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Canada

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*June*

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

**QUARTERLY ACTIVITY REPORT  
RAPPORT TRIMESTRIEL DES ACTIVITÉS**



**ASIA AND PACIFIC  
ASIE ET PACIFIQUE**

**APRIL - JUNE 1988  
(1st QUARTER FY 1988-89)  
AVRIL - JUIN 1988  
(1er TRIMESTRE, AF 1988-89)**

NON-REPRODUCIBLE  
PAGE





TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM

Quarterly Activity Report  
April - June 1988

Following is the Quarterly Activity Report for the quarter ending June 30, 1988. This report contains a synopsis of activities and results by sector and subsector reported by posts, matched against the proposed activities identified in their 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  
avril - juin 1988

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

Dept. of External Affairs  
Min. des Affaires extérieures  
OTTAWA

DEC 1988

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ASIA & PACIFIC  
ASIE ET PACIFIQUE

<u>Mission</u>	<u>Page</u>
Bangkok	1
Canberra	7
Dhaka	11
Hong Kong	17
Islamabad	26
Jakarta	31
Kuala Lumpur	37
Manila	45
Melbourne	50
New Delhi	58
Osaka	63
Peking	71
Seoul	80
Shanghai	88
Singapore	93
Sydney	103
Tokyo	108
Wellington	122

ἑρμηνεία	133
ἑρμῆς	106
ἑρμῆος	103
ἑρμῆον	99
ἑρμῆον	98
ἑρμῆον	98
ἑρμῆον	97
ἑρμῆον	96
ἑρμῆον	95
ἑρμῆον	94
ἑρμῆον	93
ἑρμῆον	92
ἑρμῆον	91
ἑρμῆον	90
ἑρμῆον	89
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ἑρμῆον	44
ἑρμῆον	43
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ἑρμῆον	41
ἑρμῆον	40
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ἑρμῆον	37
ἑρμῆον	36
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REPORT 4  
88/10/21

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 : 504-BANGKOK

005-COMM. & INFORM. EQP. & SERV  
THAILAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

KEY OFFICIALS FROM THIS SECTOR TO BE INVITED TO CANADA UNDER FOLLOW-UP TO EXPO'86 VISITORS PROGRAM.

ONGOING FOLLOW-UP IN AREAS OF OPPORTUNITY AS IDENTIFIED IN CONSULTANT'S REPORT ON THAI TELECOMS SECTOR.

ONGOING ASSISTANCE TO LOCAL OFFICE OF ALTA TELECOM INTERNATIONAL.

TECHNICAL SEMINARS ORGANIZED ON BEHALF OF INDIVIDUAL COMPANIES TO INTRODUCE NEW PRODUCTS.

MONITOR PROGRESS OF TOT'S 5TH PROJECT AND IMPLEMENTATION OF THE 6TH PROJECT.

IDENTIFY OPPORTUNITIES FOR SALES OF NEW TECHNOLOGIES, ESPECIALLY PACKET SWITCHING, FIBRE OPTICS, VIDEOTEX, ETC.

EXPOSURE OF KEY DECISION MAKERS TO CANADIAN TECHNOLOGY.

INTRODUCTION OF NEW CANADIAN TECHNOLOGIES TO TOT, CAT, EGAT, ETC.

WINNING OF CPR CONTRACT WITH TOT, WINNING OF CAT NETWORK MANAGEMENT CENTRE.

NEW AGENCIES AND EXPORT SALES.

CANADIAN COMPANIES TO SUBMIT COMPETITIVE BIDS TO TOT.

SALES OF CANADIAN TECHNOLOGIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 COMPILE SUMMARY OF CIDA'S INVOLVEMENT IN REMOTE SENSING IN THAILAND - PAST, PRESENT AND FUTURE. NEED EXPRESSED BY ADV. TECH. MISSION MEMBERS. REQUIRED INTERVIEW OF CIDA OFFICERS, CO-OPERANTS, NRC STAFF.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT COMPLETED & FORWARDED TO ADV. TECH. MISSION MEMBERS IN REMOTE SENSING FIELD. HAVE SINCE USED IT FOR ADDITIONAL ENQUIRIES FROM REMOTE SENSING/GIS FIRMS.



REPORT 4  
88/10/21

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 : 504-BANGKOK

007-POWER & ENERGY EQUIP. & SERV.  
THAILAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ASSIST CANADIAN COMPANIES TO LOCATE RELIABLE LOCAL REPRESENTATIVES AND TO GIVE RECOMMENDATIONS ON HOW TO PURSUE MAJOR PROJECTS.

HAVE FREQUENT CONTACTS WITH EGAT FOR POTENTIAL THERMAL & HYDRO PROJECTS.

FOLLOW UP FUTURE PROCUREMENTS ON POWER BOILER MAE MOH UNIT 10-13 AND OTHER THERMAL PLANT PROJECTS.

ANTICIPATED RESULTS:

INFORM CANADIAN COMPANIES OF OPPORTUNITIES WHICH WILL RESULT IN INCREASING MARKET SHARE.

INCREASE AWARENESS OF CANADA AS A POTENTIAL SOURCE OF SUPPLY AND SERVICES.

FURTHER SALES OF POWER BOILERS AND POWER PLANTS TO EGAT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 MEET WITH SENIOR OFFICIALS AT EGAT ON THE ORGANIZATION'S REVISED POWER DEVELOPMENT PLAN.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

OBTAINED PROJECT INFORMATION ON EGAT'S NEW POWER DEVELOPMENT PLAN AND SABA YOI LIGNITE POWER PLANT PROJECT.



REPORT 4  
88/10/21

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 : 504-BANGKOK

008-TRANSPORT SYS, EQUIP, COMP, SERV.  
THAILAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

AIRWAYS COMPRESSOR HAS BEEN DELAYED IN BRINGING TRIAL CNG BUS ENGINES TO BANGKOK. THESE ARE EXPECTED IMMEDIATELY.

IF TESTS ARE SUCCESSFUL, MARKET COULD REACH POTENTIAL OF \$85 MILLION.

ROYAL THAI AIR FORCE WAS NOT ABLE TO PURCHASE STOL SEARCH AND RESCUE AIRCRAFT IN LAST FISCAL YEAR.

SALE OF TWO DASH-8'S.

LOBBY, WITH ASSISTANCE FROM LOCAL AGENT, RTAF RE PURCHASE OF DASH 8 SEARCH AND RESCUE AIRCRAFT.

UP TO \$20 MILLION IN AIRCRAFT SALES.

MSS RAPID TRANSIT - MAINTAIN CONTACTS WITH ERTAT, BANKS, NESDB AND LOCAL PARTNERS TO CONTINUE STOKING PROJECT; REPORT ON COMPETITION.

SALE OF GOODS AND SERVICES OF UP TO CDN\$1.5 BILLION.

CAMPAIGN OF PROMOTION BOTH IN THAILAND AND AMONGST CANADIAN SUPPLIERS TO ENSURE CANADIAN BIDS PREPARED FOR PHUKET AND CHIANGMAI AIR TRAFFIC CONTROL.

UP TO \$30 MILLION IN RADAR-NAVIGATION SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 REVIEW UPDATE, DETERMINE STATUS OF STATE RAILWAY OF THAILAND'S 5 YEAR INVESTMENT PLAN. INTERVIEW SRT EMPLOYEES FROM VARIOUS DEPTS. CONCERNED.

REPORT ON STATUS OF INVEST. PLAN COMPLETED INCLUDING HIGH LIGHTING OPPORTUNITIES FOR CDN COS. REPORT DIRECTED TO COS WITH KNOWN INTEREST & CIRCULATED FROM DRIEOTT. 5 OR 6 ENQUIRIES GENERATED & OPPORTUNITIES BEING PERSUED. REPORT CONT

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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 : 504-BANGKOK

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
THAILAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW-UP TO CONTACTS MADE AT DEFENCE ASIA 87 ONLY PARTIALLY COMPLETE.

BETTER DETERMINE MARKETING OPPORTUNITIES FOR CANADIAN DEFENCE SUPPLIERS.

FULL EXPLOITATION OF VISIT TO CANADA OF DEFENCE PRODUCTS MISSION, OCTOBER 87, YET TO BE UNDERTAKEN.

SALES IN NEXT THREE YEARS OF UP TO \$15 MIL- LION WORTH OF DEFENCE PRODUCTS.

POST CONTINUES TO PROMOTE NOTION OF ASSIGNMENT OF DEFENCE ATTACHE TO CANADIAN EMBASSY, BANGKOK.

ACCESS TO, AND CREDIBILITY WITH THAI MILITARY CONTACTS WHO, TRADITIONALLY, DO NOT TALK TO CIVILIANS.

SYSTEMATIC AND STEPPED-UP MARKETING CALLS ON MILITARY CONTACTS, STARTING WITH THOSE WHO HAVE RECENTLY RETURNED FROM CANADA.

ACCESS TO PROCUREMENT PLANS AND OPPORTUNITIES TO NEW CANADIAN BIDDERS.

DEVELOPMENT OF CLOSER CONTACT WITH SMALL, TIGHTLY KNIT GROUP OF AGENTS SPECIALIZING IN MILITARY SALES.

IDENTIFICATION OF NEW LEADS AND COMPETITIVE INFORMATION.

FOCUS ON OPPORTUNITIES ALREADY ON BOOKS (AIRCRAFT, AVIONICS, COM- MUNICATIONS AND RADAR) AND PROMOTE AGGRESSIVELY.

INCREASED SALES POTENTIAL.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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 : 504-BANGKOK

011-OIL & GAS EQUIPMENT, SERVICES  
THAILAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

PETRO CANADA INTERNATIONAL ASSISTANCE CORP. HAS SIGNED TECHNICAL COOPERATION AGREEMENT WITH PETROLEUM AUTHORITY OF THAILAND AND PETROLEUM INSTITUTE OF THAILAND, MARCH 1987.

