AND KANSAS CITY.	10 INVESTMENT LEADS PER CITY.
	PRIVATE SEMINAR/MEETING TO REACH SELECT JAPANESE BUSINESSMEN IN CHICAGO AREA. COSPONSORS BLAKE CASSELLS, JAPAN-CHICAGO CHAMBER OF COMMERCE, SEKE & JARVIS.	10 INVESTMENT LEADS
	MIDWEST PORTFOLIO MANAGERS MISSION.	INCREASED INDIRECT INVESTMENT(\$10 MILLION)

REPORT #5  
89/02/08

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

602 - CHICAGO

UNITED STATES OF AMERICA

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER	RESULTS REPORTED
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## QUARTER : 1

INVESTMENT INFO BOOTH AT ADVANCED MANUFACTURING  
SYSTEMS SHOW, APRIL 19-21, 1988.

BOOTH WAS STAFFED BY PROVINCIAL REPRESENTATIVES  
FROM ONTARIO, QUEBEC, ALBERTA AND INDUSTRIAL  
DEVELOPMENT COMMISSIONS FROM 8 MUNICIPALITIES.  
A TOTAL OF 74 INVESTMENT AND SOURCING LEADS  
WERE GENERATED.

## QUARTER : 2

International Machine Tool Show (IMTS),  
7-15 Sept. 1988 - post participated with IDP  
booth

Attendance of show was approximately 100,000;  
81 enquiries were generated with representation  
from 3 provinces and 7 municipal/regional  
economic development offices

## QUARTER : 3

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## QUARTER : 4

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REPORT 4A  
89/02/09

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88

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

POST :602-CHICAGO

Free Trade Agreement Seminars in Canada

Federal/Provincial Liaison Meeting (Work Planning) 22-23  
August 1988 in Minneapolis

Husker Harvest Days - Grand Island, Nebraska, 12-15 Sept.

1988. Assisted Minneapolis ConGen with manning Cdn booth  
Attended Health Industries Distributors Association, Kansas  
City, 26-28 Sept. 1988

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :603-CLEVELAND

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	REVIEW OF G.E. ENGINE PLANT REQUIREMENTS AND BUYING STRUCTURE.	INCREASE NUMBER OF CANADIAN COMPANIES BIDDING ON G.E. REQUIREMENTS.
	MAINTAIN CONNECTION WITH PAT REGARDING SYSTEMS LONG-TERM PLAN (YEAR 2000) TO COMPLETE E-W SUBWAY EXTENSION.	(LONG-TERM) ENABLE CANADIAN COMPANIES TO BID ON TRAIN AND DESIGN REQUIREMENTS.
	WORK WITH UTW & DRIE TO COMPLETE STUDY OF JAPANESE SOURCING (HONDA & TOYOTA ASSEMBLY PLANTS).	DISCOVER EXPORT OPPORTUNITIES FOR CDN OEM SUPPLIERS.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 INFORMATION BOOTH AT OHIO AUTOMOTIVE WHOLESALERS SHOW	PROJECT CANCELLED.
	QUARTER: 2 North American Sail and Power Boat Show	Four Canadian boat builders participated in event
	QUARTER: 3 -----	
	QUARTER: 4 -----	

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :603-CLEVELAND

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

DEVELOP MARKET INFORMATION ON STEEL SECTOR CAPITAL EQUIPMENT REQUIREMENTS.

SELECTION OF COMPANIES FOR AISE SHOW.

MARKETING STUDY ON THE BUYING PATTERNS OF SELECTED LOCAL COMPANIES FOR INDUSTRIAL MACHINERY.

WILL ALLOW POST TO RECOMMEND APPROPRIATE ACTIONS & PROMOTION TO CANADIAN COMPANIES WISHING TO EXPAND INTO TERRITORY

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INFORMATION BOOTH AT TRI STATE INDUSTRIAL SHOW.  
RECRUITED EXHIBITORS FOR NATIONAL INDUSTRIAL FASTENER SHOW.  
SME TOOL & MFG. CONFERENCE & EXPO-INFO BOOTH

QUEBEC GOVT. AND 1 COMPANY EXHIBITED AT POST'S BOOTH.  
FOUR CANADIAN EXHIBITORS RECRUITED.  
PROJECT CANCELLED.

QUARTER: 2 Hazardous Technology Expo - HAZTECH

Two Canadian companies exhibited at event

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
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:

ALL SUB-SECTORS

USAF/AFWAL PERSONNEL VISITED SELECTED CANADIAN COMPANIES TO REVIEW THEIR R&D WORK. RESULTS OF THIS DIALOGUE WILL TAKE TIME TO EVALUATE.

MORE COOPERATIVE R&D CONTRACTS FOR CANADIAN COMPANIES FOLLOWED BY RESULTANT PRODUCT SALES TO US PRIME CONTRACTORS.

INCREASED IMPORTANCE OF CANADA/USAF(ASD/AFWAL)COOPERATIVE R&D WORKING GROUP IN CONJUNCTION WITH CONTINUING R&D REVIEW TEAM VISITS.

MORE R&D COOPERATIVE PROJECTS, IMPROVED DIALOGUE BETWEEN CANADIAN FIRMS AND ASD/AFWAL, EVENTUALLY INCREASED EXPORTS.

MARKET IDENTIFICATION OF SMALL AND MEDIUM SIZE COMPANIES ON CONTRACTS WITH DEPT. OF DEFENSE OR MAJOR DEFENSE CONTRACTORS.

WILL ALLOW DEFENSE SPECIALISTS OPPORTUNITY TO IDENTIFY CANADIAN EXPERTISE MOST LIKELY TO COMPLEMENT LOCAL RESOURCES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INFORMATION BOOTH AT NATIONAL AEROSPACE AND ELECTRONICS CONFERENCE.

1 OF 80 EXHIBITORS IN MAECOM WHICH SAW ALMOST 5,000 VISITORS(MILITARY/INDUSTRIAL/ACADEMIC).WE DISTRIBUTED OVER 1,000 LBS. OF CDN GOVT' AND PRIVATE SECTOR BROCHURES TO VISITORS TO CDN BOOTH.

QUARTER: 2 A. Western Hi-Tec Conference  
B. Aerospace Industries Association AGM  
C. USAF "Road Map Review"

A. 24 co.interviewed and conducted 6 plant tours  
B. Escorted USAF/ASD & RFWAL delegation and made presentation re R&D activities  
C. Instrumental in opening review to Canadian firms

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :603-CLEVELAND

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

WESTINGHOUSE VENDOR DAY IN MONTREAL - PITTSBURG.

SOURCING OF PCB REQUIREMENTS AND POWER SUPPLY

MARKET IDENTIFICATION OF BUSINESS/INDUSTRIAL SOFTWARE USERS

BASE SOLO SHOW IN 89/90 ON FINDINGS.

MARKETING STUDY ON THE BUYING PATTERNS OF SELECTED LOCAL COMPAN-  
IES FOR WORKPLACE AUTOMATION PRODUCTS

WILL ALLOW POST TO RECOMMEND APPROPRIATE AC-  
TION AND PROMOTIONS TO CANADIAN COMPANIES  
WISHING TO EXPAND IN TERRITORY.

REVIEW OF REQUIREMENTS OF MAJOR BUYERS IN AREA.(CINCINNATI BELL,  
AT & T, CABLE OPERATORS)

INCREASE THE NUMBER OF CANADIANS BIDDING ON  
PROJECTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INFORMATION BOOTH AT ELECTRO'88.  
INFORMATION BOOTH AT INSTRUMENT SOCIETY OF  
AMERICA SHOW.

PROJECT CANCELLED.  
THREE FIRMS EXHIBITED AT POST'S BOOTH.

QUARTER: 3 -----

QUARTER: 4 -----

REPORT #5  
89/02/08

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

603 - CLEVELAND

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP.& SERV

ROBOTICS & ARTIFICIAL INTELL.

CORPORATE LIAISON CALLS ARE 1 OF THE MOST USEFUL METHODS OF LEARNING ABOUT CORPORATE PROPOSED MEDIUM & LONG TERM PLANS FOR EXPANSION OF OPERATIONS.

MAKE DIRECT VISITS TO 25 MAJOR INDUSTRIES IN TERRITORY.

COMM. & INFORM. EQP.& SERV

COMPUTERS, SOFTWARE & SYSTEMS

USE PRESENCE AT TRADE SHOWS AS METHOD OF IDENTIFYING POTENTIAL PROSPECTS.

KEEP IDEA OF FUTURE EXPANSION PROSPECTS IN MINDS OF INTERVIEW COMPANIES.

TRANSPORT SYS,EQUIP,COMP,SERV.

AUTOMOTIVE

INCLUDE IN PRESENTATION TO BUSINESS COMMUNITY A DISCUSSION ON CDA'S INVESTMENT CLIMATE AND PROGRAM.

INFORM BUSINESS COMMUNITY OF CDA'S INTEREST IN INCREASED FOREIGN INVESTMENT.

ELECTRONICS EQUIP. & SERV

ALL SUB-SECTORS

FOLLOWUP THE SERIES OF INVESTMENT SEMINARS WHICH WERE HELD IN FY 86/87 AND 87/88 WITH INDIVIDUAL CALLS TO ATTENDEES.

DEVELOP A SHORT LIST OF POTENTIAL INVESTORS.

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

REPORT #5 QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
89/02/08 TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

603 - CLEVELAND

UNITED STATES OF AMERICA

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER	RESULTS REPORTED
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QUARTER : 1

INVESTMENT PROMOTION ACTIVITIES HELD IN CONJUNCTION WITH FTA PROMOTION. HOM MADE APPROXIMATELY 25 PRESENTATIONS, SPEECHES AND VISITS, ON BEHALF OF FTA CHAMBER OF COMMERCE, CONGRESSMEN, SENATORS, STATE GOVERNORS, MEDIA, EDITORIAL BOARDS AND OTHER KEY INFLUENCERS AND APPEARED ON RADIO AND TV.

BETTER AWARENESS ON PART OF LEADERS IN TERRITORY OF BUSINESS CLIMATE IN CANADA, CANADIAN GOVERNMENT'S PRO-INVESTMENT POLICIES, AND CANADA'S DESIRE TO IMPROVE TRADE RELATIONS AND INCREASE BILATERAL TRADE THROUGH FTA.

QUARTER : 2

Organized and hosted "Canada Day" in Cincinnati

55 companies attended investment seminar which involved speakers from the Bank of Montreal and Senator Jean Begin from Montreal

QUARTER : 3

-----

QUARTER : 4

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REPORT 4A  
89/02/09

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88

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

POST :603-CLEVELAND

"Sister Cities Int'l Conf.", Lexington, KY, presentation & particip. on panel on the subject of World Trade Centres/  
Organized wine tour of Niagara Penin. for Penn. distributors Press, and Liquor Control Brd offic.. 1 winery secured rep.  
Participated in eight Free Trade Agreement seminars

Ohio Florists Short Course Show-Assisted with Cdn particip. 17 co. & conducted follow up mktg. activities on their beh  
Int'l Lawn, Garden & Power Equip. Show - Assis. w/Cdn. particip..14 co. and followed up lead on their behalf  
Attended Food Pacific and met with 25 companies, following up inquiries re marketing potential  
Completed a study of major manufacturers in selected fields for Southern Ohio

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :604-DALLAS

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PERIODIC MEETINGS WITH KEY TRANSIT STAFF AND BOARD MEMBERS IN AUSTIN, HOUSTON, NEW ORLEANS, CORPUS CHRISTI AND OTHERS  
TOTAL 6 PER YEAR

ONGOING MARKET INTELLIGENCE FOR GOVERNMENT/INDUSTRY SOURCES.

PARTICIPATION IN REGIONAL TRANSPORTATION CONFERENCES AND SEMINARS (SWTA, TXPT).

INCREASED EXPOSURE FOR CDN GOODS AND SERVICES

ON GOING LIASON AND MEETINGS WITH DALLAS (DART) IN RELATION TO ANTICIPATED EQUIPMENT PURCHASES.

SALES AND FINACING OF CDN LIGHT RAIL EQUIPM-ENT AND SERVICES (APPROXIMATELY \$100 MILLION) IN THE MEDIUM TERM.

TRADE SHOWS ARE A VITAL ELEMENT IN IDENTIFYING AND MAXIMIZING EXPOSURE TO BOTH DOMESTIC & FOREIGN CLIENTS. OUR ACTIVITIES WILL INCLUDE: PARTICIPATION OTC 88 WITH TARGET OF EXPANDING EXHIBITION PARTICIPATION TO MORE THAN 40.

TO IDENTIFY NEW & EXISTING PROJECTS WHERE CANADIAN MANUFACTURERS HAVE AN OPPORTUNITY TO BE ADDED TO THE QUALIFIED PARTS LIST.

WORK BOAT SHOW PARTICIPATION TO INCLUDE 10 CANADIAN FIRMS.  
-A PROGRAM OF CALLS ON OFFSHORE DRILLING CONTRACTORS AND MULTINATIONAL OIL COMPANIES.  
-WE WILL BE CONCENTRATING ON OPPORTUNITIES IN THE PROPULSION.

TO INCREASE SALES AND AGENTS.

PROGRAM OF CALLS ON THIRD COUNTRY PROCUREMENT OFFICES TO ENCOURAGE CANADIAN SOURCING.

TO INCREASE SALES AND AGENTS.

POST INITIATED FAIRS AND MISSIONS ARE A MAJOR FACTOR IN MAXIMIZING BUSINESS OPPORTUNITIES AND INDUSTRY EXPOSURE. NATIONAL BUSINESS AIRCRAFT ASSOCIATION SHOW: OUT TARGET IS TO RECRUIT 8 NEW EXHIBITORS FROM CANADIAN INDUSTRY.

TO INCREASE SALES OF CANADIAN MANUFACTURED AIRCRAFT AND PARTS. INCREASE NUMBER OF CDN COMPANIES REPRESENTED IN THE TERRITORY.

HELICOPTER ASSOCIATION INTERNATIONAL SHOW: OUR TARGET IS TO HAVE AT LEAST 10 NEW CDN EXHIBITORS FOR THIS SHOW. WE WILL BE MAKING A SERIES OF CALLS ON COMMERCIAL AEROSPACE MANUFACTURERS AND SUPPLIERS.

TO INCREASE THE NUMBER OF CANADIAN COMPANIES ON THE MANUFACTURERS SPECIFICATION SHEETS.

PURCHASING AGENTS CONVENTION - WICHITA, KANSAS.

TO MEET THE MAJOR PURCHASING DECISION-MAKERS IN THE BUSINESS, DRAW UP A USEFUL AEROSPACE CONTACT LIST AND ADVISE CANADIAN COMPANIES OF CONTACTS AND OPPORTUNITIES.

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 OFFSHORE TECHNOLOGY CONFERENCE,HOUSTON,TX,  
MAY 2-5/88 WITH TARGET OF EXPANDING EXHIBITOR  
PARTICIPATION TO MORE THAN 40.

CDA HAD 45 COS IN THE NAT'L STAND. SITE SALES OF  
\$401,000 WITH 12 MONTH PROJECTIONS IN EXCESS OF  
\$20 MILLION. 150 PLUS VISITORS FROM CANADA.

QUARTER: 1 PARTICIPATION IN REGIONAL TRANSPORTATION CONF.  
AND LIAISON AND MEETINGS WITH DART OFFICIALS.  
PURCHASING AGENTS CONVENTION WICHITA,KS MAY/88.

ORG INFO BOOTH AT TX PUBLIC TRANSP CONF IN DAL-  
LAS & DISTR LITERATURE FM 8 CDN COS. PERIODIC  
MTGS WITH DART & LIAISON & REPORTING ON DART  
BOND REFERENDUM(JUNE 88).DID NOT PARTICIPATE DUE  
TO OTHER CONCURRENT COMMITMENTS.

QUARTER: 2 Helicopter Assoc. Int'l Show, New Orleans, LA,  
Jan. 15-17/89. 2. Work Boat Show, New Orleans,LA  
Dec. 1-3/88. 3. Liaison & mtgs. w/key transit  
officials

Prelim. planning for the show. 2. Preliminary  
planning for the show. 3. Mailing to 25 transit  
boards re Mtl APTA Conf.. Liaison w/DART & sev.  
transit authorities re APTA conference

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :604-DALLAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FAIRS ARE AN IMPORTANT ELEMENT OF OUR TRADE PROMOTION ACTIVITIES IN THIS SECTOR. THESE FAIRS ARE POST INITIATED AND POST ORGANIZED

ORGANIZED AND RECRUIT APPROPRIATE COMPANIES TO PARTICIPATE IN THE TEXAS RETAIL GROCERS ASSOCIATION SHOW(JUNE 1988). OUR FIRST PARTICIPATION; TARGET IS 10 NEW COMPANIES.

ASSIST IN RECRUITING COMPANIES FROM FOOD AND RESTAURANT EQUIPMENT SECTORS FOR PARTICIPATION IN THE TEXAS RESTAURANT ASSOCIATION SHOW (JUNE 1988). TARGET IS 20 COMPANIES.

FAIRS ARE IMPORTANT ELEMENT OF OUR TRADE PROMOTION ACTIVITIES IN THIS SECTOR. THEY ARE THE BEST MEDIUM TO REACH THE LARGEST NUMBER OF AGENTS AND END USERS.

NATIONAL EXHIBIT AT 31 AGRICULTURAL MACHINERY AND EQUIPMENT SHOW , GREAT BEND, KS(APRIL 88). COORDINATE SHOW EXHIBIT DETAILS WITH UTE. TARGET IS 25 EXHIBITORS INCLUDING 10 NEW ONES.