PARTICIPATION BY AMBASSADOR IN ADVISORY BOARD TO PETROLEUM INSTITUTE OF THAILAND (PITI).

MEET WITH SENDIR OFFICIALS OF DOMESTIC AND FOREIGN OIL COMPANIES TO INTEREST THEM IN CANADIAN OIL AND GAS PRODUCTION & PROCESSING EQUIPMENT AND CAPABILITY.

ASSISTS WITH SET UP OF PETROLEUM INSTITUTE OF THAILAND IN CO-OPERATION WITH PCIAAC.

MORE ACTIVE INVOLVEMENT OF PCIAAC AND CANADIAN SUPPLIERS IN THAI MARKET.

CLOSER TIES TO PTIT AS VEHICLE FOR INTRODUCING CANADIAN TECHNOLOGY.

INCREASE LEVEL OF VISITS OF THAI BUYERS TO CANADA, EVENTUAL INCREMENTAL SALES.

INTRODUCTION OF CANADIAN TECHNOLOGY AND TRAINING SERVICES THROUGH THE INSTITUTE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

QUARTERLY RESULTS REPORTED:

DISCUSSION CONTINUED WITH AUSTRALIAN OGD OFFICIALS DURING VISIT BY ED HEALEY, ADM-MATERIAL DND IN JUNE

CANADIAN PATROL FRIGATE NOT ONE OF BESTORS RETAINED ON SHORTLIST. EMPHASIS SHIFTED TO CHARGE CANADIAN SUBCONTRACTORS TO BE ABLE TO SUPPLY TO POTENTIAL PRIME CONTRACTORS.

MCA AND AVED TECH OF CANADA, ONLY FIRMS SELECTED TO SUBMIT FINAL COSTED PROPOSALS. PROPOSALS DUE SEPT. 16, 1988

CHALLENGER CONSIDERED PRIME CONTENDER. DECISION EXPECTED AUGUST 1988

88/10/21  
88/10/21

VI MISSIONS VIBRVD LON LITCVF AEVB 88  
88/10/21

REPORT 4A  
88/10/21

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 : 504-BANGKOK

CHAIRMAN OF POWER CORP - PAUL DESMARAIS AND PARTY, 28-31 MAY.  
QUEBEC MINISTER PIERRE MCDONALD, AND ACCOMPANYING TRADE MISS-  
ION, VISITED 9-11 JUNE. (3) PCIAAC MISSION TO THAILAND & BURMA  
27-30 JUNE. (4) SASKATCHEWAN TRADE MISSION, 24-27 APRIL.  
DEPARTMENT OF COMMUNICATION MISSION, 26-29 APRIL.  
TDRI/CONFERENCE BOARD OF CANADA SEMINAR, MAY 27.  
IIMB REGIONAL POWER TRAINING MISSION, 13 JUNE-2 SEPT (OUTGOING  
CHUL INT'L SEMINAR ON TOXIN & HOUSEKEEPING MANAGEMENT IN  
HOSPITAL, 20-21 JUNE. (9) DATACAP EXPERT SYSTEMS PRESENTATION,  
22 JUNE.



REPORT 4  
88/10/21

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 : 534-CANBERRA

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
AUSTRALIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

- REACHING SOME FORM OF AGREEMENT WITH AUSTRALIA ON CLOSER CO-OPERATION BETWEEN CANADIAN AND AUSTRALIAN DEFENCE INDUSTRIES.
- DETERMINE EQUIPMENT SALES OPPORTUNITIES FOR CANADIAN SUPPLIERS OF MARINE DEFENCE EQUIPMENT FOR NEW AUSTRALIAN SURFACE COMBATANT PROJECT.
- OBTAIN UPDATED AUSTRALIAN ASSESSMENT OF CRV-7 ROCKETS AND DETERMINE LIKELY PROCUREMENT TIMING
- FACILITATE M.E.L. CONTACT WITH AUSTRALIAN DOD AND POTENTIAL AUSTRALIAN PARTNERS IN ORDER TO FACILITATE ENTRY INTO AUSTRALIAN MARKET.
- FACILITATE CONTACT BETWEEN SNC AND AUSTRALIAN GOVERNMENT AMMUNITION FACTORIES IN ORDER TO PROMOTE INDUSTRIAL CO-OPERATION.
- IMPROVE AUSTRALIAN KNOWLEDGE OF CANADIAN DEFENCE INDUSTRIES THROUGH VISITS AND PUBLICITY IN AUSTRALIAN MEDIA.

- GREATER CANADIAN INDUSTRY INVOLVEMENT IN AUSTRALIAN DEFENCE PRODUCTION
- SALES FOR CANADIAN FIRMS.
- CONTRACT FOR BRISTOL AEROSPACE
- 10% CANADIAN INVOLVEMENT IN ELECTRONIC WARFARE MARKET.
- MORE CANADIAN AMMUNITION SALES TO AUSTRALIA FACILITATE SALES OF \$5 MIL.
- MORE CANADIAN SALES TO DEFENCE SECTOR INCREASE SALES TO \$25 M.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 ENCOURAGE AGREEMENT BETWEEN CANADA AND AUSTRALIA ON COOPERATION BETWEEN OUR RESPECTIVE DEFENCE INDUSTRIES.
- QUARTER: 1 CLOSE SUPPORT OF SAINT JOHN SHIPBUILDING'S EFFORTS TO HAVE CANADIAN PATROL FRIGATE SHORT-LISTED AMONGST POSSIBLE DESIGNERS FOR AUSTRALIAN NEW SURFACE COMBATANT.
- QUARTER: 1 MONITORING OF DEPT OF TRANSPORT & COMMUNICATIONS NATIONAL AERONAUTICAL INFORMATION PROCESSING SYSTEM NORTH EAST BRISBANE PROJECT.
- QUARTER: 1 SUPPORT OF CANADAIR'S EFFORTS TO HAVE CHALLENGER SELECTED FOR AUSTRALIAN GOVERNMENT'S VIP FLEET REPLACEMENT.

- DIALOGUE CONTINUED WITH AUSTRALIAN DOD OFFICIALS DURING VISIT BY ED HEALEY, ADM-MATERIAL, DND IN JUNE.
- CANADIAN PATROL FRIGATE NOT ONE OF DESIGNS RETAINED ON SHORTLIST. EMPHASIS SHIFTED TO ENABLE CANADIAN SUBCONTRACTORS TO BE ABLE TO SUPPLY TO POTENTIAL PRIME CONTRACTORS.
- MDA AND AVED TECH OF CANADA, ONLY FIRMS SELECTED TO SUBMIT FINAL COSTED PROPOSALS. PROPOSALS DUE SEPT 16, 1988.
- CHALLENGER CONSIDERED PRIME CONTENDER. DECISION EXPECTED AUGUST 1988.



REPORT 4  
88/10/21

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 : 534-CANBERRA

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
AUSTRALIA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 DEVELOP AUSTRALIAN ARMY INTEREST IN GM DIESEL LAV, PARTICULARLY WITH POSSIBLE QUICK-PURCHASE FROM U.S. MARINE CORPS WAR INVENTORY.
- QUARTER: 1 SUPPORT OF MEL DEFENCE SYSTEMS EFFORTS TO HAVE THEIR APOLLO EW SYSTEM ON ANZAC FRIGATE.
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

- ARMY REJECTED POSSIBILITY FOR QUICK, SINGLE-SOURCE PURCHASE OF GM LAV. TENDER TO BE ISSUED SEPT 1988.
- MEL HAS APPLIED FOR PEMD SUPPORT.

POST : 534-CANBERRA

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
AUSTRALIA

88/10/21

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



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

REPORT 4  
88/10/21

POST : 534-CANBERRA

005-COMM. & INFORM. EQP. & SERV  
AUSTRALIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

DEPT OF AVIATION PURCHASE OF NATIONAL AERONAUTICAL INFORMATION  
PROCESSING SYSTEMS (NAIPS) TO BE AWARDED IN EARLY 1988. NORTH EAST  
CENTRE UPGRADE WILL FOLLOW.

CANADIAN FIRMS WILL CONTINUE TO PURSUE SALES  
OPPORTUNITIES. SALES POTENTIAL IS \$13.5 MIL.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

ACTIVITIES UNDERTAKEN IN QUARTER

INITIATIONS IN CANBERRA  
THE MINISTER'S REPRESENTATION (1) COMMODITY MARKETING ECONOMIC COM-  
MISSIONS AND INVESTMENT OFFICE (2) VISIT OF DELEGATION 1981-  
COMMODITY MARKETING OFFICE (3) INVESTIGATION OF MEMORIALS  
NEGOTIATING LEVIN BEACHED WHEELS IN CANBERRA (4) COM-  
MODITY MARKETING OFFICE (5) VISITATION VIS DELEGATION OFFICERS  
MEMORIALS IN CANBERRA (6) VISITATION LEVIN BEACHED (COMF/GWB)  
VISITATION OFFICE 1988 (7) VISITATION LEVIN BEACHED (COMF/GWB)

QUARTERLY RESULTS REPORTED  
GOOD DECLINED INVITATION REVISIONS TO OVERVIEW  
ARE VIRTUALLY COMPLETED

534-CANBERRA

WHICH COMPLETED SUCCESSFUL NEGOTIATIONS DURING THE REPORTING PERIOD.  
FINISHED BEFORE THE SPECIFIC APPROVALS WERE OBTAINED.