ORGANIZED AND RECRUIT COM COMPANY PARTICIPATION IN AMARILLO FARM AND RANCH SHOW (NOV.88). TARGET IS 10 NEW EXHIBITORS/PARTICIPANTS . THIS FAIR IS POST INITIATED AND POST ORGANIZED.

SEVERAL NEW AGENCY/DISTRIBUTOR AGREEMENTS TO BE SIGNED.

" " " " " " " " " "

SEVERAL NEW AGENCY/DISTRIBUTOR AGREEMENTS. PROJECTED SALES OF \$750,000 MILLIONS.

SEVERAL NEW AGENCY/DISTRIBUTOR AGREEMENT TO B -E SIGNED.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ORGANIZE & RECRUIT COS FRO TX RETAIL GROCERS ASSOC SHOW(JUNE 88).TARGET WAS 10 NEW COS.  
RECRUIT FOOD COS TO PARTICIPATE IN TX RESTAURANT ASSOC.SHOW(JUNE 88). TARGET WAS 20 COMPANIES.

14 COS PARTICIPATED IN BOOTH(TRGA,HOUSTON JUNE 5-7/88).6 COS DEMONST'D PROD FM OUR INFO BOOTH. ESTIMATED SALES FOR NEXT 12 MONTHS \$500,000. BOOTH WON TRGA AWARD FOR BEST MULTI-PROD DISPLAY .9COS PROV PROD SAMPLES FOR TRA SHOW(HSTN JUNE

QUARTER: 2 Organize & recruit companies for particip. in Amarillo Farm & Ranch Show (Nov. 88).  
2. National Exhibit at 3i 1989 in Garden City, Kansas (April 89)

Recruitment commenced. Provincial officers consulted re potential recruits.  
2. PPP Project approved by UTE. Liaison with show organizers

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
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

<p>PLANNING:           ACTIVITIES PROPOSED IN POST PLAN:</p> <p>A COMPREHENSIVE SURVEY OF THE DEFENCE INDUSTRY, AEROSPACE AND ELECTRONICS, IN KANSAS, OKLAHOMA AND TEXAS.</p> <p>2 OUTGOING MISSIONS TO POST TERRITORY AND 1 INCOMING BUYER MISSION.</p>	<p>ANTICIPATED RESULTS:</p> <p>INVENTORY OF SECTOR CONTACTS IN 3 STATES. OVERVIEW OF DEFENCE INDUSTRY IN 3 STATES.</p> <p>INCREASED THE NO. OF CN FIRMS BIDDING &amp; ELIGIBLE TO BID AT U.S. LOGISTICS BASES IN REGION &amp; TO PRIME &amp; SUB-PRIME CONTRACTORS. INITIATE NEW SALES BOTH IN QTY &amp; RANGE &amp; INCREASE OVE/</p>
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<p>TRACKING:           ACTIVITIES UNDERTAKEN IN QUARTER:</p> <p>QUARTER: 1 TWO OUTGOING MISSIONS TO TERRITORY AND 1 INCOMING BUYERS MISSION TO BE ARRANGED.</p> <p>QUARTER: 2 Two outgoing missions to territory and one incoming buyers mission to be arranged</p> <p>QUARTER: 3 -----</p> <p>QUARTER: 4 -----</p>	<p>QUARTERLY RESULTS REPORTED:</p> <p>SUCCESSFULLY COMPLETED DEFENCE/AEROSPACE REPAIR AND OVERHAUL MISSION TO KANSAS AND OKLAHOMA. 10 SIGNIFICANT SUBCONTRACT LEADS AND \$500,000 SUB-CONTRACTED SALES OVER THE NEXT YEAR.</p> <p>Preliminary participant lists and tentative dates have been established</p>
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REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :604-DALLAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUPPORT CANADIAN COMPANIES IN THEIR EFFORTS TO BECOME QUALIFIED SUPPLIERS/SUBCONTRACTORS FOR THE SPACE STATION PROGRAM BY WORKING CLOSELY WITH SPAR AEROSPACE AND THE CANADIAN INDUSTRY. EXPAND THE NUMBER OF CANADIAN COMPANIES SUPPLYING NASA SUBCONTRACTORS.

ENCOURAGE ACTIVE PARTICIPATION (6-8 COMPANIES) IN THE POST INITIATED/PST ORGANIZED SPACE TELECOM SHOW AND THE INSTRUMENT SOCIETY OF AMERICA SHOW. INCREASED NUMBER OF LOCAL REPRESENTATIVES FOR CANADIAN COMPANIES. INCREASED SALES.

SUPPORT CANADIAN COMPANIES IN NEW EFFORTS TO OVERCOME ACCESS PROBLEMS. INCREASED SALES.

A SYSTEMATIC PROGRAM OF MAILINGS AND FOLLOW UP CALLS ON MAJOR ELECTRONICS, COMPUTER AND OFFICE MACHINE MANUFACTURERS. INCREASED SALES OF CANADIAN COMPONENTS. IDENTIFICATION OF POTENTIAL INVESTORS.

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Encourage active particip. (6-8 co.) in the Post initiated/Post organ. Space Telecom Show  
2. Support Cdn. co. in new efforts to overcome access problems. 3. Electronic, computer and office machines

Recruit Canadian firms to display product material in Space Telecom Show in Nov. 88.  
3. Mail-out completed. Follow-up to return enquiries has started

QUARTER: 3 -----

QUARTER: 4 -----

QUARTER: 5 Organize & support exhibiting for participants in Space Telecom Show & Space Show (Nov. 88).  
2. Organize exhibit at SI 1987 in Garden City, Texas (March 89)

Recruited exhibitors. Principal officers consulted re potential exhibitors.  
2. The project supported by ITC. Liaison with show organizers.

QUARTER: 6 -----

QUARTER: 7 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :604-DALLAS

O11-OIL & GAS EQUIPMENT,SERVICES  
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PROGRAM OF CALLS ON MAJOR U.S. GAS TRANSMISSION, PIPELINE AND  
END-USER COMPANIES TO DISCUSS FTA ENERGY PROVISIONS.

INCREASED SALES OF NATURAL GAS.

SOLICIT 6-8 CANADIAN PARTICIPANTS/EXHIBITORS FOR THE 1988 SOCIETY  
OF PETROLEUM ENGINEERS SHOWS.

NEW AGENCIES AND SOFTWARE SALES.

RECRUIT INCOMING BUYERS TO THE NATIONAL PETROLEUM SHOW.

DISCUSS WITH MAJOR U.S. FIRMS THE VALUE OF CANADIAN SOURCING FOR  
TURNKEY PROJECTS USING CCC, CIDA AND EDC.

MAJOR CANADIAN EQUIPMENT AND SERVICES SOURC-  
ING FOR THIRD COUNTRY PROJECTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 THIRD COUNTRY PROCUREMENT OFFICE CALLS.

ACCOMPANIED 6 OIL & GAS EQUIP BUYERS TO NAT'L  
PETROLEUM SHOW IN CALGARY. AT LEAST 15 NEW  
AGENT/REPRESENTATIVE AGREEMENTS WERE CONCLUDED  
AS A DIRECT RESULT.

QUARTER: 2 Society of Petroleum Engineers Show, Houston, TX  
Oct. 2-5, 1988.  
2. Recruit product literature for Society of  
Petroleum Engineers Show

Preliminary planning for show  
2. Literature received from 18 Canadian firms

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :604-DALLAS

013-CONSUMER PRODUCTS

UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

RECRUITMENT OF INCOMING BUYERS TO CANADA FOR MONTREAL INTERNATIONAL FUR FAIR (MAY 1988).

NEW EXPORT SALES AND NEW AGENCY AGREEMENTS TO BE SIGNED.

RECRUITMENT OF BUYERS FOR CANADIAN FESTIVAL OF FASHION (MARCH 1989).

NEW AGENCY AGREEMENTS TO BE SIGNED.

EXPAND CONTRACTS WITH AGENTS AND SALES REPRESENTATIVES ON BEHALF OF CANADIAN APPAREL AND TEXTILE COMPANIES THROUGH SYSTEMATIC PROGRAM OF CALLS IN DALLAS AND OTHER CITIES.

NEW AGENCY AGREEMENTS AND DIRECT SALES TO RETAIL LEVEL.

THIS MKT IS FUNDAMENTALLY TIED TO SHOWS & MISSIONS. WE INTEND TO EXPAND THE NUMBER OF BUYERS THROUGH INCOMING MISSIONS AND BY USE OF THE AD BUYERS THROUGH INCOMING MISSIONS AND BY USE OF THE AD BUYER VISIT PROGRAM TO CDN FACILITIES AS OPPORTUNITIES ARISE.

TO MAINTAIN AND EXPAND SOLID FOOHOLD IN THE U.S. SOUTHWEST.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 TO MAINTAIN & EXPAND A SOLID FOOHOLD(FURNITURE) IN THE U.S.SOUTHWEST THROUGH A NUMBER OF INCOMING BUYER MISSIONS & VISITS.

2 BUYERS RECRUITED - MONTREAL FURNITURE MARKET JUNE 19-22/88. HOME GOODS RETAILING MAGAZINE MAILING SENT TO 33 HOME FURNISHING/RETAILERS.

QUARTER: 2 Expand contacts w/agents & sales reps.  
2. To maintain & expand a solid foothold (furniture) in the U.S. southwest through a number of incoming buyer missions and visits

On-going discuss. w/local men's & ladies reps. & specialty stores. Mailing out info. re upcoming footwear & men's wear shoes to 20 local contacts  
2. Started recruitment of 20 buyers to IIDEX'88 (Toronto)

QUARTER: 3 -----

QUARTER: 4 -----

REPORT #5  
89/02/08

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

604 - DALLAS

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

AGRI & FOOD PRODUCTS & SERVICE

MACHINERY AND EQUIPMENT

THROUGH A SYSTEMATIC PROGRAM OF VISIT AND FOLLOW UP WITH MAJOR PRODUCTION, TRANSMISSION AND SERVICE COMPANIES IN THE ENERGY FIELD.

3 NEW INVESTMENTS IN CANADA BY MARCH 1989.

ELECTRONICS EQUIP. & SERV

PRODUCTS & COMPONENTS

THE SELECTIVE PURCHASE OF MAILING LISTS OF MAJOR ELECTRONIC AND COMPUTER MANUFACTURERS WITH EMPHASIS ON TEXAS: TO BE FOLLOWED BY A DIRECT MAIL CAMPAIGN AND THEN A SERIES OF PERSONAL CALLS.

IDENTIFICATION OF 10 REAL POTENTIAL INVESTORS IN CANADA.

EDUCATION, MEDICAL, HEALTH PROD

PHARMACEUTICALS, BIOTECHNOLOGY

SUBSEQUENT TO MAILING TO THE MEDICAL INDUSTRY IN THE FALL OF 1987, TO IDENTIFY AND SELECT 2-4 POTENTIAL CANDIDATES TO SEND TO CANBIOCAN AND TO MEET WITH CANADIAN INDUSTRY.

TO ESTABLISH DISCUSSION BETWEEN AT LEAST ONE CANADIAN AND TEXAS COMPANY FOR PATENT LICENSING OF JOINT VENTURE IN THE BIOTECHNOLOGY FIELD.

NON SECTORALLY ORIENTED ACTIVITIES

TO HOLD TWO GENERAL SEMINARS ON TRADE AND INVESTMENT. ONE IN DALLAS MAY 1988 TO REACH A RANGE OF POTENTIAL INVESTORS AND ONE IN ANOTHER STATE - YET TO BE DETERMINED - PROBABLY KANSAS.

TO RAISE THE PROFILE OF CANADA AS A GOOD PLACE TO INVEST. TO REACH A RANGE OF INVESTORS.

604 - DALLAS

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

SELECTIVE PURCHASE OF MAILING LISTS OF MAJOR ELECTRONIC AND COMPUTER MANUFACTURERS IN TEXAS; TO BE FOLLOWED BY DIRECT MAILING AND SERIES OF CALLS.

FTA SEMINAR IN MAY 1988 INCLUDED DISPLAYS OF INVESTMENT LITERATURE AND DISPLAYS AND PARTICIPATION BY THE PROVINCES OF ONTARIO, ALBERTA AND QUEBEC.

LETTER DRAFTED. ACTUAL MAILOUT OF "CANADA: ELECTRONICS PRODUCTS FOR WORLD MARKETS" TO 230 U.S. ELECTRONICS MANUFACTURERS IN THE SOUTHWEST OCCURRED IN EARLY JULY.

147 ATTENDEES AT DAY-LONG CONFERENCE.

QUARTER : 2

Follow-up to the electronics mail-out campaign. Mailed to 230 companies promoting U.S. electronics manufacturers to invest.

Mail-out complete

QUARTER : 3

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QUARTER : 4

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REPORT 4A  
89/02/09

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88

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

POST :604-DALLAS

Organ. a special welcoming recep. for Ont. Electronic Manuf.  
who were attending Midcom '88.

Preparation of high technology profile for the Western High  
Tech Conference.

Attended the petroleum Software Mission in Houston organized  
by Sun Micro Systems.

FTA presentations in Halifax and St. John's.

Report on energy platforms of Presidential candidates.

Attended 5th Annual Natural Gas Symposium in Houston to mon.  
reactions to increased Cdn gas exports and FTA.

Participated in Food Pacific 88 interviews with 30 Cdn co.

Organized information booth at Texas Assn. of Nurserymen  
Show (Houston, TX).

Participated in U.S. Small Business Admin. Conference on ex-  
porting (Dallas, TX).

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
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POST :605-DETROIT

008-TRANSPORT SYS,EQUIP,COMP,SERV.

UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

REVIEW AND INTERVIEW AGENTS/REPS FOR THE AUTOMOTIVE SECTOR.

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

DIRECT INVOLVEMENT BY OFFICIALS FROM OTTAWA TO VISIT WITH SENIOR  
MANAGEMENT OFFICERS OF THE MAJOR AUTOMOTIVE MANUFACTURERS IN OUR  
TERRITORIES.

DELIVER INFORMATION PERTAINING TO CANADA'S  
AUTOMOTIVE STRATEGY AND TRADE POLICIES IN  
LIEU OF LEARNING SAME FROM CANADIAN SUBSIDAI-  
RIES.

ISSUANCE OF "AUTOMOTIVE NEWSLETTER" (QUALTERLY) WITH DISTRIBUTION  
UP TO 600 CANADIAN PARTS AND COMPONENT MANUFACTURERS.

KEEP CANADIAN INDUSTRY ADVISED OF NEW DEVELO-  
PMENTS IN TERRITORY.

ENHANCED LIAISON WITH PARTS MANUFACTURERS, SUPPLIERS AND  
OEM'S AS WELL AS ASSOCIATIONS WITHIN OUR TERRITORY.

ALLOW U.S. INDUSTRY AN UNDERSTANDING AND KNO-  
WLEDGE OF CANADIAN POLICIES (TRADE) AND AUTO-  
MOTIVE STRATEGIS.

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 VISITATIONS OF OFFICIALS FM OTTAWA TO SENIOR  
MANAGEMENT OFFICIALS OF THE AUTO INDUSTRY.  
ENHANCE LIAISON WITH MAJOR PARTS SUPPLIERS TO  
AUTO INDUSTRY IN TERRITORY.

DIR. OF GSTM MET W/OFFICIAL OF GM & FORD WHERE  
POLICY DISCUS'NS REGARDING FREE TRADE & THE AUTO  
PACT TOOK PLACE.EXCEL. COOP'N & INFO GAINED FROM  
OEM'S. PART'D IN CORP. LIAISON VISIT W/PRES.,CEO  
OF LIBBEY-OWENS-FORD,AS WELL AS E.V.P.MKTG./SALE

QUARTER: 2 Planned an inc. mission of 5 major steel produc-  
ers to visit Paling Heavy Transporters Inc.,  
Hamilton, Ont. 2. Particip. in sev. Free Trade  
Promo's in Cda-promoting methods Cdn co's can  
use for exprtng thr prod's to Michigan &Indiana

Very success. promo. Appears at this pnt may be  
optimism of sale of vehicle \$750,000 Cdn to one  
of parties in attendance. 2. Sev. inquir. from  
co's in attend. recvd. One rep assigned to one  
firm in attend. & buying connection already made

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
89/02/06

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

POST :605-DETROIT

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

PLANNING:                   ACTIVITIES PROPOSED IN POST PLAN:                   ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE TO IDENTIFY AND CULTIVATE KEY CONTACTS AT COMPANIES INVOLVED IN U.S. MILITARY PRODUCTION AT PRIME CONTRACTOR AND MAJOR SUBCONTRACTOR LEVELS, FOR INTRODUCTION TO CANADIAN BUSINESS AND GOVERNMENT REPRESENTATIVES, AS APPROPRIATE.

INCREASED SUBCONTRACTING OPPORTUNITIES FOR CANADIAN COMPANIES.

THROUGH DDSA WORKING GROUP AT TACOM AND CONTACTS AT NAVAL AVIONICS (NAC) AND NAVAL WEAPONS SUPPORT CENTERS (NWSC) IDENTIFY AND RECOMMEND POTENTIAL JOINT DEVELOPMENT PROJECTS.

ADDITIONAL OPPORTUNITIES FOR CANADIAN PARTICIPATION IN U.S. R & D PROJECTS AND SUBSEQUENT PRODUCTION.

WORK CLOSELY WITH COMPETITION ADVOCATES AT TACOM, NAC AND NWSC TO INCREASED AWARENESS OF DDSA, OPSA AND CANADIAN INDUSTRIAL CAPABILITIES.

10% ADDITIONAL SALES OPPORTUNITIES.

ESTABLISHED PROGRAM TO EXHIBIT, ON REGULAR BASIS, CANADIAN VEHICLES, PRODUCTS AND TECHNOLOGY AT TACOM THROUGH COOPERATION OF THE FOREIGN INTELLIGENCE DIVISION.

ENHANCED AWARENESS OF CANADIAN PRODUCTS AND CAPABILITIES. ADDITIONAL JOINT DEVELOPMENT POSSIBILITIES.

DISTRIBUTE POST-PRODUCED PROFILE OF TERRITORY DEFENCE MARKET TO GOVERNMENT AND INDUSTRY IN CANADA.

INCREASED CANADIAN AWARENESS OF MARKET POTENTIAL.

TRACKING:                   ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Sourcing mission - General Dynamics Land Systems  
Division (GDLS)

Mission visited Ldn, St. John's, Hfx, Moncton, Mtl, Toronto. Incl. reps from GDLS, Hughes Aircraft, Allison Transmission, Cadillac Gage & Textron Lycoming. Over 250 Cdn business personnel attended sourcing seminars

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

UPDATE OF DETROIT GROCERY PRODUCT MARKET.

EXPECTED TO BE COMPLETED BY FIRST  
QUARTER 1988.

SEVEN INFORMAL PRESENTATIONS OF FOOD PRODUCTS TO AGENYS, BROKERS,  
HOTEL FOOD MANAGERS, INCLUDING SEAFOOD WHOLESALERS AND RESTAURANT  
OWNERS.

INCREASED PROFILE FOR PROCESSED FOODS SECTOR,  
AND ENTRY OF 8 NEW PRODUCTS INTO MARKET.

WINE PROMOTION AT ANNUAL ASSOCIATED FOOD DEALERS ASSOCIATION IN  
DETROIT WITH SIMILAR PROGRAM IN INDIANAPOLIS.

3 NEW WINE PRODUCTS INTRODUCED INTO TERRITORY

SOLO FOOD PRESENTATION FEATURING 30 CANADIAN PROCESSED FOOD  
AND BEVERAGE MANUFACTURERS.

INTRODUCED NEW PRODUCT LINES TO U.S. AGENTS,  
BROKERS AND WHOLESALERS, DISTRIBUTORS, FOOD  
STORE PURCHASING PERSONNEL IN TERRITORY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Undertook select canvass of Cdn producers of  
food process. mach. & equip identified as inter-  
ested in U.S. mkt; which was done in conjunction  
w/expressed interest in representation in post  
territory

Now proceeding with four of the Canadian  
companies canvassed

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :605-DETROIT

005-COMM. & INFORM. EQP.& SERV

UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ORGANIZED 12'X20' BOOTH AT ROBOT 12/VISION '88  
TRADE SHOW WITH WIN EXPORT DEMO. TWO CANADIAN  
COMPANIES (I-CAM TECHNOLOGIES AND MODULAR VISION  
SYSTEMS) COST-SHARED BOOTH AS WELL.

80 REQUESTS FOR TRADE & INVSTMT INFO. WERE  
GATHERED. I-CAM GATHERED 70 LEADS WITH THREE  
REQUESTS FOR QUOTES. M.V.S. GATHERED OVER 100  
LEADS AND HAVE RECEIVED SEVEN REQUESTS FOR  
QUOTATIONS SINCE PARTICIPATING.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

EQUIPMENT AND MACHINERY

N/A

CANVAS MAJPR COMPANIES IN (1) PULP & PAPER (2) COMPOSITE WOOD PRODUCTS AND (3) SECONDARY MANUFACTURING FURNITURE AND BUILDING PRODUCTS FOR SALE OPPORTUNITIES.

\$100,000. IN NEW BUSINESS.

CONTACT LEADING DISTRIBUTORS/DEALERS OF FORESTRY EQUIPMENT AND MACHINERY TO MAXIMIZE CANADIAN REPRESENTATION - IN PARTICULAR AREAS OF NEW PLANT DEVELOPMENT.

6 NEW APPOINTMENTS.

MEET WITH LEADING MEMBERS OF GOVERNMENT AND TRADE ASSOCIATIONS BOTH STATE AND FEDERAL TO MAINTAIN UP-TO-DATE INFORMATION BACKGROUND ON THE INDUSTRY.

DETAILS OF LEGISLATION, ASSOCIATION PROGRAMS AND CURRENT ACTIVITIES OF INTEREST IN SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT #5 QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
89/02/08 FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

605 - DETROIT UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN ANTICIPATED RESULTS  
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INDUSTRIAL MACHIN,PLANTS,SERV. MANUFACT & MATERIAL PLANT,EQP.  
EXPOSURE TO AUTOMOTIVE SECTOR I.E. INVESTMENT SEMINAR IN REGION (DETROIT, INDIANAPOLIS). NEW INVESTMENT ESTABLISHED IN CANADA (IDENTIFY 2ND TIER SUPPLIERS).

TRANSPORT SYS,EQUIP,COMP,SERV. AUTOMOTIVE  
CONDUCT INTERVIEWS WITH SENIOR EXECUTIVES OF AUTO INDUSTRY(BOTH PARTS MANUFACTURERS & ASSEMBLERS)TO SOLICIT THEIR VIEWS & COMMENTS RE TRADE POLICIES,POTENTIAL IRRITANTS,ETC. DOCUMENTED REPORTS TO BE FORWARDED TO OTTAWA REGARDING REACTION FROM INDUSTRY TOWARDS CANADA.

COMM. & INFORM. EQP.& SERV ELECTRONIC COMPONENTS  
ENCOURAGE POTENTIAL JOINT VENTURES IN CONJUNCTION WITH CANADIAN FORCES TANK ACQUISITION PLANS AND IN DEVELOPMENT OF ARMORED FAMILY OF VEHICLES FOR USA ARMY. IDENTIFICATION OF SEVERAL POTENTIAL JOINT VENTURE ARRANGEMENTS.

COMM. & INFORM. EQP.& SERV WORKPLACE AUTOMATION  
PARTICIPATE IN FOUR DETROIT BASED TRADE SHOWS BY SETTING UP INFORMATION BOOTH IN CONJUNCTION WITH INVESTMENT CANADA PERSONNEL. IDENTIFY POTENTIAL PROSPECTS & INCREASE AWARENESS OF NEW DEVELOPMENTS IN AUTO INDUSTRY IN CANADA.

DEFENCE PROGRAMS,PRODUCTS,SERV ARMAMENTS & VEHICLES  
MAILING CAMPAIGN DIRECTED AT THE COMPUTER AND ELECTRONICS INDUSTRY IN TERRITORY. IDENTIFY DIRECT INVESTMENT AND POTENTIAL JOINT VENTURE PARTNERS.

NON SECTORALLY ORIENTED ACTIVITIES

CONSULTANT'S STUDY AS TO HOW TO EXPAND INVESTMENT IN CANADA OF CROSS-BORDER INVESTMENT FUND FLOW FROM FINANCIAL INSTITUTIONS IN TERRITORY. DEVELOPMENT OF AN INVESTMENT DEVELOPMENT PROGRAM SPECIFICALLY AIMED AT FINANCIAL INSTITUTIONS IN TERRITORY.

MAINTAIN REGULAR CONTACT WITH LAYERS,ACCOUNTANTS,BROKERS,PORTFOLIO MANAGERS IN ORDER TO KEEP THEM APPRISED OF CHANGES IN INVESTMENT POLICY. ENHANCED AWARENESS OF CANADA'S INVESTMENT CLIMATE & OPPORTUNITIES AVAILABLE TO THEIR OWN CLIENTS.

CONDUCT SERIES OF INTERVIEWS BETWEEN CORP.SENIOR EXEC.IN TERRITORY AND HOM/STC TO EXCH.VIEWS RELATING TO TRADE PROM.INDUSTRIAL DEVELOP.,BUSINESS STRATEGY,EXPORT ACTIVITIES & OTHER PERTINENT ISSUES. GATHER MKT INTELLIGENCE WHICH WILL BE FORWARDED TO OTT.& OTHERS AS USEFUL BACKGROUND INFO.IN FORMULATING APPROPRIATE POLICY TO PROMOTE CDN INTEREST.

REPORT #5  
89/02/08

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

605 - DETROIT

UNITED STATES OF AMERICA

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

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QUARTER : 1

INVESTMENT SEMINAR IN INDIANAPOLIS PROMOTING  
INVESTMENT OPPORTUNITIES AND RESULTING EFFECTS  
OF FREE TRADE.

WE HAD 40 COMPANIES IN ATTENDANCE AT SEMINAR IN  
INDIANAPOLIS. MANY EXCELLENT LEADS HAVE RESULTED  
AND WE ARE CURRENTLY SECURING INFORMATION AND  
DEVELOPING LEADS FOR REGIONAL INDUSTRIAL  
DEVELOPMENT COMMISSIONERS

QUARTER : 2

-----

QUARTER : 3

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QUARTER : 4

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REPORT 4A  
89/02/09

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88

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

POST :605-DETROIT

Arrang. for visit to Ottawa (DEA,DND,Priv.Sect) by M.G.  
William, S. Flynn, Comml. Gen, U.S. Army Tank Auto. Cmmnd  
Post was able to secure places for 32 Cdn reps at "TACOM  
DAY" seminar 25 Aug. 88. Hosted success. recep. for Cdn.  
attendees and U.S. contacts on 24 Aug.

... CONTACT & MATERIAL PLANT, ETC. ...  
... INVESTMENT ESTABLISHMENTS IN CANADA ...  
... IDENTIFICATION OF POTENTIAL FOREIGN INVESTMENT ...  
... IDENTIFY POTENTIAL FOREIGN INVESTMENT ...  
... IDENTIFY DIRECT INVESTMENT AND POTENTIAL ...  
... DEVELOPMENT OF AN INVESTMENT DEVELOPMENT ...  
... ENHANCED KNOWLEDGE OF CANADA'S INVESTMENT ...  
... MARKET RESEARCH WHICH WILL BE ...



REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 BUYERS' MISSION TO CDN INTERNATIONAL AUTOMOTIVE SHOW, MONTREAL, APRIL 17-19/88.

INTRODUCED 3 AUTOMOTIVE AFTERMARKET REPS/DISTRIBUTORS TO CDN MFTRS. THEY MADE CONTACT WITH MFTRS AND ARE PRESENTLY NEGOTIATING WITH APPROX 10 CDN COMPANIES.

QUARTER: 2 Completed recruitment of 9 Cdn exhibitors for SEMA/AI Trade Show, Las Vegas, Nevada, 2. Organized Transit Mission to Vancouver, APTA Mtl, Ott & Toronto. Participants are 12 mbrs of RPTA Phoenix, Arizona. (Regional Public Tran. Auth)

To be reported

To be reported

QUARTER: 3 -----

QUARTER: 4 -----

POST :606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE & MARINE

DIRECT MAIL PROGRAM TO MAJOR U.S. PLAYERS

INCREASE U.S. AWARENESS OF CANADIAN SUPPLIERS

UPDATE OVERVIEW REPORT OF U.S. DEFENCE CONTACTS AND MAIL TO  
CANADIAN EXPORTERS.

INCREASE CDN AWARENESS OF U.S. CONTACTS.

COLLECT AND MAINTAIN A SUPPLY OF CANADIAN COMPANY BROCHURES.

INCREASE NUMBER OF LOCAL REPS OF CANADIAN FIRMS

TARGET - INCREASE NUMBER OF LOCAL REPS OF CA-  
NADIAN AEROSPACE FIRMS BY 2 OR 3.

SERIES OF U.S. INDUSTRY VISITS BY OFFICE TO UNCOVER BID OPPORTUN-  
ITIES.

TARGET- UNCOVER 2 TO 3 NEW U.S. FIRMS WITH  
AEROSPACE REQUIREMENTS.

ATTEND U.S. INDUSTRY 'VENDOR' DAYS AND SUPPLY RELEVANT  
LITERATURE.

ELECTRICAL & ELECTRONIC

DIRECT MAIL PROGRAM TO MAJOR U.S. PLAYERS.

INCREASE US AWARENESS OF CANADIAN SUPPLIERS

UPDATE OVERVIEW REPORT OF US DEFENCE CONTACTS AND MAIL TO  
CANADIAN SUPPLIERS

INCREASE CANADIAN AWARENESS OF US CONTACTS.

COLLECT AND MAINTAIN A SUPPLY OF CANADIAN COMPANY BROCHURES.

INCREASE NUMBER OF LOCAL REPS OF CANADIAN FIRMS.

TARGET - INCREASE NUMBER OF LOCAL REPS OF CA-  
NADIAN ELECTRONICS FIRMS BY 5-10

SERIES OF US INDUSTRY VISITS BY OFFICE TO UNCOVER BID OPPORTUNI-  
TIES.

TARGET - UNCOVER 25 NEW US FIRMS WITH ELECTR-  
ONICS REQUIREMENTS.

ATTEND US INDUSTRY VENDOR DAYS AND SUPPLY RELEVANT LITERATURE.

ALL SUB-SECTORS

FIRST USAF SPACE DIVISION WORKING GROUP DEC. 1 AND 2, 1987  
FOR SPACE SUBSYSTEMS IN ALBUQUERQUE.

TARGET - 1 OR 2 DEVELOPMENT PROJECTS.

SET UP BRIEFING AT NAVAL OCEAN SYSTEMS CENTER (NOSC) IN SAN DIEGO  
ON DEVELOPMENT SHARING PROPOSALS.

TARGET - 1 OR 2 DEVELOPMENT PROJECTS.

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 OUTGOING DEFENSE PRODUCTS TRADE MISSION TO SAN  
DIEGO AND PHOENIX DURING AIR/SPACE AMERICA.  
INCOMING U.S. TRADE MISSION TO VANCOUVER - EBCO  
AEROSPACE OPEN HOUSE.

15 NEW BUYING CONNECTIONS.  
3 MAJOR NEW BUYING CONNECTIONS FOR CANADIAN  
FIRMS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :606-LOS ANGELES

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ATTENDANCE OF TRADE FAIRS AND BOATING EVENTS. TO MAINTAIN KNOWLEDGE OF NEW PRODUCTS IN THE MARKET. DEVELOP MORE CONTACTS WITHIN THE INDUSTRY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 AMERICAN BOOKSELLERS ASSOCIATION CONVENTION EXHIBIT. SUCCESSFUL PARTICIPATION ON THE PART OF 43 CDN PUBLISHERS RESULTING IN SEVERAL HUNDRED THOUSAND DOLLARS OF ORDERS.

QUARTER: 1 MONTREAL FURNITURE SHOW - INCOMING BUYERS. PROJECTED PURCHASES BY THE BUYERS INVITED ARE 1,605,000.

QUARTER: 2 1. American Fish & Tackle Mfrs Assn. 2. The Home Trade Show 3. World of Toys Expo 4. Pacific Jewelry Show 5. The Home & Garden Show 6. Intl Beauty Show West 7. Purchase of U.S. Industrial Outlook 88 1 - 6 ATTENDED 7. Increased awareness of info. on industrial sectors for availability to Canadian manufacturers/suppliers

QUARTER: 3 ----- INCREASE IN NUMBER OF CANADIAN SUPPLIERS

QUARTER: 4 ----- INCREASE CANADIAN AWARENESS OF US CONTACTS.

COLLECT AND MAINTAIN A SUPPLY OF CANADIAN COMPANY BROCHURES. INCREASE NUMBER OF LOCAL REPS OF CANADIAN FIRMS. TARGET - INCREASE NUMBER OF LOCAL REPS OF CANADIAN ELECTRONIC FIRMS BY 5-10

ARRANGE FOR INDUSTRY VISITS BY OFFICE TO INDUSTRY AND APPROPRIATE. TARGET - INCREASE IN NEW US FIRMS WITH ELECTRONIC REQUIREMENTS.

ATTEND OR ARRANGE VISIT DATE AND SUPPLY RELEVANT LITERATURE. TARGET - 1 OR 2 DEVELOPMENT PROJECTS.

ATTEND TRADE SHOWS DIVISION WERE/AG GROUP EXH. 1 AND 2, 1987. TARGET - 1 OR 2 DEVELOPMENT PROJECTS.

GET UP STARTING AT NAVAL WEAP SYSTEM CENTER (NSWC) IN SAN VICENTE. TARGET - 1 OR 2 DEVELOPMENT PROJECTS.

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MARKET REPORT ON VERTICAL SOFTWARE.

REPORT ON OS/2 ADOPTION IN S. CALIFORNIA

INFORMATION ON OS/2 ADOPTION TO BETTER  
TARGET BUSINESS ACTIVITY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT #5 QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
89/02/08 FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

606 - LOS ANGELES UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN ANTICIPATED RESULTS  
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COMM. & INFORM. EQP.& SERV ALL SUB-SECTORS  
IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLIGENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS). IDENTIFY INTEREST IN INVESTING IN CANADA.

DEFENCE PROGRAMS, PRODUCTS, SERV ALL SUB-SECTORS  
IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLIGENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS). IDENTIFY INTEREST IN INVESTING IN CANADA.

ELECTRONICS EQUIP. & SERV ALL SUB-SECTORS  
IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLIGENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS). IDENTIFY INTEREST IN INVESTING IN CANADA.

EDUCATION, MEDICAL, HEALTH PROD ALL SUB-SECTORS  
IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLIGENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS). IDENTIFY INTEREST IN INVESTING IN CANADA.

INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP.  
IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLIGENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS). IDENTIFY INTEREST IN INVESTING IN CANADA.

PETROCHEM & CHEM PROD, EQP, SERV PLASTICS PRODUCTS, EQUIP, SERVIC  
IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLIGENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS). IDENTIFY INTEREST IN INVESTING IN CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

TAX REFORM - BRIEFING OF INVESTMENT INTERMEDIARIES AT TIME OF LEGISLATION. BETTER APPRECIATION BY PROSPECTIVE INVESTORS OF CDN BUSINESS CLIMATE.

VIP VISITS - E.G. HON. DONALD MACDONALD BETTER APPRECIATION BY PROSPECTIVE INVESTORS OF CDN BUSINESS CLIMATE.

REPORT #5  
89/02/08

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

606 - LOS ANGELES

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

"PARTNERS IN PROSPERITY" RECEPTION WITH PEAT  
MARWICK - ORANGE COUNTY.  
"PARTNERS IN PROSPERITY" SEMINAR - PHOENIX,  
ARIZONA.  
"PARTNERS IN PROSPERITY" RECEPTION - TUCSON,  
ARIZONA.

MADE DIRECT CONTACT WITH 17 NEW PROSPECTIVE  
INVSTRS & STRENGTHENED TIES TO FACILITATORS IN  
ORANGE COUNTY FINAN'L COMMUNITY. MADE OR  
IMPROVED CONTACTS WITH 40 COS IN THE METRO.  
PHOENIX AREA AS WELL AS WITH STATE & LOCAL OF-  
FICIALS, THE ACADEMIC COMMUNITY, INVSTMT ADVISORS  
ETC. A GOOD EX. OF COOP'N W/POST PUBLIS AFFAIRS  
PROG. RECEP'N BEFORE 1ST TUCSON INTL TRADE FAIR  
PROVIDED DIRECT CONTACT W/30 FIRMS, IN WHICH CAN  
BE ADDED 10 WHO MADE CONTACT THROUGH OUR BOOTH

QUARTER : 2

QUARTER : 3

QUARTER : 4

PERSONNEL & APPLIANCES

IN COLLABORATION WITH THE AMERICAN EXPORT TRADING COMPANY, DEVELOP A  
COMPREHENSIVE PLAN TO ENHANCE THE EXPORT CAPABILITY OF AMERICAN AND  
RESIDENTIAL FURNITURE OVER THE NEXT 3 YRS. TO INCLUDE MARKETING,  
DESIGN, NEW STYLING, FINISHING, AND OTHER AREAS.

ENHANCED COMPETITIVENESS, PROMOTION OF U.S.  
EXPORTS.

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :618-MINNEAPOLIS

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	IN COOPERATION WITH WESTERN CDN. DRIE OFFICES, DEVELOP EDUCATIONAL SEMINARS/NEBS MISSIONS FOR PROSPECTIVE FOOD PRODUCTS EXPORTERS.	ENHANCED EXPORT READINESS FOR SMALL MANUFACTURERS.
	EXPLORE POSSIBILITIES OF FOOD SALES TO MILITARY THROUGH SUPER VALU DISTRIBUTION SYSTEM.	MARKET PENETRATION.
	AGRICULTURE MACH,EQUIP,TOOLS	
	FARM EQUIPMENT SEMINAR MINOT, NORTH DAKOTA, JAN'88.	INCREASED EFFECTIVENESS OF FARM EQUIPMENT MANUFACTURERS PARTICIPATION IN THE NORTH DAKOTA MARKET.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 ORGANIZATION OF SOLO FOOD AND BEVERAGE SHOW, APRIL 19, 1988. PLANNING AND RECRUITMENT FOR HUSKER HARVEST DAYS, SEPTEMBER 13-15, 1988.	41 CANADIAN FIRM PARTICIPATED, ESTIMATED SALES \$2 MILLION. 13 PARTICIPANTS HAVE BEEN RECRUITED TO DATE.
	QUARTER: 2 Info. booth at World Ag Expo, Amana, Iowa, National Stand at Husker Harvest Days, Grand Island, Nebraska. Participated in Food Pacific Marketplace, Vancouver	87 export enquir. recvd at World Ag Expo, 27 Cdn co. particip. in Nat. Stand at Husker. On site sales \$240,000; 12 mo. sales projections over 2 million. Interviewed over 30 firms; reports of sales over \$100,000
	QUARTER: 3 -----	
	QUARTER: 4 -----	



REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :618-MINNEAPOLIS

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

FOLLOW UP WITH 1987 FESTIVAL OF CDN. FASHION WITH DIRECT MAIL CAMPAIGN TO KEY CLOTHING BUYERS AND SHOW F.O.C.F. VIDEOTAPE.

INCREASE BUYER AWARENESS OF CDN. FASHION.

CANADIAN FASHION IN-STORE PROMOTION AT CEDRIC'S (OCT.15 THROUGH NOV.15,1987).

PROMOTE SALES OF CDN. FASHION AND FURS TO CONSUMERS.

RECRUIT BUYERS FOR 1988 FESTIVAL OF CANADIAN FASHION (TORONTO, MARCH,1988).

PROMOTE SALES OF CDN. CLOTHING (ESPECIALLY "DESIGNER" FASHION).

WORK IN COOPERATION WITH NY CONGEN TO INFORM KEY BUYERS IN MNPLS. TERRITORY OF CDN. SHOWROOMS AND REPS BASED IN NY.

EXPAND MARKETING RANGE FOR CDN. CLOTHING EXPORTERS. PROMOTE SALES OF CDN. FASHION.

ASSESS FEASIBILITY OF APPAREL NEBS MISSIONS AND CDN. FASHION EXHIBIT AT CONSULATE.

PROVIDE CDN. CLOTHING MFCTRS. WITH MULTIPLE WAYS TO START EXPORTING.

GENERATE DIRECTORY OF RETAILERS IN MNPLS. POST TERRITORY.

PROVIDE LIST TO DISTRIBUTE TO CDN. MFCTRS. LOOKING TO SELL IN TERRITORY. ALSO, USE FOR TARGETED MAILINGS BY POST.

LEISURE PROD. TOOLS HARDWARE

DIRECT MAIN CAMPAIGN TO KEY HARDWARE BUYERS TO PROMOTE CDN. HARDWARE TRADE SHOW IN TORONTO (FEB. 1988)

PROMOTE EXPOSURE AND SALES OF CDN.HARDWARE PRODUCTS TO LOCAL TRADE.

DIRECT MAIL/TELEPHONE CAMPAIGN TO KEY SPORTING GOODS BUYERS TO PROMOTE CSGA SHOW (MONTREAL, FEB.1988). ALSO RECRUIT BUYERS FOR INCOMING MISSION.

INCREASE SALES OF CDN. SPORTING GOODS RELATED PRODUCTS IN POST TERRITORY.

COMPILE DIRECTORY OF HARDWARE RETAILERS IN POST TERRITORY.

SINGLE SOURCE OF REFERENCE FOR POST'S USE AS WELL AS THAT OF NEW AND ESTABLISHED CDN. EXPORTERS.

MEET INDIVIDUALLY OR AS A GROUP WITH HARDWARE/HOUSEWARE KEY CONTACTS (REPS AND BUYERS) TO ACCESS MOST EFFECTIVE METHOD OF REACHING THE LOCAL TRADE.

WILL TREMENDOUSLY HELP OUR EFFORTS IN PLANNING HARDWARE/BUILDING PRODUCTS REP LOCATOR.

FURNITURE & APPLIANCES

IN COLLABORATION WITH THE WINNIPEG FURNT.WEST ORGAN.,DEVELOP A COMPREHENSIVE PROG.TO ADVANCE THE EXPORT READINESS OF WESTERN CDN RESIDENTIAL FURNT.MFGRS.OVER THE NEXT 5 YRS. TO INCLUDE SURVEYS, SEMINARS,NEBS MISS.,INCOMING BUYERS,TRADE SHOWS.

ENHANCED COMPETITIVENESS, PENETRATION OF NW U.S. MARKET.

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :618-MINNEAPOLIS

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

HIGH PROFILE GALA EVENT FOR MPLS. AREA INTERIOR DESIGNERS PRIOR  
TO NEOCON TRADE SHOW.

INCREASED VISIBILITY FOR CDN. MANUFACTURERS  
AT NEOCON AND IN LOCAL DESIGN COMMUNITY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECRUIT BUYERS FOR MTL FURNITURE SHOW, JUNE 89.  
COMPILE DIRECTORY OF HARDWARE RETAILERS. MEET  
WITH KEY HARDWARE CONTACTS TO PLAN LOCAL VENUE  
FOR CDN MARKETING. GENERATE DIRECTORY OF APPAREL  
RETAILERS IN TERRITORY.

RECRUITED BUYERS FOR MTL FURN. SHOW. COMPILED  
DIRECTORY OF HARDWARE/BLDG. PRODS RETAILERS IN  
TERRITORY & MET W/KEY CONTACTS TO PLAN SOLO SHOW  
ADDED CHILDREN'S CLOTHING & FURRIERS TO DIREC-  
TORY OF LOCAL APPAREL RETAILERS.

QUARTER: 2 Recruitment for IIDEX Furniture Show, Toronto.  
Assess Feasibility of Apparel NEBS Mission.

Arranged for rental of showroom space in Mpls.  
Design Mart for Furnit. West Assn. Assisted 2  
firms exhib. in Summer Furniture Mkt. Recruited  
30 buyers to attend IIDEX Furnit. Show. Weld app  
arel NEBS mission for 13 mfr & plan to repeat ann

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :618-MINNEAPOLIS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

INTRODUCE CDN VENDORS AS AN OPPORTUNITY FOR  
SALES REPS. TO INCREASE BUSINESS AND FIRMS  
TO OBTAIN COMPETITIVE SOURCES.

HOLD SALES REPRESENTATIVE CONFERENCE IN IOWA AND NEBRASKA.

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

DEVELOP SEMINAR ON UTILIZING CANADIAN SOURCES FOR PRESENTATION  
TO TWIN CITY PURCHASING MGMT. ASSOC.

INCREASE NUMBER OF COMPANIES USING CANADIAN  
SOURCING.

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 COORDINATE CANADIAN EXHIBIT AT MIDWEST  
ELECTRONICS EXPO '88, MAY 4 - 5, 1988.

12 CDN COS EXHIBITED, PLUS AN INFO BOOTH. HOSTED  
BREAKFAST ATTENDED BY MANUF. REPS. & CANADIAN  
EXHIBITORS. NEGOTIA'NS STARTED FOR 3 REP AGREE-  
MENTS. ON-SITE SALES OF ABOUT \$20,000 (U.S.).

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

NON SECTORALLY UNDERTAKEN ACTIVITIES

FOLLOW-UP ON LEGAL/FINANCIAL/BANKING CONTRACTS ESTABLISHED AT PREVIOUS  
MEETINGS HAS SCHEDULED SPECIFICALLY FOR THESE PROCEEDINGS TO BE  
1988.

IMPROVE KNOWLEDGE BASE OF PROFESSIONALS  
WORKING COMMITTEE ON INVESTMENT DECISIONS

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
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:

ELECTRICAL & ELECTRONIC

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

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

HOLD PROCUREMENT SEMINAR FOR HONEYWELL DEFENCE PRODUCTS DIVISION.

CURRENT DISCUSSIONS INDICATE A PREFERENCE BY  
HONEYWELL FOR AN INCOMING MISSION WHICH WILL  
ID ADDITIONAL QUALIFIED VENDORS.

CONDUCT CORPORATE LIAISON TYPE CALLS WITH PRIME CONTRACTORS AND  
SUB CONTRACTORS IN TERRITORY.

INCREASE AWARENESS OF DEFENCE CONTRACTORS IN  
CANADIAN CAPABILITIES FOR THE SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECRUIT FOR SUBCONTRACTING CONFERENCE II,  
TORONTO, ONTARIO, MAY 17-18, 1988.

SUCCESSFULLY RECRUITED 12 PROCUREMENT AND  
ENGINEERING PERSONNEL FM FMC CORP., HONEYWELL,  
ROCKWELL INTL.(COLLINS RADIO DIV.), AND UNISYS.  
FOLLOW-UP DISCUSSION WITH CONTACTS INDICATE  
CONFERENCE II WAS A SUCCESS.

QUARTER: 2 Attend Western High Tech Conference - Vancouver,  
B.C., Sept. 27-30, 1988

Met with nearly 20 companies having defence and/  
or high tech products of potential interest to  
U.S. companies in post territory

QUARTER: 3 -----

QUARTER: 4 -----

REPORT #5  
89/02/08

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

618 - MINNEAPOLIS

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV

HOSP. & MEDICAL EQUIP, INSTRUM.

FOLLOW-UP ON LEADS RESULTING FROM INDUSTRY VISITS, DIRECT MAIL CAMPAIGN AND MEDICAL ALLEY MEETING & RECEPTION HELD NOV. 12, 1987 AT CONSULATE.

5-10 SERIOUS INVESTMENT OR TECHNOLOGY TRANSFER INQUIRIES.

EDUCATION, MEDICAL, HEALTH PROD

PHARMACEUTICALS, BIOTECHNOLOGY

FOLLOW-UP ON LEADS RESULTING FROM INDUSTRY VISITS, DIRECT MAIL CAMPAIGN AND MEDICAL ALLEY MEETING & RECEPTION HELD NOV. 12, 1987 AT CONSULATE.

5-10 SERIOUS INVESTMENT OR TECHNOLOGY TRANSFER INQUIRIES.

COMM. & INFORM. EQP. & SERV

COMPUTERS, SOFTWARE & SYSTEMS

ONE ON ONE INTERVIEWS WITH POTENTIAL INVESTORS. FOLLOW-UP ON LEADS DEVELOPED THROUGH CURRENT DRIE U.S. ELECTRONICS MEDIA CAMPAIGN AND WITH HIGH TECH SEMINAR SCHEDULED FOR MARCH '89.

5 SERIOUS INVESTMENT INQUIRIES.

AGRI & FOOD PRODUCTS & SERVICE

SEMI & PROCESSED FOOD & DRINK

PURCHASE OF AGRI-BUSINESS MARKETING LIST FOLLOWED BY: 1. DIRECT MAIL CAMPAIGN AND 2. CALLS ON COMPANIES RESPONDING POSITIVELY TO CAMPAIGN.

10-15 SERIOUS INVESTMENT INQUIRIES.

AGRI & FOOD PRODUCTS & SERVICE

FEED, FERTILIZER & VET PRODUCTS

PURCHASE OF AGRI-BUSINESS MARKETING LIST FOLLOWED BY: 1. DIRECT MAIL CAMPAIGN AND 2. CALLS ON COMPANIES RESPONDING POSITIVELY TO CAMPAIGN.

10-15 SERIOUS INVESTMENT INQUIRIES.

NON SECTORALLY ORIENTED ACTIVITIES

FOLLOW-UP ON LEGAL/FINANCIAL/BANKING CONTRACTS ESTABLISHED AT INVESTMENT SEMINAR SCHEDULED SPECIFICALLY FOR THESE PROFESSIONS IN MARCH 1988.

IMPROVE KNOWLEDGE BASE OF PROFESSIONALS ADVISING COMPANIES ON INVESTMENT DECISIONS

REPORT #5 QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
89/02/08 TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

618 - MINNEAPOLIS

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

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QUARTER : 1

FOLLOW-UP ON HEALTH CARE DIRECT MAIL CAMPAIGN.  
DOING BUSINESS WITH CANADA SEMINARS, SIOUX CITY,  
IOWA AND DAVENPORT, IOWA MAY 24 & 26, 1988.  
AGRI-BUSINESS DIRECT MAIL CAMPAIGN.

RESULTS DISAPPOINTING. ONLY 2 GOOD LEADS  
DEVELOPED TO DATE.  
SUCCESSFUL EVENTS; SEVERAL PROMISSING LEADS  
DEVELOPED; EXCELLENT CONTACTS ESTABLISHED.  
POSTPONED AGAIN PENDING RECEIPT OF D.R.I.E.  
PUBLICATION.

QUARTER : 2

Undertake Direct Mail Campaign to Nebraska bus-  
iness community inviting them to breakfast in  
Lincoln, NE Oct. 27.  
2. Agri-Business Direct Mail Campaign.  
3. Attend World Ag Expo in Amana, Iowa, Sept.  
7-10, 1988 and Husker Harvest Days, Grand Island  
NE, Sept. 12-14, 1988.

Mailing list of 210 companies have been compiled  
- mailing to commence shortly.  
2. Postponed yet again as DRIE publication to u\  
be used in mailing contains error. We are await-  
ing corrective sticker.  
3. Investment literature given away at both  
events.

QUARTER : 3

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QUARTER : 4

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REPORT 4A  
89/02/09

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88

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

POST :618-MINNEAPOLIS

Participation by Senior Trade Commissioner in F.T.A.  
Conference in Thunder Bay, Sept. 26-28.

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :608-NEW YORK, CONSULATE GENERAL 001-AGRI & FOOD PRODUCTS & SERVICE  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

TAP HAS DECIDED TO CONTINUE BUYER IDENTIFICATION PROGRAM.

OUR BASIS OF CURRENT PROGRAM EXPECT 50 TO 75  
FOOD VENDORS WILL HAVE PROSPECTIVE DIRECT BU-  
YERS IDENTIFIED TO THEM.