88/10/21

BY MISSIONS ABROAD FOR EXPORT PROMOTION  
CANBERRA OFFICE REPORT OF EXPORT PROMOTION PROGRAM

REPORT 4A  
88/10/21

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 : 534-CANBERRA

BILATERAL ACCESS ISSUES (ASPARAGUS, PORK, SALMON) CONSULTATIONS  
/REPORTS IN PROGRESS. (2) BILATERAL TRADE ISSUES (COAL, LAMB)  
CONSULTATIONS/REPORTS. (3) BILATERAL AIR SERVICES AGREEMENT.  
NEGOTIATING TEAM REACHED AGREEMENT IN CANBERRA. (4) COAL  
CONSULTATIONS/REPORTS. (5) INSTALLATION OF NEW "WIN" SYSTEM  
(HARDWARE AND INSTALLATION DELAYS). (6) VISIT OF DEPUTY PRI-  
ME MINISTER MAZANKOWSKI. (7) CANADA/AUSTRALIA ECONOMIC CON-  
SULTATIONS IN CANBERRA.



REPORT 4  
88/10/21

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 : 524-DHAKA

011-OIL & GAS EQUIPMENT, SERVICES  
BANGLADESH

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

REVIEW PARTIALLY IMPLEMENTED PROJECTS TO IDENTIFY INTERESTING  
TENDERS IN ADVANCE OF PUBLICATION.

INCREASE CANADIAN PARTICIPATION.

ANALYZE MAJOR PROJECTS TO IDENTIFY SECTORS WHERE CANADIAN SUPPLI-  
ERS COULD BE COMPETITIVE.

ENCOURAGE CANADIAN SUPPLIERS TO VISIT AND  
RECRUIT LOCAL AGENTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 TO ARRANGE FOR GOBD ATTENDANCE AT NATL PETROLEUM  
SHOW. AS BACKGROUND INFO, UPDATE SECTORAL OVER-  
VIEW.

GOBD DECLINED INVITATION. REVISIONS TO OVERVIEW  
ARE VIRTUALLY COMPLETED.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

POST : 524-DHAKA

011-OIL & GAS EQUIPMENT, SERVICES  
BANGLADESH

REPORT 4  
88/10/21

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

REPORT 4  
88/10/21

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 : 524-DHAKA

007-POWER & ENERGY EQUIP. & SERV.  
BANGLADESH

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:  
UNDERTAKE COMPREHENSIVE MARKET SURVEY.

ANTICIPATED RESULTS:  
INCREASE CANADIAN PARTICIPATION IN INT'L BIDS  
WHERE THEY COULD BE COMPETITIVE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 524-DHAKA

007-POWER & ENERGY EQUIP. & SERV.  
BANGLADESH

REPORT 4  
88/10/21

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



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

REPORT 4  
88/10/21

POST : 524-DHAKA

016-INDUSTRIAL MACHIN, PLANTS, SERV.  
BANGLADESH

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

INVESTIGATE SALES OPPORTUNITIES ARISING FROM GOVERNMENT LOANS TO  
NEW INDUSTRIES.

ANTICIPATED RESULTS:

INCREASE CANADIAN SUPPLIERS AWARENESS OF  
LOCAL MARKET.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTERLY RESULTS REPORTED:

QUARTERLY RESULTS REPORTED:  
RESULTS FOR QUARTER 1 HAVE TWO  
PLANS FOR AUTUMN TERM AND GOOD PROSPECTS FOR  
WILL BE TAKEN UP.

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

ACTIVITIES UNDERTAKEN IN QUARTER

QUARTERLY RESULTS REPORTED

INVESTIGATE SALES OPPORTUNITIES ARISING FROM GOVERNMENT LOANS TO  
NEW INDUSTRIES

INCREASE CANADIAN SUPPLIERS AWARENESS OF  
LOCAL MARKET

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

POST : 524-DHAKA

016-INDUSTRIAL MACHIN, PLANTS, SERV.

REPORT 4  
88/10/21

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

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

REPORT 4  
88/10/21

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 : 524-DHAKA

OOB-TRANSPORT SYS, EQUIP, COMP, SERV.  
BANGLADESH

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN: REVIEW WITH EXECUTING AND FINANCING AGENCIES EXPECTATIONS FOR CONSULTANCIES ARISING FROM NEW MAJOR PROJECTS.	ANTICIPATED RESULTS: OBTAIN SHORTLISTINGS FOR AT LEAST ONE OR TWO CANADIAN FIRMS.
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TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	-----	
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	-----	

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

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



REPORT 4  
88/10/21

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 : 524-DHAKA

005-COMM. & INFORM. EQP. & SERV  
BANGLADESH

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:  
LOBBYING OF EXECUTING/REGULATORY AGENCIES

ANTICIPATED RESULTS:  
INCREASE AWARENESS OF CANADIAN CAPABILITIES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 TO HAVE CHAIRMAN OF T & T VISIT CANADA TO SURVEY  
TECHNOLOGICAL CAPABILITIES.

MISSED INCLUSION IN TEMIC SESSION, BUT HAVE TWO  
PLACES FOR AUTUMN TEMIC AND GOOD PROSPECTS THEY  
WILL BE TAKEN UP.

QUARTER: 2 ----- ARE LOCAL FOOD INDUSTRY TO ATTEND FOOD PACIFIC 88 HELD  
VANCOUVER

QUARTER: 3 ----- FOOD & BEVERAGE CANADA BY WAS SO SUCCESSFUL, WE ARE PLANNING  
TO DO FOOD SHOW IN MARCH, 1988.

QUARTER: 4 ----- ORGANIZE AN IN-STORE PROMOTION IN KEY SUPERMARKET CHAINS IN VANCOUVER  
AND COORINATE BEEF PROMOTION IN HOTELS IN COOPERATION  
WITH ALBERTA

CA\$ 000,000

CA\$ 300,000

CA\$ 300,000

TRACKING: 3 ----- ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 IN LEAD-UP TO MAJOR IN-STORE PROMOTION,  
CONTINUED TO GENERATE INTEREST IN CANADIAN  
SUPPLIERS TO PARTICIPATE IN EVENT

PLANNED THE PARTICIPATION OF HONG KONG BUYERS IN  
FOOD PACIFIC IN VANCOUVER. OBTAINED RESULTS  
FROM FOOD RETAILER DCH ON MARCH PROMOTION - 9.5  
MILLION CAN. FOOD BOUGHT

QUARTER: 2 ACTIVITIES UNDERTAKEN IN QUARTER:  
QUARTER: 1 ACTIVELY PURSUE OPPORTUNITIES FOR NEW SUPPLIERS  
AND CULTIVATE LOCAL CONTACTS IN VANCOUVER

QUARTERLY RESULTS REPORTED:  
BRANCH OFFICE ESTABLISHED OF CAN. RESTAURANT  
EQPT. MFR. C&L & IN SALES TO DATE. DISTRI-  
BUTOR AGREEMENT SIGNED CA\$0.000 SALES TO DATE.  
VERBEE CONFIDENTIALNESS OF CANADIAN OFFERS

QUARTER: 2 ----- OBTAIN INFORMATION REGARDING OTHER BUYERS

REQUIREMENTS  
ADVANCE INFORMATION ON FOOD-BUYING TRENDS

QUARTER: 3 ----- ESTABLISH CONTACT WITH MINISTRY OF FOOD

ESTABLISHED RESULTS

QUARTER: 4 ----- ACTIVITIES UNDERTAKEN IN QUARTER:

POST : 524-DHAKA

005-COMM. & INFORM. EQP. & SERV  
BANGLADESH

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

REPORT 4  
88/10/21

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 : 524-DHAKA

003-GRAINS AND OILSEEDS  
BANGLADESH

PLANNING:           ACTIVITIES PROPOSED IN POST PLAN:  
                  MAINTAIN LIAISON WITH MINISTRY OF FOOD  
                  OBTAIN INFORMATION REGARDING OTHER SUPPLIERS.

ANTICIPATED RESULTS:  
ADVANCE INFORMATION ON FOOD-GRAIN IMPORT REQUIREMENTS.  
ASSESS COMPETITIVENESS OF CANADIAN OFFERS.

TRACKING:           ACTIVITIES UNDERTAKEN IN QUARTER:  
QUARTER: 1 -----  
QUARTER: 2 -----  
QUARTER: 3 -----  
QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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

TRACKING:           ACTIVITIES UNDERTAKEN IN QUARTER:  
QUARTER: 1 -----  
QUARTER: 2 -----  
QUARTER: 3 -----

QUARTERLY RESULTS REPORTED:

TRACKING:           ACTIVITIES UNDERTAKEN IN QUARTER:  
QUARTER: 1 -----  
QUARTER: 2 -----  
QUARTER: 3 -----

QUARTERLY RESULTS REPORTED:

POST : 524-DHAKA

003-GRAINS AND OILSEEDS  
BANGLADESH

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN  
AT MISSIONS ABROAD FOR FISCAL YEAR 88



REPORT 4  
88/10/21

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 : 502-HONG KONG

001-AGRI & FOOD PRODUCTS & SERVICE  
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

FOOD & BEVERAGE CDA MAR 87 PROVED TO BE SUCCESSFUL, WILL RUN AN IN-STORE PROM IN DCH'S FOOD SUPERMARKETS(30-35)FOR 8 WEEKS. ORGANIZING A FORTNIGHT CDN FOOD FEST. IN 4 JAPANESE SUPERMARKETS, 3 HOTELS, 2 WEST. RESTAURANTS, 2 CHINESE REST., 3 PUBS, FAST FOOD OUTLETS

C\$4, 000, 000

SUPPORT CANADIAN EXPORTERS WHO TOOK PART IN THE FOOD & BEVERAGE CANADA 87 ON A FOLLOW UP TRIP TO HONG KONG UNDER PEMD.

C\$ 500, 000

TO ENCOURAGE LOCAL FOOD IMPORTERS TO ATTEND FOOD PACIFIC 88 HELD IN VANCOUVER

C\$5, 000, 000

SINCE FOOD & BEVERAGE CANADA 87 WAS SO SUCCESSFUL, WE ARE PLANNING TO RUN A SOLO FOOD SHOW IN MARCH, 1989.