WE WISH TO UNDERTAKE AN IDENTIFICATION SURVEY OF FOOD BROKERS AT  
SOUTHERN NEW JERSEY WHICH FALLS TO US WITH THE CLOSING OF PHILAD-  
ELPHIA.

SUFFICIENT INTEREST WILL PROMPT ORGANIZATION  
OF FOOD SHOWING IMPORTANT ATLANTIC CITY MARK-  
ET POSSIBILITY IN CONJUNCTION WITH PROVINCES.

FOLLOW-UP WITH CANADIAN EXHIBITORS FROM 87 ALBANY SOLO FOOD SHOW.

TO INCREASE CANADIAN PRESENCE IN ALBANY AND  
SURROUNDING AREAS.

US MILITARY MARKET FOR FOODSTUFF IS VIRTUALLY BILLION OF \$'S AND  
GO AFTER THE MILITARY MARKET FOR FOODSTUFF THROUGH ESTABLISHMENT  
OF CONTACTS AND IDENTIFICATION OF SPECIALISTS FOR THIS AREA.

TO INTRODUCE A MINIMUM OF 25 FIRMS TO  
MILITARY SALES SYSTEMS.

CONCENTRATED EFFORT IN THE FOOD SERVICE PRODUCTS AREA ESPECIALLY  
TO DETERMINE THE POTENTIAL FOR CANADIAN COMPANIES.

TO INTRODUCE AS MANY NEW FIRMS AS POSSIBLE TO  
THE FOOD SERVICE OR INSTITUTIONAL MARKET IN  
OUR AREA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Organize and coordinate Cdn participation in the  
Eastern Dairy Deli Association Taste Show  
23-24 August 1988

Cdn participants received good exposure in the  
show which was heavily attended & attracted over  
10,000 visitors. Expected results over the next  
12 months are over U.S. \$1 million worth of  
business

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
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

TAP HAS DECIDED TO CONTINUE BUYER IDENTIFICATION PROGRAM.  
SCHEDULE CALLS UPON PROSPECTIVE OUTLETS FOR REPRESENTATION.

OUR BASIS OF CURRENT PROGRAM EXPECT 50 TO 75  
FOOD VENDORS WILL HAVE PROSPECTIVE DIRECT BU-  
YERS IDENTIFIED TO THEM. TO OBTAIN ADDITIONAL  
SALES VOLUME.

WE WISH TO UNDERTAKE AN IDENTIFICATION SURVEY OF FOOD BROKERS AT  
SOUTHERN NEW JERSEY WHICH FALLS TO US WITH THE CLOSING OF PHILAD-  
ELPHIA.

SUFFICIENT INTEREST WILL PROMPT ORGANIZATION  
OF FOOD SHOWIN IMPORTANT ATLANTIC CITY MARKET  
POSSIBILITY IN CONJUNCTION WITH PROVINCES.

OUR FISHERIES RECEPTION IS TO BE CONTINUED EVERY OTHER YEAR  
AND IS TO BE PROVINCIAALLY FUNDED.

INTRODUCE 5 NEW PRODUCERS TO 10-15 NEW BROKER  
/WHOLESALERS.

US MILITARY MARKET FOR FOODSTUFF IS VIRTUALLY BILLIONS OF \$'S.  
THERE IS A RIGID PROCUREMENT PROCESS.

INTRODUCE A MINIMUM OF 25 FIRMS TO MILITARY  
SALES SYSTEMS.

WIDE ETHNIC MIXTURE COULD PROVIDE OPPORTUNITIES FOR UNDER-  
UTILIZED SPECIES FROM CDA. PLAN A SURVEY OF FISH BROKERS TO  
IDENTIFY DESIRABLE BUT HITHERTO NOT OFFERED CANADIAN SPECIES.

VERY DIFFICULT TO DETERMINE

EXPLORE TO GREATER EXTENT THE FOOD SERVICE PRODUCTS SECTOR.  
THROUGH INCREASED TELEPHONE SURVEY AND PROGRAM OF SPECIAL  
MEETINGS WITH DISTRIBUTORS AND BROKERS.

TO INTRODUCE AS MANY NEW FIRMS TO THE FOOD  
SERVICE OR INSTITUTIONAL MARKET IN TERRITORY.

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
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:

AEROSPACE & MARINE

WHILE FAIRS AND MISSION PROGRAMMES FOR POST ARE JUST BEING STARTED, RESULTANT FOLLOW UP EFFORTS WITH PARTICIPANTS ARE EXPECTED TO CONTINUE FOR SOME TIME.

NEW BUSINESS OPPORTUNITIES WITH U.S. PRIMES.

POST PARTICIPATES IN HITECH CONFERENCE ON AN ANNUAL BASIS & PROVIDES GUIDANCE TO CANADIAN FIRMS WISHING TO ENTER DEFENCE MARKET HERE.

NEW BUSINESS OPPORTUNITIES WITH U.S. PRIMES.

POST WILL INCREASE LIAISON WITH DEFENCE CONTRACTORS RELATIVE TO ENSURING THEIR PARTICIPATION IN PLANNED EVENTS AND RAISING THEIR LEVEL OF AWARENESS AS TO CANADIAN CAPABILITIES.

BETTER RESPONSE TO SOLICITATIONS FOR FAIRS & MISSIONS PLUS INCREASED LEVEL OF BID OPPORTUNITIES FOR CANADIAN FIRMS.

THROUGH OUR MONITORING OF AWARDS OF MAJOR DEFENCE CONTRACTS TO FIRMS IN TERRITORY, WE WILL ENCOURAGE PROCUREMENT IDENTIFICATION VISITS TO CANADA IN THE STYLE OF WESTINGHOUSE AND RCA.

DEPENDING ON DRIE OFFICES ABILITY TO IDENTIFY NEW CANADIAN COMPANIES WORKING TO MIL SPEC AN EXERCISE SUCH AS DESCRIBED CD. INTRODUCE 6-10 NEW SUPPLIERS.

COUNSEL 30-40 CANADIAN SUPPLIERS ON ENTERING THE TERRITORY AEROSPACE DEFENCE MARKET.

ANTICIPATE INCREASED NUMBERS OF CDW. FIRMS WILL BE REQUESTED TO BID ON AEROSPACE PROJECTS.

ELECTRICAL & ELECTRONIC

UNDER AUSPICES OF NEWLY ESTABLISHED WORKING GROUP AT CECOM, FORT MONMOUTH, IDENTIFY SUITABLE PROJECTS TO BE PURSUED UNDER THE DEFENCE DEVELOPMENT SHARING PROGRAM (DDSP)

INCREASED PARTICIPATION OF CANADIAN FIRMS IN R & D PROJECTS AT CECOM LEADING TO CONTRACT AWARDS IN RANGE OF \$5MILLION IN NEXT 5 YEARS.

CONTINUE TO CALL ON SENIOR MILITARY AND CIVILIAN OFFICIALS (IN PARTICULAR NEW ARRIVALS) IN THE PROCUREMENT AND TECHNICAL DIRECTORATES TO BRIEF THEM ON CANADIAN CAPABILITIES.

IMPROVED ACCESS OF CANADIAN COMPANIES TO KEY DECISION MAKERS.

WORK WITH THE CANADIAN COMMERCIAL CORPORATION AND CECOM, FORT MONMOUTH TO ENSURE THAT COMPANIES WITH GOOD PROSPECTS ARE ON RESPECTIVE BIDDERS MAILING LISTS.

CANADIAN COMPANIES WITH APPROPRIATE TECHNOLOGIES, WILL BE WELL PLACED TO RECEIVE BID SETS THUS BECOMING AWARE OF NEW OPPORTUNITIES.

ESTABLISHMENT OF WORKING GROUP FOR THE IMPLEMENTATION OF THE DDSP AT U.S. ARMY ARMAMENT RESEARCH, DEVELOPMENT AND ENGINEERING CENTRE (ARDEC), PICATINNY ARSENAL, NEW JERSEY.

INCREASED AWARENESS OF CANADIAN FIRMS LEADING TO CONTRACT AWARDS IN RANGE OF \$2MILLION \$ IN 5 YEARS PERIOD.

ORGANIZATION OF VISIT OF MEMBERS OF THE NEWLY ESTABLISHED WORKING GROUP TO DEFENCE FACILITIES IN CANADA.

IDENTIFICATION OF CANADIAN COMPANIES WITH CAPABILITIES TO WORK ON JOINTLY FUNDED R & D PROJECTS.

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
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:

TELECOMMUNICATIONS (INC SPACE)

INTRODUCTION OF EIGHT NEW COMPANIES TO CECOM AND ARDEC.

FIRMS WILL HAVE OPPORTUNITY TO BID ON UP-COMING PROJECTS, ESTIMATED TO BE VALUED IN EXCESS OF \$5 MILLION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PARTICIPATION IN VISIT OF MAJOR GENERAL BILLY THOMAS, COMMANDING GENERAL, US ARMY CECOM & FORT MONMOUTH TO MONTREAL AND OTTAWA, APRIL 4TH - 6TH.

BRIEFINGS WERE GIVEN BY EXTOTT/TDU & NDHQ. MAJOR GEN. THOMAS LEFT WITH CLEARER INDICA'N OF CDN. CAPABILITIES & HAS SINCE SHOWN VERY ACTIVE SUPPORT FOR CNGNY'S PROMO'L ACTIVITIES AT CECOM E.G. CDA DAY AT FT. MONMOUTH, WORKING GROUP MEETING

QUARTER: 1 PLANNING, ORGANIZATION AND PARTICIPATION IN CANADA DAY AT FORT MONMOUTH, JUNE 30TH - TABLE TOP DEFENCE SHOW TARGETTED AT BASE PERSONNEL.

OBJ. WAS TO RECRUIT 15 CDN PARTICIPANTS BUT EVENT WAS OVERSUBSCRIBED WITH 18 CDN PARTICIPANTS. EXH. HAD EXPOSURE TO OVER 350 BASE PERSONNEL & POTENTIAL FOR CDA/US DVLPMT PROJECTS WERE EXPLORED AND WILL BE PURSUED IN MONTHS AHEAD.

QUARTER: 1 FINALIZE COORDINATION AND PARTICIPATION IN PROGRAM FOR CANADA-US SUBCONTRACTING CONFERENCE IN TORONTO, MAY 17TH - 18TH.

EVENT ATTRACTED SOME 110 CDN. DEFENSE COMPONENT MFTRS & 125 REPRESENTATIVES FM 80 MAJOR U.S. MILITARY PRIME CONTRACTORS IN ONE AND ONE HALF DAY SESSION IN TORONTO. FEEDBACK FM PARTICIPANTS INDICATES THAT EVENT SHOULD BE REPEATED IN '89.

QUARTER: 2 Establishment of working group for the implem. of the DDSP at U.S. Army Armament Research Dev. and Engineering Centre (ARDEC), Picatinny Arsenal, New Jersey

Inaugural working group mtg. was held on 19 July accomp. by briefing to wide audience at ARDEC. Sourcing mission will be scheduled in the fall to allow chairman of DDSP group to become more informed about Canadian capabilities

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

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

POST :608-NEW YORK, CONSULATE GENERAL 005-COMM. & INFORM. EQP.& SERV  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

EXPAND OUR DATA BASE OF SUITABLE DISTRIBUTION AND SALES AGENTS FOR CANADIAN SUPPLIERS OF TELECOMMUNICATIONS RELATED PRODUCTS.

INCREASED NUMBER OF REPS. AND DISTRIBUTORS IN NY-NJ-CT TERRITORY.

CONTINUE INVESTIGATION OF SUITABLE TRADESHOWS/SEMINARS ETC, EVALUATING THEIR EFFECTIVENESS FOR PARTICIPATION BY CANADIAN SUPPLIERS.

INCREASE BUSINESS OPPORTUNITIES FOR CANADIAN SUPPLIERS THROUGH GREATER MARKET EXPOSURE.

UTILIZE "WIN" TO IDENTIFY & CONTACT MORE CANADIAN SUPPLIERS INVITING THEIR PARTICIPATION IN TELECOMMUNICATIONS TRADE SHOWS AS WELL AS VISIT PROSPECTS HERE WITH GOVERNMENT ASSISTANCE AS APPROPRIATE.

INCREASED BUSINESS OPPORTUNITIES FOR CANADIAN ENTREPRENEURS.

IMPROVE OUR DATA BASE OF TELECOMMUNICATIONS COMPANIES TO SHOW THE SPECIFIC PRODUCTS NOW HANDLED BY THEM.

FACILITATE QUICKER AND CLOSER MATCH BETWEEN TELECOMMUNICATIONS COMPANIES AND CANADIAN SUPPLIERS.

DEVELOP AND BUILD OUR CONTACTS WITH KEY TELECOMMUNICATIONS ACCOUNTS IN OUR TERRITORY.

PROVIDE CANADIAN SUPPLIERS WITH MORE INFORMATION ENHANCING THEIR SELLING STRATEGY.

DEVELOP A MARKET INTRODUCTION PACKAGE TO ASSIST NEW CANADIAN COMPANIES WISHING TO ENTER THE NYC AREA MARKETS.

INCREASE CONFIDENCE LEVEL OF NEW CANADIAN ENTREPRENEURS BY PREPARING THEM FOR THIS MARKET AND INCREASING THEIR PROBABILITY OF SUCCESS.

COMPUTERS, SOFTWARE & SYSTEMS

EXPAND OUR DATA BASE OF SUITABLE DISTRIBUTION AND SALES AGENTS FOR CDN SUPPLIERS OF SOFTWARE.

INCREASED NUMBER OF REPS. AND DISTRIBUTORS IN THE NY-NJ-CT TERRITORY.

IDENTIFY, EVALUATE APPLICABLE TRADE SHOWS/SEMINARS, ETC. FOR PARTICIPATION BY CDN SUPPLIERS.

INCREASE MARKET OPPORTUNITIES FOR CANADIAN SUPPLIERS THROUGH GREATER MARKET EXPOSURE.

UTILIZE "WIN" TO IDENTIFY & CONTACT MORE CDN SUPPLIERS INVITING THEIR PARTICIPATION IN COMPUTER/SOFTWARE TRADE SHOWS AS WELL AS VISIT PROSPECTS HERE WITH GOVERNMENT ASSISTANCE AS APPROPRIATE.

INCREASE BUSINESS OPPORTUNITIES FOR CDN ENTREPRENEURS.

IMPROVE OUR DATA BASE OF REPRESENTATIVES/DISTRIBUTORS TO SHOW THE SPECIFIC PRODUCTS NOW HANDLED BY THEM.

FACILITATE QUICKER AND CLOSER MATCH BETWEEN REPS/DISTRIBUTORS AND CDN SUPPLIERS.

DEVELOP AND BUILD OUR CONTACTS OF VARS (VALUE ADDED RESELLERS) FOR COMPUTER SOFTWARE AND RELATED PRODUCTS.

INCREASE CONFIDENCE LEVEL OF NEW CDN ENTREPRENEURS BY PREPARING THEM FOR THIS MARKET AND INCREASING THEIR PROBABILITY OF SUCCESS.

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :608-NEW YORK, CONSULATE GENERAL

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

DEVELOP A MARKET INTRODUCTION PACKAGE TO ASSIST NEW CDN COMPANIES  
WISHING TO ENTER THE NYC AREA MARKETS.

INCREASE CONFIDENCE LEVEL OF NEW CDN ENTREPRE-  
NEURS BY PREPARING THEM FOR THIS MARKET AND  
INCREASING THEIR PROBABILITY OF SUCCESS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ASSISTANCE IN PLANNING AND ORGANIZATION OF PC  
EXPO NEW YORK, JUNE 21ST - 23RD.

10 CDN EXH. PARTICIPATED IN THIS WELL ATTENDED  
SHOW.SOME BUSINESS WAS WRITTEN ON SITE & PRO-  
JECTIONS ARE FOR \$10-15 MN \$ OF NEW BUSINESS IN  
THE NEXT 24 MTHS.RECEPTION HOSTED BY CNGNY WAS  
WELL ATTENDED BY TRADE & MANY VALUABLE NEW

QUARTER: 2 Compile a detailed guide to computer/software  
distributors & representatives in our territory  
(incl. breakdown by products handled, type of  
firm, accounts serviced, etc.)

Work completed and all data-base material re-  
viewed and cross-referenced. Information is  
being provided to Canadian exporters on request

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :608-NEW YORK, CONSULATE GENERAL 013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

CONTINUE TO SEEK SUPPORT FOR ONGOING EVENTS PROGRAM AS OUTLINED IN POST STRATEGY THROUGH EXPANSION OF CANADA APPAREL CENTRE AND CANADIAN SELECTION EVENTS OF POST.

INCREASE IDENTIFIABLE BUSINESS INFLUENCE BY 20%.

CONTINUE MARKET & TRADE SHOW EVALUATION FOR SPECIALIZED CATEGORIES: PRIORITY CHILDRENS WEAR, PLUS BRIDAL, SPECIAL SIZES, PRIVATE LABELS, UNIFORMS, MEN'S CASUAL, ACTIVE WEAR WITH VIEW TO INCREASED TRADE SHOW PARTICIPATION.

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

DISTRIBUTE 500 MARKETING HANDBOOKS AND EXPANSION OF RECIPIENT LIST EVERY TWO YEARS TO 1) NEWLY IDENTIFIED CO'S. 2) CDN FASHION PRESS AND REGIONAL OFFICES 3) NEW COMERS TO OFFICE 4) AS UPDATE TO COMPANIES IN PROCESS OF ESTABLISHING.

IDENTIFICATION OF THIRTY COMPANIES CAPABLE OF EXPORTING BUT NOT DOING SO. 2) PROVISION OF INFO NEEDED TO UPGRADE ANOTHER FIFTY WHO MAY ALREADY BE INTERESTED BUT NOT YET CAPABLE.

DEVELOP MEANS OF PROMOTING PROPOSED BOOKLET OR LIST OF RESOURCES OF LICENSING/CONTRACTUAL MANUFACTURING TO END USERS. USE NEW PRIVATE LABEL SHOWS AS VEHICLE.

INTRODUCE 10 COMPANIES WITH PRIVATE LABEL CAPABILITIES TO VIABLE USERS.

DEVE'T OF APPAREL SECTION IN WIN EXPORTS.  
ESTAB. PERSONAL CONTACT PROGRAM WITH BUYERS, AGENTS.

EST. 1000 COMPANIES, 500 CANADIANS  
50 BUYERS - 20 AGENTS.

IDENTIFY AND START TO RESOLVE LOGISTICAL PROBLEMS RELATED TO EXPORTING & SHIPPING APPAREL, E.G. CUSTOMS/BONDING, ETC. TIE-IN WITH NEBS.

ADD SECTION TO MARKETING GUIDE.

FURNITURE & APPLIANCES

CONTINUING TO FIND GOOD MANUFACTURERS' REPRESENTATIVES FOR NEW EXPORTERS, & TO MAINTAIN CONTACT WITH THOSE REPRESENTATIVES WHO ARE ALREADY WORKING WITH CANADIAN MFGRS., VISITING 20 LOCAL SHOWROOMS AT LEAST ONCE A QUARTER.

INCREASE THE MARKET FOR OFFICE FURNITURE IN THIS AREA BY APPROXIMATELY 10%.

INTRODUCE 4 NEW EXPORTERS IN THE CANADA ROOM TO SHOW THEIR NEW PRODUCTS TO THE ARCHITECTURAL, AND INTERIOR DESIGN COMMUNITY.

CREATE A HIGHER PROFILE FOR CDN PRODUCTS BOTH WITH THE SPECIFIER AND THE END-USER.

MAINTAINING CONTACT WITH THE ARCHITECTURAL & INTERIOR DESIGN TRADE MAGAZINES & WITH "FURNITURE TODAY", THE ONLY WEEKLY FURNITURE NEWSPAPER. THERE ARE 6 IMPORTANT PUBLICATIONS BASED HERE REQUIRING CONTACT EVERY OTHER MONTH.

MUCH BETTER COVERAGE IN THE MAGAZINES & THE NEWSPAPERS FOR NEW CANADIAN PRODUCTS & TRADE SHOWS IN CANADA.

ONGOING PROGRAMS OF INTRODUCING NEW MANUFACTURER'S PRODUCTS, BY VISITING REPRESENTATIVES SHOWROOMS IN THE CITY & AT THE NEW CENTER IN LONG ISLAND CITY, NY.

INCREASE EXPORTS WHICH, IN TURN, WILL HELP TO IMPROVE THE PRODUCTIVITY OF THE CANADIAN INDUSTRY.

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :608-NEW YORK, CONSULATE GENERAL

013-CONSUMER PRODUCTS

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE & MARINE

FOLLOW-UP ON IDEX, TORONTO, NOVEMBER 1987 BY INTERVIEWING  
THOSE 20 DESIGNERS WHO WILL BE ATTENDING FOR THE FIRST  
TIME.

GREATER AWARENESS OF CANADIAN PRODUCTS AND  
CAPABILITIES WHICH WILL LEAD TO EXPANDED EXP-  
ORT SALES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECRUIT U.S. BUYERS AND ATTEND THE MONTREAL  
FURNITURE MARKET, JUNE 18TH - 22ND.

RECRUITED 22 BUYERS (OBJECTIVE WAS 20) TO  
PARTICIPATE IN SHOW. BUYERS WERE IMPRESSED WITH  
QUALITY OF FURNITURE AND POTENTIAL BUSINESS IN  
THE RANGE OF \$6 MILLION SHOULD BE WRITTEN IN THE  
NEXT 12 MONTHS.

QUARTER: 1 PARTICIPATE IN FIRST PRIVATE LABEL TRADE SHOW IN  
NEW YORK AT JACOB JAVITS CONVENTION CENTER,  
JUNE 1ST - 4TH.

CDN APPAREL CENTER OF CNGNY HAD 400 SQ. FT.  
BOOTH/SHOWROOM/INFO CENTER WITH OVER 200 SAMPLES  
REPRESENTING PRIVATE LABEL CAPABILITIES OF OVER  
70 CDN COS ACROSS CDA. SHOW ATTRACTED HIGH LEVEL  
BUYING CONTACTS FROM ACROSS THE U.S.A.

QUARTER: 2 Promotion of Montreal "PRET". Post organized  
mailings, a reception and video presentation to  
heighten interest and recruit U.S. buyers

Show producers were very pleased with promotion-  
al activities which attracted 85 attendees  
(incl. media) from tri-state area

QUARTER: 3 -----

QUARTER: 4 -----

REPORT #5  
89/02/08

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

608 - NEW YORK, CONSULATE GENERAL

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV

PRODUCTS & COMPONENTS

FOCUS WILL SHIFT FROM LARGE SEMINARS TO SMALL TARGETTED SEMINARS BUILT AROUND LUNCH BREAKFAST OR SUPPER. WE WILL USE D&B LIST TO SELECT TARGET COMPANIES AND SET UP SECTORAL MEETING WITH 20-30 PEOPLE.

WE EXPECT TO IDENTIFY 10 IMMEDIATE PROSPECTS FOR NEW BUSINESS & 10-15 MEDIUM TERM PROSPECTS.

EDUCATION, MEDICAL, HEALTH PROD

PHARMACEUTICALS, BIOTECHNOLOGY

FOCUS WILL SHIFT TO IDENTIFYING TRADE ASSOCIATION OR BUSINESS ASSOCIATION IN THIS SECTOR IN SPECIFIC GEOGRAPHIC AREAS TO DEVELOP TARGET LISTS AND THEN PLAN TO HOLD SMALL SEMINARS BUILT AROUND LUNCH OR SUPPER.

WE EXPECT TO IDENTIFY 5 IMMEDIATE PROSPECTS FOR NEW BUSINESS & 10-12 MEDIUM TERM PROSPECTS.

TRANSPORT SYS, EQUIP, COMP, SERV.

AEROSPACE

LONG ISLAND & CONNECTICUT HAVE LARGE AEROSPACE BASE - WE WILL BUILD ON EXISTING EFFORTS & HOLD A SERIES OF LUNCHEON BREAKFAST/SUPPER SEMINARS IN 88-89 FOR THIS SECTION.

WE EXPECT TO IDENTIFY 10 IMMEDIATE PROSPECTS FOR NEW BUSINESS & 10-12 MEDIUM TERM PROSPECTS.

COMM. & INFORM. EQP. & SERV

REMOTE SENSING

IMPLEMENTATION OF D&B LISTS TO SELECT TARGET COMPANIES BY MAIL PHONE AND PERSONAL VISITS AND MEETINGS - LUNCHEON.

WE EXPECT TO IDENTIFY 3 IMMEDIATE PROSPECTS FOR NEW BUSINESS & 5-8 MEDIUM TERM PROSPECTS.

PETROCHEM & CHEM PROD, EQP, SERV

ALL SUB-SECTORS

PROGRAM TO IDENTIFY SUPPLIERS TO MAJOR PETROCHEMICAL & CHEMICAL CORPORATIONS WHO ARE CURRENTLY IN CANADA TO BE DEVELOPED.

TO IDENTIFY 2 IMMEDIATE PROSPECTS AND 3 MEDIUM TERM PROSPECTS.

TRANSPORT SYS, EQUIP, COMP, SERV.

AUTOMOTIVE

SMALL TARGET SEMINARS BUILT AROUND LUNCH OR SUPPER WILL BE SET UP TO DISCUSS AUTOMOTIVE ORIENTED OPPORTUNITIES IN CANADA - WILL TARGET SUPPLIERS TO CANADIAN AUTOMAKERS.

TO IDENTIFY 5 IMMEDIATE PROSPECTS AND 10 MEDIUM TERM PROSPECTS.

NON SECTORALLY ORIENTED ACTIVITIES

CORPORATE LIAISON - PRIVATE LUNCHEONS FOR SELECTION CEOS CFOs COOS WITH PM CALLS ON SENIOR EXECUTIVES IN 15 MAJOR CORPORATIONS; USE OF DIRECT MAIL AS PER MARKETING PLAN SUBMITTED FY 87-88. SERIES OF LUNCHEONS/SUPPERS WITH CEOS USING SEMINAR FORMAT.

DEVELOP & ENHANCE POSITIVE VIEWS TOWARD CDA BY SENIOR EXECUTIVES & DEVELOP & CLOSE 10 PROSPECTS.

INSTITUTIONAL INVESTORS: PLAN ONE MAJOR EVENT FOR INSTITUTIONAL INVESTORS IN NY. ONE IN HARTFORD & 1 MISSION TO OTT. IN FALL 88. SPECIAL EMPHASIS ON LARGE NUMBER OF JAPANESE FINANCIAL INSTITUTIONS.

THESE EVENTS WILL EXPAND CONTACTS WITH INSTITUTIONAL INVESTORS & INCREASE THEIR INTEREST IN CDA. ALSO IMPROVED FOLLOWUP WILL HELP IDENTIFY SPECIFIC INTEREST.

VENTURE CAPITAL DATA BASE TO BE BUILT AND MATCHED WITH INVESTMENT OPPORTUNITIES IN CANADA.

IDENTIFY AT LEAST 10 VENTURE CAPITAL CORPORATIONS WHO WOULD BE WILLING TO INVEST IN CANADIAN OPPORTUNITY.



REPORT #5  
89/02/08

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

608 - NEW YORK, CONSULATE GENERAL UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER RESULTS REPORTED

QUARTER : 1

DUE TO A REDUCTION IN INVESTMENT PROMOTIONAL BUDGETS WE WERE UNABLE TO PROCEED WITH PLANNED INVESTMENT PROMOTIONAL ACTIVITIES FOR THIS QUARTER.

QUARTER : 2

- Seminar - Royal LePage, New York 30 very good leads generated
- Seminar - Arthur Young, Hartford, CT 130 attendees; 45 attended our session
- Seminar - Osler, Hoskin & Harcourt, New York 60 good leads to follow up on

QUARTER : 3

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QUARTER : 4

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :610-SAN FRANCISCO

006-ELECTRONICS EQUIP. & SERV  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CANEXPO:MISSION OF 32 CDN HIGH TECH COS TO SILICON VALLEY. 13 JUNE 1988. REPLACED PLANNED COMPUTER GRAPHICS SOFTWARE PRESENTATION IN CO-OPERATION WITH 3 TOP LOCAL HARDWARE VENDORS.

FROM POST-SHOW QUESTIONNAIRE COMPANIES EXPECT TOTAL OF OVER \$4.0 MILLION IN SALES IN NEXT 6 MONTHS.

QUARTER: 1 WEST COAST COMPUTER FAIR - APRIL 7-9, 1988

7 COS ATTENDED SHOW. FUTURE RECOMMENDATION IS THAT CDN COS PARTICIPATE IN SHOWS LIKE MACWORLD, COMDEX, WESCON & SEMICON WHERE THEY CAN CONNECT WITH DISTRIBUTORS, REPS & VARS. COMPUTER FAIR PROVED TO BE RETAILING, "SWAP-MEET" TYPE SHOW.

QUARTER: 1 SEMICON WEST - MAY 23, 1988

ALTHOUGH SEVERAL CDN COMPANIES PARTICIPATED ON THEIR OWN, POST DECIDED ONLY TO MONITOR SHOW, AND DID NOT OTHERWISE PARTICIPATE AS PROPOSED.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
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 WITH BUYERS AT LARGE. US DEFENCE ELECTRO-  
NICS CONTRACTORS IE LOCKHEED, FORD, AVANTEK AND APPLIED TECHNOLO-  
GY.

WITH BETTER UNDERSTANDING OF LARGE AND  
CONFIRMING BUYER NETWORK,POST CAN BETTER AS-  
SIST CANADIAN EXPORTERS.

WORK CLOSELY WITH THESE CANADIAN FIRMS WHICH HAVE EXPRESSED AN  
INTEREST IN NORTHERN CALIFORNIA DEFENCE ELECTRONICS MARKET BY  
ATTENDING MICROWAVE/MILLIMETER AND ELECTRO-OPTICS PRESENTATIONS.

THESE COMPANIES HAVE BEEN INTRODUCED TO MAR-  
KET AND FOLLOW-UP WILL BE ESSENTIAL TO THEIR  
SUCCESS IN WINNING LOCAL BIDS. WORTH \$10 MLN.

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :610-SAN FRANCISCO

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FOLLOW-UP WITH SAN FRANCISCO APPAREL MARKET AND CANADIAN EXHIBITORS ON POSSIBILITY OF SIMILAR FOCUS PROMOTION OF FALL FASHION WEAR FOR MARCH 89 PREVIEW MARKET WEEK.

TO STRENGTHEN CDA SMALL, BUT WITH POTENTIAL TO GROW, SHARE OF MARKET & ENCOURAGE CDN DESIGNERS TO MARKET ON A CONTINUED BASIS.

MEET W/MAJOR INT'L ARCHITECTURAL DESIGN FIRMS IN TERRITORY TO UPDATE ON MARKET DIRECTIONS.

OFFER CURRENT INFORMATION TO CDN EXPORTS ON CHOICE OF PRODUCTS APPROPRIATE TO MARKET SECTOR.

VISIT INDUSTRY MARKET EXHIBITIONS AND PROMOTIONS TO IDENTIFY NEW SALES REPRESENTATIVES AND ACCESS NEW AVENUES FOR MARKETING CANADIAN CAPABILITIES.

TO IDENTIFY POSSIBLE NEW MARKET NICHES, TRADE FAIRS AND INTEREST US REPS IN CANADIAN PRODUCTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 APPAREL:SFRAN SHOW ANALYSIS OF PRESENT MKT OPP FOR CDN EXPORT RECOGNISING UNIQUE OPPORTUNITY/TIMING TO PROMOTE CDN PROD IN N.CALIF HOME FURNISHINGS:WORKED ONE-ON-ONE WITH CDN MFRS TO PLACE LINE.

SUBMITTED REPORT HIGHLIGHTING MKT POTENTIAL FOR OVERALL EXP OF SFRAN MKT & UNIQUE OPP UNDER PRESENT CONDITIONS FOR CDN APPAREL MFRS TO GAIN A Foothold. FURNITURE MFRS PRESENTLY IN NEGOTIATIONS WITH SALES REPS INTRODUCED BY POST.

QUARTER: 2 Apparel: coordinated plans & recruited for SFRan Mission Oct. 21-24/88. 2. IIDEX '88 recruit des- 2. IIDEX '88 recruit designer/specifiers invitees. Plan factory showroom tour.

8 co. recruited, itinerary finalized w/cooper of Nor Cal Rep Assoc. 2. Pres. recruiting & appears post will have more than expected 10 invitees, using earlier allocation to get cheaper fares & early lead time for better recruitment.

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :610-SAN FRANCISCO

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	VISIT MAJOR HOTEL CHAINS IN TERRITORY TO DISCUSS CANADA FOOD FAIR PRESENTATIONS & WITH CANADIAN INDUSTRY & SALES REPRESENTATIVES ON POSSIBLE NEW ADVERTISING OPPORTUNITIES DEVELOPED IN CONNECTION WITH FOOD FAIRS.	DEVELOP NEW BUSINESS LEADS & CONTACTS AND INCREASE AMERICAN AWARENESS/UNDERSTANDING OF CDN SELECTION AND QUALITY.
	SUPPORT PROVINCIAL GOVERNMENT AND INDUSTRY EFFORTS TO PENETRATE THE BEEF MARKET THROUGH BEEF DEMONSTRATION TRIALS IN TERRITORY.	GRADUALLY INCREASE MARKET PENETRATION,PARTICULARLY IN SELECTED BEEF CUTS.
	WORK WITH CDN PROCESSED FOOD INDUSTRY TO IDENTIFY NEW MARKET NICHES FOR HIGH QUALITY,INNOVATE AND COMPETITIVELY PACKAGED/PRICED FOOD PRODUCTS AND SUPPORT FOOD PACIFIC'88 VISITS PROGRAMME.	INCREASE FOOD SALES BY MINIMUM OF 10% AND DEVELOP POTENTIAL NEW BUSINESS OPPORTUNITIES.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 -----	
	QUARTER: 2 Western Restaurant Conv & Expo (8 booths) -Govt. sponsored 6 food, 2 equip mfrs. Post recruited, coordinated and assisted mfrs to meet approp. local trade contacts.	Canadian participants made invaluable contacts, expected to culminate in sales representation and/or major sales.
	QUARTER: 3 -----	
	QUARTER: 4 -----	



REPORT #5  
89/02/08

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

610 - SAN FRANCISCO

UNITED STATES OF AMERICA

PLANNING:  
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ACTIVITIES PROPOSED IN POST PLAN  
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ANTICIPATED RESULTS  
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COMM. & INFORM. EQP.& SERV

COMPUTERS, SOFTWARE & SYSTEMS

CONTINUE CORPORATE LIAISON PROG. & VISIT WITH MAJOR MANUFACTURERS OF COMPUTER & COMPUTER PERIPHERAL PRODS. CONTINUE COOPERATION WITH DRIE/OTT AND OUTLINE TO REGION FIRMS THE ADVANTAGES OF BECOMING RESIDENT CDN COMPANIES.