C\$ 500, 000

ORGANIZE AN IN-STORE PROMOTION IN KEY SUPERMARKET CHAINS IN 1989.

C\$ 300, 000

ORGANIZE AND COORDINATE BEEF PROMOTION IN HOTELS, IN COOPERATION WITH ALBERTA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 IN LEAD-UP TO MAJOR IN-STORE PROMOTION, CONTINUED TO GENERATE INTEREST ON CANADIAN SUPPLIERS TO PARTICIPATE IN EVENT.

QUARTER: 1 ACTIVELY PURSUE OPPORTUNITIES FOR CDN. SUPPLIERS AND CULTIVATE LOCAL CONTACTS IN INDUSTRY.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

ANTICIPATED RESULTS:

QUARTERLY RESULTS REPORTED:

PLANNED THE PARTICIPATION OF HONG KONG BUYERS IN FOOD PACIFIC IN VANCOUVER. OBTAINED RESULTS FROM FOOD RETAILER DCH ON MARCH PROMOTION - \$ 5 MILLION CDN. FOOD BOUGHT.

BRANCH OFFICE ESTABLISHED OF CDN. RESTAURANT EQPT. MFTR. C\$1.8 MN SALES TO DATE. DISTRIBUTOR AGREEMENT SIGNED C\$20,000 SALES TO DATE.



REPORT 4  
88/10/21

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 : 502-HONG KONG

005-COMM. & INFORM. EQP. & SERV  
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

TELECOMMUNICATIONS MARKET STUDY UNDER WAY TO STUDY IMPACT OF DEREGULATION, NEW PRODUCT AREAS (CABLE TV, DATA NETWORKS, ETC), (NTS)

WILL FORM BASIS FOR STRATEGY PAPER IN EARLY FY 88/89.

INTELLIGENCE GATHERING, AND STRATEGIC SUPPORT UNDERWAY FOR SEVERAL PROJECTS INCLUDING (A) POLICE TELECOMS (B) MOBILE DATA NETWORK (C) SATELLITE PROCUREMENT (D) CABLE TV SUPPLY CONTRACTS.

AT LAST TWO OF (A) THROUGH (D) WILL BE SECURED.

STRATEGY PAPER FOR A CANADIAN THRUST IN THE TELECOMS MARKET TO (A) RECOVER MARKET SHARE (B) CAPITALIZE ON ANTICIPATED DEREGULATION IN 1988-93

FOR SUBMISSION TO DOC, DEA AND DRIE IN JUNE 88.

FORM STRATEGIC LIAISONS, AND PROVIDE TIMELY INTELLIGENCE TO ENSURE AT LEAST ONE CANADIAN COMPANY SECURES A SUPPLY CONTRACT IN NEW CABLE TV NETWORK.

NETWORK PROVIDER TO BE SELECTED IN SPRING 88. SUPPLY CONTRACTS TO BE LET IN MID 88 TO LATE 89

COMPUTERS, SOFTWARE & SYSTEMS

INTELLIGENCE GATHERING AND STRATEGIC SUPPORT FOR SEVERAL PROJECTS INCLUDING (A) LAND COMPUTERIZATION (B) HOSPITALS COMPUTERIZATION (C) URBAN COUNCIL LIBRARY AUTOMATION (D) IMMIGRATION DEPT. MRP.

SECURE AT LEAST ONE SUCH CONTRACT

LOBBYING AND INTELLIGENCE GATHERING TO OBTAIN MAJOR GOVERNMENT SYSTEM DESIGN CONTRACT

SECURE AT LEAST ONE SUCH CONTRACT

IDENTIFYING & INTRODUCING STRONG CANADIAN SOFTWARE SUPPLIER INTO MARKET WITH (A) OWN OFFICES (B) HIGH PROFILE MARKETING THROUGH DISTRIBUTOR.

AT LEAST ONE CANADIAN COMPANY IN EACH OF (A) AND (B)

COSPONSORSHIP OF SOFTWARE EXHIBITION 88, AND/OR AUTOTECH 88, OR SIMILAR EVENTS (AT LEAST ONE)

LOCAL PUBLICITY OF CANADIAN PRODUCTS CANADIAN ENTRANTS IN SHOWS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 OUTGOING MISSION.

MISSION POSTPONED DUE TO LACK OF CDN INTEREST.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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 : 502-HONG KONG

015-CONSTRUCTION INDUSTRY  
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

BUILDING PRODUCTS

- CONTINUE MAIL CAMPAIGNS WITH TECHNICAL LITERATURE.
- CULTIVATE CLOSE RELATIONSHIP WITH DEVELOPERS ARCHITECTURAL/ENGINEERING FIRMS AND HONG KONG GOVERNMENT DEPTS./OFFICIALS BY FREQUENT VISITS AND CONTACTS.
- ALERT SUITABLE CANADIAN SUPPLIERS TO OPPORTUNITIES OF SUPPLYING TO PROJECTS IN THIS TERRITORY AND PROVIDE THEM WITH IMPORTANT MARKET INFORMATION, INCLUDING SPECS & BID DOCUMENTS.
- MATCH UP HONG KONG DEVELOPERS, ARCHITECTURAL/ENGINEERING FIRMS WITH SUITABLE CANADIAN SUPPLIERS.

1988: C\$12M  
1989: C\$13M

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 ACTIVELY PURSUE OPPORTUNITIES FOR CDN. SUPPLIERS AND CULTIVATE LOCAL CONTACTS IN INDUSTRY.
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

C\$1.3 MILLION SALES OF LUMBER & CONCRETE.  
2 EXCLUSIVE AGENCIES SIGNED UP.

5021 502-HONG KONG

08/10/88  
REPORT 4

REPORT 4  
88/10/21

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 : 502-HONG KONG

002-FISHERIES, SEA PRODUCTS & SERV.  
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

FOOD PROMOTION IN DAH CHONG HONG MARCH THIS YEAR PROVED SUCCESSFUL. WILL RUN ANOTHER FOOD PROMOTION IN DAH CHONG HONG'S FOOD SUPERMARKETS (30-35) IN 1988 FOR 8 WEEKS. C\$2,000,000

FOOD PROMOTION 88 - STARTING MARCH 1, 1988, 4 JAPANESE SUPERMARKETS, 3 HOTELS, 2 CHINESE RESTAURANTS, 2 WESTERN RESTAURANTS, 2 JAPANESE RESTAURANTS, 3 PUBS & FAST FOOD OUTLETS TO RUN A FORTNIGHT CDN FOOD FEST. DURING SAME PERIOD. C\$ 300,000

TO ENCOURAGE LOCAL FOOD IMPORTERS TO ATTEND FOOD PACIFIC 88 HELD IN VANCOUVER ON THEIR OWN EXPENSES.

FOOD & BEVERAGE CANADA 87 PROVED SUCCESSFUL. WE PLAN TO HAVE ANOTHER FOOD FESTIVAL IN 1989. C\$3,000,000

ORGANIZE AN IN-STORE PROMOTION IN KEY SUPERMARKET CHAINS. C\$ 400,000

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

ACTIVITIES UNDERTAKEN IN QUARTER

QUARTER: 1

QUARTER: 2  
502-HONG KONG

QUARTER: 3  
502-HONG KONG

QUARTER: 4  
502-HONG KONG

QUARTERLY RESULTS REPORTED:

MISSION FORECAST

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



REPORT 4  
88/10/21

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 : 502-HONG KONG

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

FOLLOW UP MARKET IDENTIFICATION EFFORTS OF NEW SUPPLIERS INTRODUCED AT HITEC 87. USE HITEC 88 TO IDENTIFY ADDITIONAL NEW SUPPLIERS.

MARKET STUDY FOCUSING ON IDENTIFYING FULL EXTENT OF THE SECTOR, KEY CUSTOMERS/IMPORTERS/AGENTS, AND ANALYSE THE IMPACT OF THE SHIFT OF MAJOR SECURITY ACTIVITIES FROM UK ARMY/NAVY TO POLICE.

IDENTIFY AND INTRODUCE NEW SUPPLIERS TO THE MARKET, AND ASSIST THEM TO ESTABLISH EFFECTIVE DISTRIBUTORSHIPS

SECURE TDO ASSISTANCE IN INCLUDING HK IN ANY RELEVANT VISITS OR MISSIONS TO THE REGION

WORK WITH AT LEAST 5 NEW SUPPLIERS IN ATTEMPT TO SECURE CUSTOMERS AND/OR DISTRIBUTORS.

ATTEMPT TO SECURE FUNDING FOR STUDY; CONTRACT OUT STUDY AND EVALUATE AND REPORT RESULTS BY MID-1988

INTRODUCE AT LEAST 2 NEW SUPPLIERS

HOST AT LEAST ONE SUCH VISIT/MISSION AND USE IT TO HIGHLIGHT CANADIAN CAPABILITY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MARKET STUDY TO DETERMINE OPPORTUNITIES FOR CDN. CO.

COMPLETED IN-HOUSE STUDY AND WILL UNDERTAKE MORE IN-DEPTH MARKET STUDY TO IDENTIFY OPPORTUNITIES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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 : 502-HONG KONG

016-INDUSTRIAL MACHIN, PLANTS, SERV.  
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

MARKET STUDY UNDERWAY TO ANALYSE OPPORTUNITIES FOR ENVIRONMENTAL CONSULTANTS IN HK, IDENTIFY MAJOR IMPORTERS OF EQUIPMENT, AND DEVELOP STRATEGY FOR PENETRATING MARKET.

STUDY TO BE COMPLETED IN MARCH 88. STRATEGY PAPER TO BE SUBMITTED BY JUNE 88.

IDENTIFICATION AND INTRODUCTION OF NEW CONSULTANTS TO MARKET.