POST TO VISIT 25 OF 150 FIRMS INVOLVED IN SECTOR TO WORK CLOSELY/W 10 ONRAT'L ISSUES.COMPUTER GRAPHICS SOFTWARE PRESENT'N PLANNED WITH 3 TOP LOCAL HRDWRE VENDORS.

COMM. & INFORM. EQP.& SERV

TELECOMMUNICATIONS (INC SPACE)

POST INTENDS TO DEVELOPS LARGER LIST OF CONTACTS IN SATELLITE COMMUNICATIONS AREA AND TO FOLLOW UP ON LEADS GENERATED BY DECEMBER 1986 MICROWAVE/MILLIMETER PRESENTATION.

TO EXPAND KNOWLEDGE BASE OF STRATEGIC ALLIANCE OPPORTUNITIES & AREAS TO EXPLORE CDN STRENGTHS IN SYSTEMS DEVELOPMENTS.

DEFENCE PROGRAMS,PRODUCTS,SERV

ELECTRICAL & ELECTRONIC

TO TARGET KEY INDIVIDUALS IN MAJOR DEFENSE CONTRACTING FIRMS & EXPOSE THEM TO JOINT OPPORTUNITIES WITH CDN FIRMS WHICH HAVE REQUIRED CAPABILITIES.ADDITION OF NEW COMMERCIAL OFFICER WITH STRONG DEFENCE BACKGROUND WILL ASSIST IN PROCESS.

A LARGER NUMBER OF INVESTMENTS OR LICENSING AGREEMENTS IN AND WITH CANADIAN DEFENCE ELECTRONICS COMPANIES.

EDUCATION,MEDICAL,HEALTH PROD

PHARMACEUTICALS, BIOTECHNOLOGY

TO FOLLOW UP ON CONTACTS MADE AT 87 SANTA CLARA BIOTECHNOLOGY PRESENTATION.OVER 40 LOCAL FIRMS ATTENDED INVESTMENT PRESENTATION ORGANIZED BY POST AND POST WILL ENSURE THAT EACH FIRM RECEIVES INFORMATION ON OPPORTUNITIES IN CANADIAN SECTOR.

JOINT VENTURE AND LICENSING AGREEMENTS WILL BE MADE WITH LOCAL BIOTECHNOLOGY COMPANIES AND CDN FIRMS IN ATTENDANCE AT BIOTECH 87.

COMM. & INFORM. EQP.& SERV

WORKPLACE AUTOMATION

MADE CONTACT WITH 20 LOCAL FIRMS INVOLVED IN WORKPLACE AUTOMATION. CIRCULATE PROMOTIONAL INFORMATION GENERATED BY ELECTRONICS AD CAMPAIGN ON OPPORTUNITIES IN CANADA.

INCREASE AWARENESS LOCALLY OF SIZE OF CDN MARKET AND ADVANTAGES TO HAVING A SIZEABLE CDN PRESENCE IN OUR MKT. MORE THAN JUST A SALES AND DISTRIBUTION NETWORK.

ELECTRONICS EQUIP. & SERV

INSTRUMENTATION

DISCUSS WITH MAJOR LOCAL COMPANIES THE ADVANTAGES OF WORKING WITH CANADIAN UNIVERSITIES IN DEVELOPING NEW PRODUCTS AND R AND D INITIATIVES IN CANADIAN RESOURCE MARKETPLACE.

INCREASED CANADIAN R & D EXPENDITURES BY MAJOR LOCAL INSTRUMENTATION FIRMS AND DEVELOPMENT OF CERTAIN PRODUCTS WITH GLOBAL MANDATES.

NON SECTORALLY ORIENTED ACTIVITIES

TO CARRY OUT PR STRATEGY FOR SELECTED SECTORS & IMPLEMENTED BY INVESTMENT CANADA. PURPOSE IS TO INCREASE LOCAL AWARENESS OF CANADIAN CAPABILITIES IN SUCH SECTORS.

GREATER MEDIA EXPOSURE AND LOCAL AWARENESS OF EXPERTISE,VIBRANCE AND GROWTH-ORIENTED NATURE OF CANADIAN ELECTRONICS MARKETPLACE

REPORT #5  
89/02/08

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

610 - SAN FRANCISCO

UNITED STATES OF AMERICA

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER	RESULTS REPORTED
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QUARTER : 1

CANEXPO WAS A PRIORITY EVENT TO EVALUATE PROFILE OF CDN TECHNOLOGY. 32 CDN HI-TECH FIRMS WERE INVOLVED IN SOLO MISSION IN SANTA CLARA, 13 JUNE 88

POST DISTRIBUTED OVER 250 PACKAGES OF INVESTMENT INFORMATION AT EVENT. INCLUDED INVESTMENT INFORMATION IN MAILING OF OVER 2000.

QUARTER : 2

QUARTER : 3

QUARTER : 4

REPORT 4A  
89/02/09

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88

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

POST :610-SAN FRANCISCO

- Involved in planning the International Marine Expo to be held during Golden Gate Open.
- Planning for incoming mission of local mfrs reps organization members to meet with Ontario mfrs.
- Made efforts to convince The Sharper Image that Toronto and other Cdn cities would be approp. sites for Int'l investment
- Created "RESEARCH" newsletter for smaller sporting goods mfrs.
- Spoke at follow-up July 25/88 mtg. with Indep Marketing Professionals of California re repping Cdn products.
- Follow-up report on Colorado Coal versus Natural Gas "brown cloud" issue.
- Interview with San Francisco Business Times re B.C. govt. and Softwood Lumber Issue.
- Coordinated visit, prepared briefing for Sen. Rosenthal for his September visit to Calgary re Cdn Gas and Col Market

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
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:
	NEBS MISSION IN BOTH RETAIL AND O.E.M. PRODUCTS FOR THE AUTOMOTIVE AREA.	BETTER UNDERSTANDING OF MARKETS AND CONTACTS TO INCREASE SALE OPPORTUNITY.,
	POSSIBLE SOLO TRADE SHOW IN HEAVY DUTY TRUCK MARKET. LATE/88.	\$100,000 IN SALES.

MARINE INDUSTRIES

ONE DAY BUS TRIP TO VANCOUVER BOAT SHOW, 40 BUYERS FEB 4/88.	35-40 AREA COMPANIES EXPOSED TO CDN SUPPLY CAPABILITIES.
ONE DAY BUS, BUYERS VISIT TO VANCOUVER, B.C. BOAT SHOW. INTRODUCTION OF CANADIAN RECREATIONAL BOAT INDUSTRY TO TERRITORY..	35-40 AREA COMPANIES EXPOSED TO CDN SUPPLY CAPABILITIES.
INTRODUCTION OF CANADIAN SEAFOOD SUPPLIERS TO TERRITORY.	10-20 CDN COMPANIES EXPOSED TO WORK BOAT/ FISHING BOAT INDUSTRY.

AEROSPACE

ONGOING PROMOTION OF BOEING OPPORTUNITIES FOR CANADIAN COMPANIES.	MAINTAIN CURRENT NUMBER OF BOEING APPROVED SUPPLIERS AS BOEING DECREASES ITS SUPPLIER BASE. AT SAME TIME ADD SEVERAL NON APPROVED CDN COS.TO BOEING'S SUPPLIER LIST.
AD HOC GROUP VISITS TO BOEING.	EXPAND INVOLVEMENT OF CDN COMPANIES INTO A FULLER RANGE OF BOEING'S ACTIVITIES.
SELECTED MISSIONS IN CO-OPERATION WITH BRITISH COLUMBIA.	EXPAND NETWORK OF B.C. COMPANIES SUPPLYING BOEING.

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TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	QUEBEC BOEING MISSION, JUNE	6 QUEBEC AEROSPACE SUPPLIERS MET BOEING COMMERCIAL AIRPLANE'S SENIOR PROCUREMENT MANAGERS. 2 COMPANIES RECEIVED RFQ'S AND 1 COMPANY WILL BE INSPECTED FOR BOEING QUALIFICATION.
QUARTER: 2	British Columbia Aerospace Mission to Boeing Commercial Airplane.	8 B.C. Companies met with key procurement staff at Boeing Commercial Airplane.
QUARTER: 3	-----	
QUARTER: 4	-----	

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :611-SEATTLE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOOD PROCESSING

5 NEW COMPANIES INTRODUCED TO MARKET, EXPAND  
LOCAL AWARENESS OF CDN SOURCES & \$75,000  
SALES WITHIN ONE YEAR.

PACIFIC MARINE EXPO

10 EXHIBITORS. \$50,000 SALES IN FIRST YEAR.  
AS A RESULT OF PROMOTING SEAFOOD.

SPECIALTY FOOD NEBS (SEPT 1988)

20 NEW COMPANIES. \$10,000 SALES WITHIN ONE  
YEAR AS A RESULT OF INTRODUCING NEW EXPORTERS  
TO TERRITORY.

FOOD PACIFIC 88 (EXHIBITOR AND ATTENDEE RECRUITMENT).

STRONG ATTENDANCE AND EXHIBITOR PARTICIPATION  
IN LOCAL SHOWS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Specialty Foods N.E.B.S. - September 88.  
Food Pacific 88.

Plans were delayed due to inability of regional  
office in Vancouver to assist at this time.  
Assisted Food Pacific organiza'n in recruiting  
exh./buyers. 23 exhib. fm the Pacific N.W. Break-  
down of attendees not available until November.

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :611-SEATTLE

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INCOMING BUYERS TO VANCOUVER FURNITURE SHOW - MAY 88

INTRODUCE 12 RETAILERS.

TWO NEBS MISSIONS

INTRODUCE 40 COMPANIES TO THE MARKET.

INTRODUCE CANADIAN FASHION EXPORTERS TO TERRITORY.

INTRODUCE 3 NEW BUYERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECRUITMENT - VANCOUVER FURNITURE SHOW - MAY 88

4 BUYERS RECRUITED - FOLLOWING UP ON SALES RESULTS.

QUARTER: 2 Participation of new Canadian companies in August Seattle Gift Show.  
N.E.B.S. group from Vancouver, B.C. - July 12, 1988.

10 New participants on-site orders=\$24,800 US estimated 6 mo. sales=\$201,200;6 agents/distributors appointed; 82 new accounts opened. 15 new companies introduced to market place.

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :611-SEATTLE

015-CONSTRUCTION INDUSTRY  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INTRODUCTION OF CANADIAN BUILDING SUPPLY EXPERTISE TO TERRITORY.

SIX COMPANIES INCREASE THEIR PENETRATION INTO THE NW MARKET.

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

SIX COMPANIES TO ENHANCE OR ESTABLISH THEIR MARKET POSITION.

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :611-SEATTLE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

PROMOTION OF DEFENCE/AEROSPACE OPPORTUNITIES.

1.MAINTAIN CURRENT NUMBER OF BOEING APPROVED  
CDN SUPPLIERS AS BOEING DECREASES ITS SUPPL-  
IER BASE. AT SAME TIME ADD SEVERAL NON-APPRO-  
VED CDN COS. TO BOEING SUPPLIERS LISTS.

ELECTRONICS COMPANIES WEBS TO NORTHCON 88, SEATTLE.

1.INCREASE PARTICIPANTS' AWARENESS OF MKT PO-  
TENTIAL.2.INTRODUCE PARTICIPANT TO COMPETIT-  
ION & PRICING.3.ENCOURAGE PARTICIPANTS TO  
ESTABLISH A DISTRIBUTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT #5  
89/02/08

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

611 - SEATTLE

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV

ALL SUB-SECTORS

CONTINUATION OF CORPORATE LIAISON ACTIVITIES WHICH FOCUS ON THIS  
SECTOR.

10 COMPANIES TO LEARN MORE ABOUT OPPORTU-  
NITIES IN CANADA. 3 TO REPRESENT GOOD IN-  
VESTMENT PROSPECTS.

DEFENCE PROGRAMS, PRODUCTS, SERV

AEROSPACE & MARINE

FOLLOW UP ON TECHNOLOGY TRANSFER SEMINAR FOR MARINE PRODUCTS.

TWO PROSPECTS TO BE IDENTIFIED.

NON SECTORALLY ORIENTED ACTIVITIES

CORPORATE LIAISON CALLS ON TEN COMPANIES.

TEN REPORTS. POSSIBLE EXPANSION OR ESTA-  
BLISHMENT OF OPERATIONS IN CANADA.

INTRODUCTION OF INVESTMENT DIMENSION IN PROGRAMS IN TERRITORY ORGANI-  
ZED BY OTHER ORGANIZATIONS.

DEPENDS ON FACTORS BEYOND OUR CONTROL.  
THESE EVENTS COME UP AT SHORT NOTICE AND  
NONE ARE CURRENTLY PLANNED.

REPORT #5  
89/02/08

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

611 - SEATTLE

UNITED STATES OF AMERICA

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

CORPORATE LIAISON CALL ON TEKTRONIK.

TEKTRONIX IS THE LARGEST ELECTRONICS MANUFACTURING COMPANY IN THE PACIFIC NORTHWEST. CURRENTLY ENCOURAGING COMPANY TO OPEN FACILITY IN CANADA.

QUARTER : 2

QUARTER : 3

QUARTER : 4

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

POST :611-SEATTLE

Free Trade seminars, September 14-16, 1988.

Air Industry Association of Canada/Hitec, September 26 -  
October 2, 1988.

REPORT 4  
89/02/06

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

POST :612-WASHINGTON

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

PLANNING:                   ACTIVITIES PROPOSED IN POST PLAN:                   ANTICIPATED RESULTS:

AEROSPACE & MARINE

<p>WORKING WITH NAVY &amp; ASD WKG. GRP. &amp; ADATS SUBCOMMITTEE TO IDENTIFY JOINT DEVELOPMENT OPPORTUNITIES.</p>	<p>INCREASED R&amp;D PROJECTS LEADING TO EXPORT SALES, \$70 MILLION.</p>
<p>ENCOURAGE CAPABLE CDN FIRMS TO COMPETE IN THIS MARKET THROUGH INDIVIDUAL COUNSELLING, GROUP SEMINARS, HI-TECH CONFERENCE, ETC.</p>	<p>INCREASED EXPORT SALES, \$25 MILLION</p>
<p>MONITOR DEVELOPMENTS IN CONGRESS AND DOD AFFECTING CDN ACCESS TO US DEFENCE MARKET AND ATTEMPT TO ENSURE THAT CDN INTERESTS ARE ADEQUATELY CATERED</p>	<p>CONTINUED ACCESS TO US DEFENCE MARKET.</p>
<p>SERIES OF INDUSTRY PRESENTATIONS AT EMBASSY. (ONE OR MORE COMPANIES PER BRIEFING).</p>	<p>R&amp;D CONTRACTS AND INCREASED SALES, VALUE \$14 MILLION.</p>
<p>COMPREHENSIVE INVESTIGATION OF SPACE-RELATED R&amp;D AND PROCUREMENT OPPORTUNITIES WITH NASA, DARPA &amp; US AIR FORCE.</p>	<p>INCREASED R&amp;D CONTRACTS AND SALES, VALUE \$70 MILLION.</p>

ARMAMENTS & VEHICLES

<p>ESTABLISHMENT OF NEW DDSA WORKING GROUPS WITH MICOM, ARDEC, CRDC &amp; BELVOIR RD CENTER.</p>	<p>INCREASED DDSA PROJECTS LEADING TO INCREASED SALES, VALUE \$70 MILLION.</p>
<p>CONTINUE TO WORK WITH MAJOR CANADIAN SUPPLIERS TO IDENTIFY AND SECURE MARKET ACCESS (EG. DIEMACO, BRISTOL, CANADAIR, CDC, GM, BOMBARDIER).</p>	<p>INCREASED SALES, \$300 MILLION.</p>
<p>FOLLOW UP TO PRECISION GUIDED MISSILE STUDY.</p>	<p>INCREASED SALES OF MISSILE COMPONENTS, \$250 MILLION.</p>
<p>SERIES OF INDIVIDUAL COMPANY PRESENTATIONS AT EMBASSY TO DOD OFFICIALS.</p>	<p>INCREASED SALES, \$65 MILLION.</p>

ELECTRICAL & ELECTRONIC

<p>COMPLETION OF SEVERAL MAJOR ONGOING DDSA PROJECTS IN THIS AREA AND SIGNING UP OF ADDITIONAL NEW PROJECTS.</p>	<p>SIGNIFICANT EXPORT SALES, \$45 MILLION.</p>
<p>ESTABLISHMENT OF NEW DDSA WORKING GROUP WITH NATICK.</p>	<p>INCREASE IN DDSA PROJECTS LEADING TO INCREASED SALES. \$12 MILLION.</p>
<p>INDIVIDUAL COMPANY REPRESENTATIONS TO DOD OFFICIALS AT EMBASSY.</p>	<p>- TO INTRODUCE CANADIAN COMPANIES TO KEY CONTACTS IN DOD. - INCREASED SLAES \$16 MILLION.</p>

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

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

INCREASED SALES, \$60 MILLION.

INVESTIGATION OF MARKET OPPORTUNITIES WITHIN DOD FOR CANADIAN  
INFORMATICS COMPANIES.

INCREASED SALES, \$12 MILLION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MONITOR,REPORT AND LOBBY AGAINST PROTECTIONIST  
LEGISLATION THREATENING DEFENCE TRADE.