INTRODUCE AND ASSIST AT LEAST 3 BY END OF FY 87/88.

SENSITIZE DEA, OGD AND PROVINCES TO OPPORTUNITIES IN THIS POORLY DEFINED SECTOR.

MEET WITH DRIE, ENVIROCAN, DEA, COUNCIL OF MUNICIPALITIES, SEVERAL PROVINCES

IDENTIFY AND INTRODUCE NEW CONSULTANTS TO THE MARKET THROUGH (A) ATTENDANCE AND SPEAKING AT LOCAL CONFERENCE (B) SOURCING IN CDA FOR SPECIFIC PROVINCES.

SECURE ATTENDANCE BY CANADIAN AT POLMET 88. SECURE OPPORTUNITY FOR CANADIANS TO BID ON LOCAL CONTRACTS.

IDENTIFY LOCAL CONSULTANTS PREPARED TO WORK IN JOINT VENTURE WITH CANADIAN FIRMS.

MATCH INTERESTED LOCAL COYS TO APPROPRIATE CANADIAN PARTNERS.

ATTRACT HIGH PROFILE VISITOR(S) OR MISSIONS TO HK IN COURSE OF REGIONAL TRIP.

AT LEAST 1 SUCH VISIT TO HELP PUBLICIZE CANADIAN TECHNOLOGY

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SUBSECTOR - ENVIRONMENTAL PROTECTION - SERVICES.  
IDENTIFICATION OF OPPORTUNITIES FOR LOCAL CONSULTANTS & RAISE PROFILE OF POLMET '88.

CONSULTANTS ARE ACTIVELY PURSUING MKT AS RESULT OF MKT STUDY UNDERTAKEN & CIRCULATED. -HK ENVIRONMENTAL PROTEC'N DEPT. HIGHLY SENSITIZED TO CDN CAPABILITY & INTERESTED IN SEEING CDN PARTICIPATION IN POLMET '88.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT #5  
88/10/21

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

502 - HONG KONG

HONG KONG

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV  
INITIATE CONTACTS BASED ON MKT KNOWLEDGE & PERSONAL ACQUAINTANCES (IN & OUT CALLS) TO INCREASE AWARENESS OF INVESTMENT PROGRAM & IDENTIFY POTENTIAL INVESTORS.

CONSUMER ELECTRONICS

5-15% OF CONTACTS WILL INVEST; IMPOSSIBLE TO QUANTIFY IN DOLLARS OR JOBS CREATED IN CDA.

CONSUMER PRODUCTS  
PURSUE ACTIVELY ONGOING DIRECT MAIL EXERCISE SECTOR BY SECTOR.

APPAREL (CLOTH, FUR, SHOES) TEXT

5-25% OF CONTACTS WILL INVEST: DITTO 1

COMM. & INFORM. EQP. & SERV  
ORGANIZE INFORMATION MEETINGS WITH TRADE & INDUSTRIAL ASSOCIATION.

TELECOMMUNICATIONS (INC SPACE)

1-10% OF (INDIRECT) CONTACTS WILL INVEST: DITTO 1

SERVICE INDUSTRIES  
GIVE INFORMATION ADDRESSES TO MEETINGS OF INFLUENTIAL BUSINESS PERSONS/INDUSTRIALISTS TO INFORM HONG KONG COMMUNITY OF PROGRAM/SERVICES AVAILABLE.

TOURISM

5-10% OF CONTACTS WILL INVEST: DITTO 1

CONSTRUCTION INDUSTRY  
RESPOND TO INITIATIVES BY HONG KONG BUSINESS PERSONS & INDUSTRIALISTS.

ARCHITECT, CONSTRUCT SERVICES

15-25% OF CONTACTS WILL INVEST: DITTO 1

NON SECTORALLY ORIENTED ACTIVITIES

INCREASE JOINT INVESTMENT PROMOTION ACTIVITIES WITH PROV. OFFICES CAPITALIZING ON VISITING PROVINCIAL & MAJOR MUNICIPAL REPRESENTATIVES FROM CDA.

SIGNIFICANT BECAUSE OF 2 OR 3 LEVELS OF GOV'T BEING INTERESTED & WORKING TOWARDS CONCLUDING SUCCESSFUL PROJECTS; THIS IS BORNE OUT IN THE PREVIOUS YEAR.

WORK CLOSELY WITH CDN & OTHER LEGAL FIRMS BANKS & ACCOUNTANTS IN HONG KONG WITH A VIEW TO ACCELERATING PROFESSIONAL ASSISTANCE PROVIDED BY THEM TO INVESTORS.

15-20% OF ENQUIRIES PURSUED SHOULD RESULT IN INVESTMENT: DITTO 1:1

HOLD MEETINGS WITH PROFESSIONALS 2. II TO ASSESS PROGRESS OF INVESTMENT ENQUIRIES & TO ENSURE LEVEL OF ASSISTANCE IS EFFECTIVE FREQUENCY IN PROPORTION TO LEVEL OF SUPPORT THEY GIVE TO INVESTMENT PROGRAM.

N/A



REPORT #5 QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
88/10/21 TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

502 - HONG KONG

HONG KONG

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

ONE-ON-ONE COUNSELLING OF POTENTIAL INVESTORS;  
OCCASIONAL SMALL INTERRELATED GROUP MEETINGS;  
HOSPITALITY; OBTAINING OF DETAILED SECTOR-  
SPECIFIC INFORMATION; COORDINATION OF ITINERA-  
RIES FOR VISITING INVESTMENT-ORIENTED CANADIAN  
OFFICIALS. LIAISON WITH LOCALLY-BASED CANADIAN  
AND OTHER PROFESSIONALS SUPPORTING INVESTMENT  
PROGRAM.

OPENING OF SPECIALIZED (ITLN,FRENCH) FURNITURE  
SHOWROOM, TRNTO, ONT., BY TAIWAN FIRM CLAIMING CON-  
DUIT TO CENTRE OF WEALTH IN IS. CHINESE PROV.  
(OFFICE REPORTED IN PREVIOUS QURTR). ESTABLISH-  
MENT OF ASSEMBLY PLANT, ELECTRO. WATCHES & CAL-  
CULATORS, CUSTOM-MADE IMITA 'N JEWELLERY BY HK  
MFTR, VNCVR, B. C. ACQUISITION OF EXPO 86 SITE  
(BC PLACE), VNCVR, B. C. BY MAJOR HKONG INTERESTS,  
ENGENDERING MASSIVE CONSTRUCTION ACTIVITY OVER  
ENSUING DECADE.

QUARTER : 2

QUARTER : 3

QUARTER : 4

TRACKING: 502 - HONG KONG

ACTIVITIES UNDERTAKEN IN QUARTER

HONG KONG

RESULTS REPORTED

88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88



REPORT 4A  
88/10/21

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 : 502-HONG KONG

REFINEMENT OF INVESTOR INDEX AS LOCAL INVESTOR CASES WERE REDUCED FM 179 AS AT 31MAR88 TO 118 AS AT 30JUN88. HELD INVSTMT LUNCHEONS FOR 6 MAJOR GROUPS OF INTERESTS: APR. 1, 7, 28, 29; MAY 9. HELD OFFICIAL LUNCHEON APR. 20 FOR VISITING MAYOR OF VNCVR & DELEGA'N, TOGETHER WITH LOCAL PROFESSIONALS & POTENTIAL INVESTORS IN CITY & PARTICIPATED IN OTHER EVENTS DURING MISSION TO HONG KONG. HELD OFFICIAL LUNCHEON MAY 17 FOR VISITING N.B. GOVERNMENTAL OFFICIAL TOGETHER WITH MAJOR LOCAL INVSTMT GROUP & PROFESSIONALS. ATTENDED ONTARIO GOVT LUNCHEON SEM. FOR VISITING HEAD OF OTT.-CARLTON ECONOMIC DVLPMT CORP. (OCEDCO). HELD OFFICIAL LUNCHEON MAY 24 IN HONOUR OF VISITING CHAIRMAN, ECONOMIC DVLPMT & PLANNING, CITY OF HAMILTON-WENWORTH & GREATER HAMILTON, ONTARIO. ORGANIZED COMMISSIONER'S OFFICIAL LUNCHEON JUNE 6 IN HONOUR OF VISITING QUE. PROV'L MIN. OF EXT. TRADE & TECH'L DVLPMT, PIERRE MACDONALD & DELEGA'N; PARTICIPATED IN OTHER EVENTS DURING MISSION. HELD PROMOT'L LUNCHEON JUNE 7 FOR VISITING SPECIAL ADVISOR, PACIFIC FORUMS INC., VNCVR B.C. WITH PROFESSIONALS & POTENTIAL PARTICIPANTS IN THE INT'L BUS. & INVSTMT IN AIR-CRAFT SRVCS & MAINTENANCE. VNCVR, B.C. JOINT MTGS & DISCUS'NS

REPORT 4  
88/10/21

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 : 521-ISLAMABAD

007-POWER & ENERGY EQUIP. & SERV.  
PAKISTAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:  
UPDATING OF POST'S BRIEFING NOTES ON THE POWER SECTOR

ANTICIPATED RESULTS:  
BETTER PREPARATION FOR BUSINESSMEN SEEKING  
WAPDA PROJECTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1) LOBBYING WITH WAPDA FOR AWARD OF THE WORLD  
BANK FUNDED FEASIBILITY STUDY FOR COASTAL COAL  
FIRED POWER PLANT.  
2) LOBBYING WITH WAPDA FOR AWARD OF TAUNSA LOW  
HEAD HYDEL.

1) SHAWINIGAN INTEG WAS AWARDED THE CONTRACT IN  
JUNE 1988.  
2) POST SUPPORTS THE SOGEX BID FOR AWARD OF  
TAUNSA LOW HEAD HYDEL ON A NEGOTIATED BASIS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

MISSION'S ANNUAL PLAN FOR FISCAL YEAR 88  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

521-ISLAMABAD

WHICH COMPLETED WORKING RESOURCES DURING THE REPORTING PERIOD  
LISTED BELOW ARE THE SPECIFIC MAJOR ACCOMPLISHED ACTIVITIES

88/10/21

VI MISSIONS VISITED FOR THE REPORTING PERIOD  
WHICH A MAJOR PORTION OF THE REPORTING PERIOD



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

REPORT 4  
88/10/21

POST : 521-ISLAMABAD

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
PAKISTAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:  
INVESTIGATION AND REPORTING UPON PAKISTAN ARMY PROCUREMENT  
PROCESS.

ANTICIPATED RESULTS:  
BETTER KNOWLEDGE ABOUT THE PROCUREMENT  
PROCESS LEADING TO BETTER PREPARED  
EXPORTERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:  
QUARTER: 1 1)POSSIBLE VISIT OF ARMY SIGNAL CHIEF TO CANADA  
2)RAST/ASSIST SYSTEMS FOR PAKISTAN NAVY SHIP  
3)MBB PROPOSAL TO MINISTRY OF DEFENCE FOR SUPPLY  
/ASSEMBLY OF MBB HELICOPTER.

QUARTERLY RESULTS REPORTED:  
1)ARMY SINGLA CHIEF VISITED CDA ON INVITATION OF  
CDN MARCONI CO. POST HELPED TO ARRANGE THE VISIT  
2)POST HELPED TO SUBMIT INDAL TECHNOLOGIES RAST  
SYSTEM BID TO PAKISTAN NAVY. 3)POST HAS RAISED  
SUPPORT FOR MBB AT APPROPRIATE FORUMS DURING CALL

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

CDA & GOVT OF PAKISTAN AGREED IN PRINCIPLE TO  
PROVIDE 233 MIL CANOLA OIL TO THE LATTER OVER A  
PERIOD OF 3 YEARS. WILL MONITOR TO ENSURE THAT  
WORKER'S TO DEVELOPMENT OF LOCAL MARKET FOR  
CANOLA OIL.

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REPORT 4  
88/10/21

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 : 521-ISLAMABAD

011-OIL & GAS EQUIPMENT, SERVICES  
PAKISTAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

REGULARLY CALL ON OIL COMPANY EXECUTIVES IN ISLAMABAD, LAHORE  
AND KARACHI.

OBTAIN TIMELY INFORMATION ABOUT PROCUREMENT  
OPPORTUNITIES LEADING TO FINAL BID SUBMISSION  
BY APPROPRIATE CANADIAN COMPANIES.

UPDATE MISSION BRIEFING NOTES ON THE OIL AND GAS INDUSTRY.

IMPROVED INFORMATION ABOUT LOCAL MARKET FOR  
CANADIAN COMPANIES AND GOVERNMENT  
DEPARTMENTS.

PREPARE BRIEFING NOTES ON THE PETROCHEMICAL SECTOR IN  
PAKISTAN.

COLLECT AND DISSEMINATE INFORMATION ABOUT  
THIS SUB-SECTOR FOR THE USE OF CDN COMPANIES  
AND GOVT DEPTS. INTERESTED CANADIAN COMPANIES  
TO COMPETE FOR BUSINESS.

PROVIDE ASSISTANCE TO NEW CANADIAN COMPANIES INTERESTED IN  
GETTING PETROLEUM CONCESSIONS.

STRENGTHEN CANADIAN PRESENCE IN THE LOCAL  
MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 1)REGULAR CALLS ON OIL COMPANIES.  
2)ASSISTANCE TO PETRO CANADA AND HOME OIL.

QUARTERLY RESULTS REPORTED:

1)CALLED ON CHAIRMAN, OIL & GAS DEV CORP AND  
CHAIRMAN, PAKISTAN OILFIELDS LTD TO PROMOTE CDN  
CO. (2)BOTH COS HAVE OBTAINED CONCESSIONS AND  
HAVE OPENED OFFICE IN ISLAMABAD.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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 : 521-ISLAMABAD

003-GRAINS AND OILSEEDS  
PAKISTAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

OILSEEDS

NEGOTIATION OF (A) ADDITIONAL AFGHAN RELIEF AID AND (B) NEW  
BILATERAL FOOD AID FOCUSED UPON CANOLA OIL BY CIDA.

OBTAIN ACCEPTANCE IN THE LOCAL MARKET FOR  
CANOLA OIL.

FOLLOW-UP WITH LOCAL AGENTS, EDIBLE OIL AND GHEE MILLS AND  
GHEE CORPORATION OF PAKISTAN.

OBTAIN EXPORT ORDERS ON A LONG TERM BASIS.

ORGANIZE A PAKISTANI EDIBLE OIL MISSION TO CANADA.

OBTAIN EXPORT ORDERS ON A LONG TERM BASIS.

PREPARATION OF ANNUAL SURVEY OF WHEAT, COARSE GRAINS AND OILSEEDS  
MARKETS.

PROVIDE BASIC MARKET INFORMATION TO TGO FOR  
DISSEMINATION TO INDUSTRY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 NEW BILATERAL FOOD AID FOCUSED ON CANOLA OIL  
BY CIDA TO OBTAIN ACCEPTANCE IN LOCAL MARKET FOR  
CANOLA OIL.

CIDA & GOVT OF PAKISTAN AGREED IN PRINCIPLE TO  
PROVIDE \$35 MIL CANOLA OIL TO THE LATTER OVER A  
PERIOD OF 5 YEARS. WILL MONITOR TO ENSURE THAT  
IT LEADS TO DEVELOPMENT OF LOCAL MARKET FOR  
CANADIAN CANOLA OIL.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

88/10/21

88/10/21

WHICH COVERED THE QUARTERLY PERIOD DURING THE REPORTING PERIOD  
FIXED BEFORE THE ELECTIVE PERIOD IMPROVED MATERIALLY

MISSIONS ABROAD FOR FISCAL YEAR 88  
WHICH COVERED THE QUARTERLY PERIOD DURING THE REPORTING PERIOD

REPORT 4A  
88/10/21

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 : 521-ISLAMABAD

VISIT OF MR. S. A. SIDDIGI, DIR GEN, PAKISTAN TELEGRAPH & TELEPHONE DEPT TO TEMIC IN JUNE 1988. (2) VISIT OF ARMY SIGNAL OFFICER IN CHIEF TO CDA IN JUNE 1988. (3) VISIT OF PAKISTAN OFFICIALS & BUSINESS EXECUTIVES TO SMALL HYDRO FAIR IN ONT. GOP DID NOT SEND ANYONE DUE TO ADMINISTRATIVE REASONS. (4) VISIT OF PAKISTANI OFFICIALS TO QUEBEC. GOP DID NOT SEND ANYONE DUE TO ADMINISTRATIVE REASONS. (5) PROMOTION OF FOOD PACIFIC '88 TO LOCAL BUSINESSMEN & EXHIBITORS. (6) PROMOTION OF WORLD SYMPOSIUM ON FISHING GEAR & FISHING VESSEL DESIGN. (7) SENT GENERAL MANAGER OF HABID OIL MILLS TO ATTEND OILSEED COURSE AT CDN INTL GRAINS INSTITUTE, WINNIPEG. (8) SENT DEPUTY CHIEF REPRESENTATIVE OF ATTOCK OIL GROUP TO ATTEND NAT'L PETROLEUM SHOW IN CALGARY. VISIT OF CHAIRMAN, OIL & GAS DEVELOPMENT CORP WAS ALSO ARRANGED BUT CANCELLED AT THE LAST MINUTE.

ALL SUB-SECTORS

REGULAR AND KARACHI

UPDATE NEWS

CONVENTION

PREPARE

CONVENTION

PROVIDE

SETTING

ACTIVITIES

CHARTER

CHARTER

CHARTER

CHARTER

CHARTER

CHARTER

CHARTER

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CHARTER



REPORT 4  
88/10/21

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 : 505-JAKARTA

011-OIL & GAS EQUIPMENT, SERVICES  
INDONESIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:  
CONTINUOUS MONITORING OF E. JAVA GAS PIPELINE OPPORTUNITY

ANTICIPATED RESULTS:

CDN. COMPANIES PROVIDED WITH FOCUSED LIST OF OPPORTUNITIES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUED ASSISTANCE TO COMPANIES IN GRADUALLY IMPROVING SECTOR.

DECISION TO GO AHEAD WITH GAS EQUIPMENT AND SERVICES MISSION TO INDONESIA, FOR WHICH PLANNING NOW UNDERWAY AT POST.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
88/10/21

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 : 505-JAKARTA

001-AGRI & FOOD PRODUCTS & SERVICE  
INDONESIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:  
OVERVIEW OF INDONESIA'S ANIMAL FEEDS, ADDITIVES & SUPPLEMENTS MARKET

ANTICIPATED RESULTS:  
BETTER MARKET DEFINITION & ACCESS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

FACTS  
OF  
(7)  
COURSE AT  
CHIEF  
PETROLEUM  
LUMEN  
INDONESIA

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

INDONESIA  
INDONESIA  
INDONESIA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST : 505-JAKARTA

001-AGRI & FOOD PRODUCTS & SERVICE  
INDONESIA

REPORT 4

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



REPORT 4  
88/10/21

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 : 505-JAKARTA

010-MINE, METAL, MINERAL PROD & SRV  
INDONESIA

PLANNING:           ACTIVITIES PROPOSED IN POST PLAN:  
PREPARE REPORT ON GOLD AND COAL SECTORS.  
MAILING OF PRODUCT LITERATURE TO GOLD COMPANIES

ANTICIPATED RESULTS:  
IMPROVED ACCESS BY CDN. FIRMS.  
POSSIBLE DIRECT SALE BY CDN. COMPANIES

TRACKING:           ACTIVITIES UNDERTAKEN IN QUARTER:  
QUARTER: 1 PROMOTE AWARENESS OF CANADIAN EXPERTISE IN  
          MINING SECTOR.  
QUARTER: 2 -----  
QUARTER: 3 -----  
QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:  
INITIATED PARTICIPATION OF CANADIAN COMPANIES IN  
MINING INDONESIA (SCHEDULE FOR SEPT/OCT 88).