EXT.ACT.COV'D BUY AMER.PROV.IN THE DEF.AUTH. AND  
APPROPRIATIONS BILLS,DIXON & OAKAR BILLS. AMB.  
WROTE TO KEY SEN,CONGRESSMEN,& SENIOR DOD OFF.ON  
SPECIFIC ISSUES INCLUDING VALVES,ANCHOR CHAIN  
ETC.&OTHER EMB.OFFICERS BRIEFED & CANVASSED SUPP

QUARTER: 1 LOBBY SENIOR U.S. OFFICIALS TO ASSIST IN THE  
MARKETING OF CANADIAN DEFENCE PRODUCTS IN THE  
USA.

INTERVENED ON BEHALF OF SPAR(IRSTD FUNDING),  
OERLIKON(FAADS FUNDING),LISTER BOLT & CHAIN  
(ANCHOR CHAIN),BY DRAFTING LETTERS FROM AMBAS-  
SADOR TO CONGRESSMEN & OFFICIALS & THROUGH DISC-  
USSIONS WITH CONGRESSIONAL STAFFERS & DOD OFF.

QUARTER: 2 Monitor, report and lobby against protectionist  
legislation threatening defence trade

Continued to monitor & report on legislative dev  
& to work w/consultant & MOU Attaches Group to  
ensure that Cdn interests were being looked  
after. Wrote briefing points for Amb mtg w/Sen.  
Munn & on the ADATS program

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :612-WASHINGTON

005-COMM. & INFORM. EQP.& SERV

UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

ENCOURAGING CAPABLE CDN FIRMS TO COMPETE IN THIS MARKET, THROUGH INDIVIDUAL ADVICE AND ASSISTANCE, AND THROUGH GROUP SEMINARS.

10 NEW FIRMS COMMITTED TO MARKETING IN THIS AREA.

ASSISTING ESTABLISHED FIRMS TO MAKE SALES TO FEDERAL GOVT. AGENCIES, THROUGH COMPANY PRESENTATIONS AT THE EMBASSY TO SELECTED SENIOR OFFICIALS.

5 FIRMS TO MAKE TOTAL \$250,000 IN SALES

MONITOR DEVELOPMENTS IN FEDERAL GOVT. COMPUTER PROCUREMENT POLICY AND PROJECTS, ADVISE CDN INDUSTRY OF SIGNIFICANT CHANGES, AND ENSURE U.S. OFFICIALS AWARE OF CDN INTERESTS.

CDN GOVT. AND INDUSTRY AWARE OF MARKET ENVIRONMENT AND ARE NOT ADVERSELY AFFECTED BY PROTECTIONIST MEASURES

INFORM USA FEDERAL GOVT. OF EFFECT OF FREE TRADE AGREEMENT SECTION ON PROCUREMENT AS IT RELATES TO THIS SECTOR.

CDN COMPUTER FIRMS WILL BE ENCOURAGED TO BID ON CONTRACTS IN NEWLY OPENED RANGE OF \$25,000 TO 171,000 EXEMPT FROM BUY-AMERICA

PRODUCE BROCHURE ADVISING CDN FIRMS OF OPPORTUNITIES RESULTING FROM FTA IN AREA OF GOVT. PROCUREMENT.

200 CDN FIRMS PROVIDED WITH SPECIFIC ADVICE ON HOW TO MAKE USE OF NEW OPPORTUNITY.

PROVIDE TOUR OF NEW CHANCERY WITH SPECIFIC FOCUS ON CANADIAN CAPABILITIES SHOWN BY COSICS TO SELECTED SENIOR US FEDERAL OFFICIALS.

REPUTATION OF CANADIAN INDUSTRY CAPABILITY IN THIS SECTOR WILL BE ENHANCED AMONGST DECISION MAKERS.

ALL SUB-SECTORS

POST TO UPDATE AND FURTHER DEVELOP ITS COMPUTERIZED MANAGEMENT SYSTEM

A MORE EFFICIENT DISTRIBUTOR/AGENT/RETAIL IDENTIFICATION SYSTEM FOR THE SOURCING OF CANADIAN CORPORATE ENQUIRIES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 POST CONTACTS MANAGEMENT SYSTEM: COMPUTERIZE DATABASE OF REGIONAL REPS/AGENTS/DISTRIBUTORS. PROVIDING ASSISTANCE, AS REQUIRED TO CDN BUSINESSES ON MATTERS OF US CUSTOMS REGS, FCC, ETC.

DIFFICULT & TIME CONSUMING QUALIFICATION OF TERRITORY REPS UNDERTAKEN TO SERVICE SPECIFIC CDN COS ENQUIRIES. PROVIDED SIGNIFICANT ASSISTANCE TO ATI TECHN IN SECURING RELEASE OF COMPUTER BOARDS FROM U.S. CUST.; IDENT. & RESEARCHED POSSIB-

QUARTER: 2 Continuing to advise Cdn firms on procedures & opportunities in mkt to U.S. federal government

Assisted in planning of sem. sponsored jointly by EXTOTT & Ont. govt. promoting oppor. in U.S. fed. govt. procurement. Gave pres. on Emb assis. to Cdn exporters in this mkt to over 200 firms who attended seminar

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ESTABLISH A DATABASE OF PRODUCT-SPECIFIC DISTRIBUTORS IN FOOD SECTOR.

PROVIDE RELIABLE PRODUCT MATCHING INFORMATION FOR CANADIAN PRODUCERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 EXPAND & UPDATE LISTS OF DEALERS, IMPORTERS, DISTRIBUTORS, MANUFACTURERS REPS IN MEAT PRODUCTS, PROCESSED FOODS & AGRICULTURAL MACHINERY SUBSECTORS. CONTINUING ASSISTANCE, ESPECIALLY TO NEW EXPORTERS IN OVERCOMING NON-TARIFF BARRIERS.

PURCHASED COMPUTERIZED FOOD TRADE LISTS FOR POST TERRITORY & ESTABLISHED NEW CONTACTS AT PENN FOOD MERCHANTS SHOW IN PITTSBURGH. ASSISTED 14 COMPANIES WITH ADVICE FROM U.S. FDA ON FOOD LABELLING.

QUARTER: 2 Ongoing export promotion, utilizing recently expanded network of Post industry contacts in key subsectors

Counselled 18 food producers on regional mkt oppor., promoted Food Pacific 88 by direct mail to 300 regional buyers; on-site presence at important agricultural machinery show in PA

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :612-WASHINGTON

006-ELECTRONICS EQUIP. & SERV  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INSTRUMENTATION

ENCOURAGING CAPABLE CDN FIRMS TO COMPETE IN THIS MARKET, THROUGH INDIVIDUAL ADVICE AND ASSISTANCE, AND THROUGH GROUP SEMINARS.

3 NEW FIRMS COMMITTED TO MARKETING IN THIS AREA.

ASSISTING ESTABLISHED FIRMS TO MAKE SALES TO FED. GOVT. AGENCIES, THROUGH COMPANY PRESENTATIONS AT THE EMBASSY TO SELECTED SENIOR OFFICIALS.

3 FIRMS TO MAKE TOTAL \$200,000 IN SALES.

MONITOR DEVELOPMENTS IN FED.GOV'T.COMMUNICATIONS PROCUREMENT POLICY AND PROJECTS, ADVISE CDN. INDUSTRY OF SIGNIFICANT CHANGES, AND ENSURE U.S. OFFICIALS AWARE OF CDN INTERESTS.

CDN GOVT. AND INDUSTRY AWARE OF MARKET ENVIRONMENT AND ARE NOT ADVERSELY AFFECTED BY PROTECTIONIS MEASURES.

INFORM USA FED GOVT OF EFFECT OF FREE TRADE AGREEMENT SECTION ON PROCUREMENT AS IT RELATES TO THIS SECTOR.

CDN ELECTRONICS FIRMS WILL BE ENCOURAGED TO BID ON CONTRACTS IN NEWLY OPENED RANGE OF \$25,000 TO 171,000 EXEMPT FROM BUY-AMERICA.

PRODUCE BROCHURE ADVISING CDN FIRMS OF OPPORTUNITIES RESULTING FROM FTA IN AREA OF GOVT PROCUREMENT.

30 CDN FIRMS PROVIDED WITH SPECIFIC ADVICE ON HOW TO MAKE USE OF NEW OPPORTUNITY.

PRODUCE ANALYSIS OF MKT OPPORTUNITIES CREATED BY MAJOR PROJECTS TO BE CONDUCTED BY NASA (SPACE STATION);DEPT.OF COMMERCE(REMOTE-SENSING FOR VARIOUS USES),& BY EPA,USGS,& OTHER AGENCIES AS RESULT OF CLEAN AIR/WATER BILLS.

CDN INDUSTRY PROVIDED WITH ACCURATE & IN-DEPTH INFORMATION AS TO NEW MARKETS AVAILABLE.

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTER: 5 -----

QUARTER: 6 -----



REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :612-WASHINGTON

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ESTABLISH A DATABASE OF PRODUCT-SPECIFIC APPAREL RETAILERS,BUYERS  
IN TERRITORY, IE. SHOES, LINGERIE, MENSWEAR, FURS, ACCESSORIES,  
ETC.

ASSIST CANADIAN MANUFACTURERS TO PENETRATE  
MARKET THROUGH QUALIFIED CONTACTS.

ARRANGE BUYERS LUNCHEON/RECEPTION AND SHOWROOM FOR SELECTED LINES  
, ACCESSORIES

PROMOTE AND SHOWCASE CANADIAN REGIONAL DESI-  
GNERS/MANUFACTURERS

FURNITURE & APPLIANCES

CONTACT TERRITORY FURNITURE REPS TO DETERMINE THEIR POTENTIAL  
INTEREST/CAPABILITY TO HANDLE CANADIAN LINES.

ASSIST CANADIAN MANUFACTURERS TO PENETRATE  
MARKET AND PROMOTE PRODUCTS

ESTABLISH COMPUTERIZED DATABASE OF TERRITORY FURNITURE REPRESEN-  
TATIVES QUALIFIED/ABLE TO HANDLE CANADIAN LINES.

INCREASE NUMBER OF REPRESENTATIVES IN TERRI-  
TORY ABLE TO PROMOTE AND GENERATE SALES FOR  
CANADIAN MANUFACTURERS.

ARRANGE POST-INITIATED INCOMING FACTORY TOUR FOR TERRITORY AGENTS  
/DISTRIBUTORS

INCREASE AWARENESS OF CANADIAN PRODUCT AND  
POTENTIAL FOR EXPANDED SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 EXTEND CONTACT LISTS OF SECTOR-SPECIFIC RETAI-  
LERS,REPS,ETC, IE APPAREL;ASSIST TERRITORY  
BUYERS IN IDENTIFYING CDN FURNITURE SUPPLIERS.

PURCHASED APPAREL DIRECTORIES & DEvised BUYER  
PROFILE QUESTIONNAIRE FOR PURPOSE OF ESTABLI-  
SHING DATABASE ON CDN INDUSTRY PRESENCE IN POST  
MARKETPLACE(MAILING NEXT QTER);RECRUITED 7 COS  
FOR MTL FURN.SHOW RESULTING IN 6 BUYING CONNECT-

QUARTER: 1 PROVIDING MARKET INFO TO CDN INDUSTRY;FURNISHING  
REGULATORY/CUSTOMS ASSISTANCE AS REQUIRED.

BRIEFED FURNITURE INDUSTRY PARTICIPANTS ON MITT  
NEBS MISSION RE. U.S.COUNTRY OF ORIGIN MARKING  
REGS.

QUARTER: 2 Providing mkt info to Cdn industry; furnishing  
regulatory/customs assistance as required

Notified EXTOTT of pending GDA proced. for per-  
ishable sampling & persuaded FDA to ppone implem  
of this proced. for 30 days to permit Cdn export  
concerns re NTB to be resolved; assisted 18 co.  
with advice on food labeling

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Continuing detailed assistance to industry to ensure U.S. regulatory compliance

QUARTER: 3 -----

QUARTER: 4 -----

Assisted 3 firms with medical device FDA approval procedures, and 2 firms with OTC drug issues

POST :706-WASHINGTON,

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

ENCOURAGING CAPABLE CDN FIRMS TO COMPETE IN THIS MARKET, THROUGH INDIVIDUAL ADVICE AND ASSISTANCE, AND THROUGH GROUP SEMINARS.

FIVE NEW FIRMS COMMITTED TO MARKETING IN THIS AREAS.

ASSISTING ESTABLISHED FIRMS TO MAKE SALES TO FEDERAL GOVERNMENT AGENCIES, THROUGH COMPANY PRESENTATIONS AT THE EMBASSY TO SELECTED SENIOR OFFICIALS.

TWO FIRMS TO MAKE TOTAL \$200,000 IN SALES.

MONITOR DEVELOPMENTS IN FEDERAL GOVERNMENT COMMUNICATIONS PROCUREMENT POLICY & PROJECTS, ADVISE CDN INDUSTRY OF SIGNIFICANT CHANGES, AND ENSURE U.S. OFFICIALS AWARE OF CDN INTERESTS.

CDN GOVERNMENT & INDUSTRY AWARE OF MARKET ENVIRONMENT & ARE NOT ADVERSELY AFFECTED BY PROTECTIONIST MEASURES.

INFORM USA FEDERAL GOVERNMENT OF EFFECT OF FREE TRADE AGREEMENT ON PROCUREMENT AS IT RELATES TO THIS SECTOR.

CDN COMMUNICATIONS FIRMS WILL BE ENCOURAGED TO BID ON CONTRACTS IN NEWLY OPENED RANGE OF \$25,000 TO \$171,000 EXEMPT FROM BUY-AMERICA.

PRODUCE BROCHURE ADVISING CDN FIRMS OF OPPORTUNITIES RESULTING FROM FTA IN AREA OF GOVT. PROCUREMENT.

50 CDN FIRMS PROVIDED WITH SPECIFIC ADVICE ON HOW TO MAKE USE OF NEW OPPORTUNITY.

PRODUCE ANALYSIS OF MARKET OPPORTUNITIES CREATED BY MAJOR PROJECTS TO BE CONDUCTED BY NASA (SPACE STATION) & DEPT. OF COMMERCE (SATELLITE-BASED WEATHER PROGRAM & REMOTE-SENSING FOR VARIOUS USES).

CDN INDUSTRY PROVIDED WITH ACCURATE & IN-DEPTH INFORMATION AS TO NEW MARKETS AVAILABLE.

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :706-WASHINGTON,

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

UPDATE OF AFRICAN RAILWAY OPPORTUNITIES.

RAISE AWARENESS OF IFI OPPORTUNITIES.

DETAILED STUDY OF CHINA RAIL OPPORTUNITIES.

DETERMINE WHY CANADA HAS NOT SUCCEEDED IN THIS MARKET AS IT COULD/SHOULD.

PRESENTATION IN CANADA OF IFI OPPORTUNITIES TO CANADIAN RAIL SECTOR.

RAISE AWARENESS OF IFI OPPORTUNITIES.

-----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT #5  
89/02/08

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

612 - WASHINGTON

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV

INSTRUMENTATION

COVER A NUMBER OF ELECTRONICS/INSTRUMENTATION TRADE SHOWS TO IDENTIFY MAJOR SUPPLIERS AND DEVELOP EXPANSION PLAN/MARKET INTEREST PROFILES

IDENTIFY GOOD PROSPECTS & FOLLOW-UP WITH INVESTMENT INFORMATION. ADVISE HEADQUARTERS AND ESTABLISH LIAISON LINES AS APPROPRIATE

INDUSTRIAL MACHIN, PLANTS, SERV.

MANUFACT & MATERIAL PLANT, EQP.

THROUGH CORPORATE LIAISON CALLS ON TERRITORY FIRMS HAVING KNOWN EXPORT BUSINESS IN CDA., POST WILL ENCOURAGE THE ESTABLISHMENT OR EXPANSION OF SUBSIDIARY OPERATIONS AND/OR THE ADDITION OF CANADIAN CONTENT TO MARKETING EFFORTS IN CANADA.

ESTABLISH A DIALOGUE WITH A NUMBER OF TERRITORY CORPORATIONS WITH EXPANSION POTENTIAL

NON SECTORALLY ORIENTED ACTIVITIES

CONTINUE PROGRAM OF EDUCATION & INFORMATION DIRECTED AT INVESTMENT "INFLUENCERS" SUCH AS INT'L BANKERS, PORTFOLIO MANAGERS, INVESTMENT BROKERS AND ANALYSTS, INTERNATIONAL LAWYERS, ETC.

INFLUENCE INVESTORS THROUGH THEIR PRINCIPAL ADVISERS

REPORT #5  
89/02/08

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

612 - WASHINGTON

UNITED STATES OF AMERICA

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

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QUARTER : 1

CORPORATE LIAISON VISITS AIMED AT ENCOURAGING  
NES INVESTMENT IN CANADA.  
SERVICING OF INVESTMENT ENQUIRIES FROM TERRITORY

FIVE COMPLETED.  
21 SERIOUS AND 25 GENERAL INVESTMENT ENQUIRIES  
WERE DEALT WITH;RESULTS PENDING.

QUARTER : 2

Servicing of investment enquiries from territory

20 serious and 35 general investment enquiries  
were dealt with; results pending

QUARTER : 3

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QUARTER : 4

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REPORT 4A  
89/02/09

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88

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

POST :612-WASHINGTON

Cross Canada conferences on FTA (2 events involving 2  
officers).  
Western mini-Hi Tech conference (1 officer to Western  
Canada for several days).





CA1 EA676 T715 EXF 1988 <sup>Sept.</sup> STORAGE  
Trade and Industrial Development  
Program quarterly activity report  
43247431

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