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

STILL IN THE AREA OF SCIENCE & TECHNOLOGY AVAILABLE TO CANADIAN  
INDUSTRY ASSISTANCE TO VEC & CANADA

COMPLIANCE WITH THE CANADIAN REGULATIONS

INDONESIA

HAD TO  
MAY BE A POSSIBILITY FOR CONCESSIONS IN THE FUTURE ON MINE

ON THE PART OF

HAD TO

ACTIVITIES PROPOSED IN POST PLAN

ACTIVITIES REPORTED

INDONESIA

001-505-JAKARTA

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

REPORT 4  
88/10/21

REPORT 4  
88/10/21

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 : 505-JAKARTA

007-POWER & ENERGY EQUIP. & SERV.  
INDONESIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

HYDRO  
AWAITING POSSIBLE EDC/CONCESSIONAL FINANCING ESPECIALLY ON MINE HYDRO.

START \$13.0M

NUCLEAR  
ONGOING ASSISTANCES TO AEC & CANADA  
VISIT BY MIN. OF SCIENCE & TECHNOLOGY, HABIBIE TO CANADA.

CONVINCE HABIBIE OF CDN. ABILITY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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

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

REPORT 4  
88/10/21

POST : 505-JAKARTA

016-INDUSTRIAL MACHIN, PLANTS, SERV.  
INDONESIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

MANUFACT & MATERIAL PLANT, EQP.

SEMINAR & TECHNICAL PRESENTATIONS

STUDY ON CDN. INDUSTRIAL MACHENERY, PLANT & SERVICES  
CAPABILITY & VIABILITY.

ANTICIPATED RESULTS:

INCREASED SUPPLY OF CDN. INDUSTRIAL MACHINERY  
TO INDONESIA.

GREATER MARKET ACCESS DOWNSTREAM.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

INCREASED SUPPLY OF CDN. INDUSTRIAL MACHINERY  
TO INDONESIA.

GREATER MARKET ACCESS DOWNSTREAM.

INCREASED SUPPLY OF CDN. INDUSTRIAL MACHINERY  
TO INDONESIA.

GREATER MARKET ACCESS DOWNSTREAM.

INCREASED SUPPLY OF CDN. INDUSTRIAL MACHINERY  
TO INDONESIA.

GREATER MARKET ACCESS DOWNSTREAM.

INCREASED SUPPLY OF CDN. INDUSTRIAL MACHINERY  
TO INDONESIA.

GREATER MARKET ACCESS DOWNSTREAM.



REPORT 4  
88/10/21

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 : 505-JAKARTA

005-COMM. & INFORM. EQP. & SERV  
INDONESIA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	REMOTE SENSING	
	CONYINUED PROMOTION THROUGH GOI CONTACTS OF CDN. CAPABILITIES	CONTINUALLY INCREASING MARKET SHARE
	TELECOMMUNICATIONS (INC SPACE)	
	PROMOTION OF CDN. SYSTEMS MANAGEMENT CAPABILITIES	GREATER MARKET ACCESS DOWNSTREAM FOR CDN. EQPT. & EXPERTISE
	PROMOTION OF CDN. TRAINING CAPABILITIES	SENSITIZATION OF DG POSTEL/PERUMTEL OFFICIALS TO CDN. TELECOMS CAPABILITY
	CONTINUING VISITS TO CDA. OF SEINOR DG POSTEL & PERUMTEL OFFICALS	GREATER AWARENESS OF CDN. CAPABILITIES
	COMPUTERS, SOFTWARE & SYSTEMS	
	SEMINARS & PHYSICAL DEMONSTRATIONS	INCREASED OPPORTUNITY TO WIN TENDER
	CIDA SHOULD PROVIDE MORE FINANCING BACK-UP TO INDONESIA	INCREASE OPPORTUNITY TO WIN TENDER
	FINANCIAL BACKUP SHOULD BE MORE IN THE FORM OF SOFT LOANS OR GRANTS.	INCREASE OPPORTUNITY TO WIN TENDER
	SEMINARS & PHYSICAL DEMONSTRATIONS	INCREASE OPPORYUNITY TO WIN TENDER
	CONVINCE CIDA TO PROVIDE MORE SOFT LOANS & GRANTS TO INDONESIA	INCREASE OPPORTUNITY TO WIN TENDER

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	CONTINUE TO ASSIST COMS IN PURSUIT OF TELECOMS PROJECTS - CONTINUE TO ASSIST COS IN PURSUIT OF AERIAL SURVEY/REMOTE SENSING ACTIVITIES, THROUGH LIAISON WITH GOI AND MONITORING OF IBRD & ADB PROJECTS.	EDC OFFERED CONCESSIONAL FINANCING IN SUPPORT OF CDN MARCONI TELECOMS PROP TO PERUMTEL. - TSI TELECCOMS PROJ(OUTSIDE PLANT & IMS)CLOSER TO FRUITION. - POST REP-REINFORCED CDN COS PRESENCE AT 3RD SOUTHEAST ASIAN SURVEY CONGRESS.
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	-----	



REPORT 4  
88/10/21

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 : 511-KUALA LUMPUR

005-COMM. & INFORM. EQP. & SERV  
MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

REMOTE SENSING

MAINTAIN ACTIVE CONTACT WITH PRINCIPAL USERS OF REMOTE SENSING SYSTEMS TO DEVELOP AWARENESS OF EMERGING NEEDS & AREAS OF OPPORTUNITY.

PROMOTE INFORMATION EXCHANGE & CO-OPERATION ACTIVITIES BETWEEN CDN CENTRE FOR REMOTE SENSING & RELATED CDN INSTITUTIONS & COUNTERPART MALAYSIAN ORGANIZATIONS.

SUPPORT CDN COMPANIES IN PROJ. PROPOSAL TO MIN OF SCIENCE TECHNOLOGY & ENVIRONMENT.

ENSURE CIDA S&T MISSION TO MALAYSIA  
ADDRESS THEME OF CDA/MALAYSIA CO-OPERATION IN FIELD OF REMOTE SENSING

MAKE PRESENTATION TO MALAYSIAN PLANNING ASSOC. ON APPLICATION OF REMOTE SENSING TO CROP FORECASTING

TELECOMMUNICATIONS (INC SPACE)

FOLLOW-UP ON COMMUNICATIONS OPPORTUNITIES IDENTIFIED IN THE TELECOMMUNICATIONS EQPT. & SERVICES MKT. STUDY.

FOLLOW-UP WITH MALAYSIAN PARTICIPANTS ON INCOMING RURAL TELECOM. MISSION.

MEET WITH SENIOR DECISION MAKERS IN RADIO TV MALAYSIA TO PROMOTE CDN. EXPERTISE & ASSES RELEVANCE OF INCOMING MISSION TO CDA.

ASSESS MKT FOR DATA COMMUNICATIONS PRODUCTS & IF MERITED ORGANIZE DATA COMMUNICATIONS INCOMING MISSION TO CDA.

ENCOURAGE PROVINCIAL TRADE MISSIONS TO INCLUDE TELECOM. PROD. MANUFACTURERS

REINFORCE CDN IMAGE AS TECHNOLOGY LEADER.  
ALERT POTENTIAL CDN SUPPLIERS ON UP-COMING PURCHASE PLANS

ESTABLISH STRONG BILATERAL RELATIONSHIP & FACILITATE TECHNOLOGY TRANSFER.

CDN COMPANIES AWARDED CONTRACT FOR GEO CODED IMAGE CORRECTION SYSTEM AND CONTRACTED TO PROVIDE TECHNICAL TRAINING PROGRAM IN MALAYSIA.

HEIGHTENED EXPOSURE OF CDN TECHNOLOGY & SERVICES. CDN FIRMS INCLUDED ON NEGOTIATED TENDERS TO BUY REMOTE SENSING EQPT.

IDENTIFY 5 NEW AGENTS FOR CDN. COS.  
INCREASED SALES OF TELECOM. EQPT. TO MALAYSIAN PRIVATE SECTOR.

DETERMINE STATUS OF PURCHASE PLANS FOR ITEMS OF INTEREST IDENTIFIED DURING MISSION.  
IDENTIFY LOCAL AGENTS TO REPRESENT CDN. FIRMS FOR SALE TO STM.

DETERMINE EQPT. ACQUISITION PLANS & ADVISE CDN. INDUSTRY. EDUCATE MALAYSIAN BUYERS ABOUT CDN. PRODUCTS.

IDENTIFY GOVT. & INDUSTRY EQPT. BUYERS & NATURE OF THEIR REQUIREMENTS & SECURE THEIR PARTICIPATION ON MISSION.

INCREASE MALAYSIAN EXPOSURE TO CDN. TECH. & SERVICES.



REPORT 4  
88/10/21

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 : 511-KUALA LUMPUR 005-COMM. & INFORM. EQP. & SERV  
MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:  
ALL SUB-SECTORS

ANTICIPATED RESULTS:

INITIATE PROGRAM OF CALLS ON BANKS, MULTI-NATIONAL CORPS,  
& STM TO PROMOTE SATELLITE SYSTEMS FOR BUSINESS & RURAL  
TELEPHONE NEEDS.

PREPARE SHOPPING LIST OF OPPORTUNITIES FOR  
CDN. SUPPLIERS.  
INCREASED PRESENCE OF CDN. PRODUCTS/SERVICES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROMOTE CDN REMOTE SENSING TECHNOLOGY & SERVICES  
ENHANCE EXPOSURE OF MLSIANS TO CDN COMMUNICA-  
TIONS TECHNOLOGY; DETERMINE ACQUISITION PRIORI-  
TIES OF MALAYSIAN TELEVISION NETWORKS.

MDA AWARDED \$1 MN CONTRACT TO SUPPLY WEATHER MO-  
NITORING SYST; BERCHA SUBMITTED PROPOSAL TO TRAIN  
STAFF OF NEW REMOTE SENSING CENTRE; STM CHAIRMAN  
ATTENDED TEMIC COURSE; BCI AWARDED \$13 MN CASS  
ROLLOUT PROJ; ALERTED CDN FIRMS TO TV STUDIO DEVP

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

SEMINARS & PHYSICAL DEMONSTRATIONS  
CDN CENTRE FOR REMOTE SENSING & SERVICES FOR INSTITUTIONS &  
BROAD-BASED INFORMATION EXCHANGE & CO-OPERATION ACTIVITIES BETWEEN  
QUARTER 2  
QUARTER 3  
QUARTER 4



REPORT 4  
88/10/21

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 : 511-KUALA LUMPUR

001-AGRI & FOOD PRODUCTS & SERVICE  
MALAYSIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ACTIVE FOLLOW-UP WITH MEMBERS OF MALAYSIAN LIVESTOCK MISSION.  
ON-GOING SUPPORT FOR TECHNICAL COLLABORATION WITH LIVESTOCK  
AUTHORITY & INDUSTRY ASSOC. & PROM OF BREEDING STOCK

FOLLOW UP WITH MALAYSIAN PARTICIPANTS IN ASEAN FOOD PACKAGING  
TOUR & CDN COS THEY MET.

CONTINUE TO PROMOTE CDN FEED INGREDIENTS WITH LOCAL FEEDMILLERS

HOLD "CANADA FOOD FAIR" IN CO-OPERATION WITH LEADING SUPERMARKET  
CHAIN TO PROMOTE A WIDE VARIETY OF CDN FOODS.

PROMOTE AVAILABLE CDN UNIVERSITY & TECHNICAL TRAINING PROGRAMS  
IN AGRICULTURE SECTOR

MEET WITH PRINCIPAL MALAYSIAN PLANTATION COS TO PROMOTE SOURCING  
OF CDN AGRICULTURE EQPT., TECHNOLOGY & SERVICES.

20% INCREASE IN SALES OF SWINE BREEDING STOCK.  
ESTABLISH CDN REPUTATION AS LEADER IN GENERIC  
ENGINEERING & EXPAND INSTITUTIONAL CO-OP

INCREASE AWARENESS OF CDN CAPABILITY IN THIS  
SECTOR & EVENTUALLY ESTABLISH CDN PRESENCE IN  
MALAYSIAN MARKET.

GAIN GREATER ACCEPTANCE OF CDN FEED  
FORMULATIONS & IMPROVE SALES PERFORMANCE

HEIGHTEN AWARENESS OF CDN FOOD PRODUCTS.  
IDENTIFY  
NEW LOCAL DISTRIBUTORS TO HANDLE CDN FOOD  
PRODUCTS & THUS INCREASE SALES

INCREASE NO. OF GOVT. SPONSORED STUDENTS  
ATTENDING  
CDN UNIVERSITIES. IDENTIFY PRIORITY AGRICULT  
TRAINING NEEDS & ALERT CDN INDUSTRY.

DEMONSTRATE APPLICATIONS OF CDN HIGH TECH  
TO AGRICULTURE SECTOR PROMOTE HERBICIDES,  
PESTICIDES AND SPRAYED EQUIPMENT.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SUPPORT GREATER TECHNICAL COLLABORATION WITH  
LIVESTOCK AUTHORITY AND PROMOTE NEW SALES OF  
BREEDING STOCK; IMPLEMENT PLAN TO MARKET CDN FOOD  
PRODUCTS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

TECHNICAL DAIRY SEMINAR TO BE HELD IN KL IN OCT.  
VISIT OF LEONG SIN NAM FARM TO MTL LED TO PUR-  
CHASE OF \$40,000 OF BREEDING SWINE. CDN SWINE  
SEMINAR PLANNED FOR JAN '89; CDA FOOD FAIR SET FOR  
FEB & IN STORE PROMOTION PLANNED WITH LARGEST



REPORT 4  
88/10/21

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 : 511-KUALA LUMPUR

011-OIL & GAS EQUIPMENT, SERVICES  
MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

SUPPORT CDN. CONSULTING FIRMS & EQPT. SUPPLIERS IN THEIR EFFORTS TO OBTAIN CNG RELATED CONTRACTS.

TRANSFER CDN. TECHNOLOGY THROUGH PARTIAL MANUFACTURING & WIN CONSULTING CONTRACTS FOR CNG INDUSTRIAL CONVERSION PROJECTS.

SUPPORT PREGUALFIED BIDDERS FOR PGUP II PROJ. BY WORKING CLOSELY WITH THEM, THEIR LOCAL ASSOCIATES, EDC & COUNTER TRADE COS. AS REQUIRED IN SUBMISSION OF TENDERS

ENSURE CDA. GETS A SHARE OF THIS \$600M PROJ.

CONTINUE TO IDENTIFY SUITABLE REPRESENTATIVES & INTRODUCE THEM TO CDN. SUPPLIERS

CONCLUDE NEW REPRESENTATION AGREEMENTS & INCREASE EQPT. & SERVICE SALES POTENTIAL

IDENTIFY CDN. MANUFACTURERS OF OFFSHORE EXPLORATION EQPT. CAPABLE OF SUPPLYING TO CONCESSION HOLDERS.

INCREASE CDN. EXPOSURE TO MALAYSIAN MKT. & REPLACE TRADITIONAL SUPPLIERS.

ENCOURAGE PETRONAS & LOCAL INDUSTRY PARTICIPATION IN MANAGEMENT TRAINING PROGRAMS.

ESTABLISH CDN REPUTATION AS LEADER IN HUMAN RESOURCE DEVELOPMENT IN OIL & GAS SECTOR.

PROMOTE CDN. CONSULTING EXPERTISE IN REGULATORY ASPECTS OF IMPLEMENTATION OF CNG CONVERSION PROGRAMS.

TRANSFER CDN. EXPERIENCE TO MALAYSIA AND ESTABLISH OPPORTUNITY FOR CONSULTING SERVICES & POSSIBLE GOVT. TO GOVT. COLLABORATION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SUPPORT CDN COMPANIES BIDDING PGUP II PROJECTS; PROMOTE CDN PARTICIPATION IN EXPANDED MLSIAN OFFSHORE DEVELOPMENT PROGRAM; ALERT MFRS OF EXPLORATION EQUIPMENT/SERVICES TO MLSIAN REQUIREMENTS.

IPSCO CALLED IN FOR TECH DISCUSSIONS & PETRONAS TEAM VISITED THEIR STEEL PLANT; HOME OIL/TEXACO /PETRO CDA GULF CDA/SUN OIL CONSORTIA AWARDED PRODUCTION SHARING CONTRACTS FOR OFFSHORE EXPLORATION; SHAW PIPE, CANSPEC, TECHMASTER BIDDING EQUI

QUARTER: 2 -----

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

REPORT 4  
88/10/21

POST : 511-KUALA LUMPUR

007-POWER & ENERGY EQUIP. & SERV.  
MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ASSIST CDN COS BIDDING ACCELERATED TRANSMISSION PROJ. & VARIOUS PROJS. FUNDED UNDER ADB & IBRD.

SUPPORT AECL MARKETING INITIATIVES WITH PUSPATI RELATED TO TENDER FOR FOOD IRRADIATOR & COBALT 60 SALES

PROMOTE CANADIAN COAL SUPPLIERS WITH NEB

FOLLOW UP WITH PARTICIPANTS ON ASEAN POWER TRANSMISSION & DIST. MISSION TO CDA TO IDENTIFY SALES PROSPECTS WITH MOST PROMISE. ENCOURAGE MORE PRO ACTIVE MARKETING BY CDN SUPPLIERS.

PRIORITY TRADE PROMOTION ACTIVITIES TO MARKET CDN CAPABILITIES WITH SABAH ELECT BD(SEB) & SARAWAK ELECT SUPPLY CORP. (SESCO)

PROMOTE INFORMATION EXCHANGE BETWEEN CDN & MALAYSIAN UTILITIES RELATED TO REGULATORY POLICIES, OPERATIONS, HUMAN RESOURCE DEV ETC.

ESTABLISH INITIAL CDN EQPT SALES IN POWER SECTOR. CDN CONSORTIUM AWARDED CONSULTING CONTRACT FOR 275KV TRANSMISSION PROJ.

AECL AWARDED GAMMA IRRADIATOR CONTRACT

NEB TO PURCHASE 10% OF COAL REQUIRMENTS FOR PORT KLANG THERMAL POWER PLANT FROM CDA

GREATER KNOWLEDGE OF MALAYSIAN MKT. BY CDN. SUPPLIERS; AT LEAST 4 CDN COS WHO PARTICIPATED IN INCOMING MISSION VISIT MALAYSIA.

TRADE COMMISSIONER TO VISIT SEB, SESCO & LOCAL INDUSTRY TO IDENTIFY NEW PROJS.; CDN COS INCL MEETINGS WITH SERB, SESCO DURING VISITS TO MALAYSIA.

INCREASE MALAYSIAN FAMILIARITY WITH PROV. UTILITIES LEADING TO INSTITUTIONAL CO-OP & SALE OF SERVICES. (OPERATIONAL, MAINTENANCE, TRAINING)

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ENCOURAGE MORE PROACTIVE MARKETING BY CDN EQUIP AND SERVICES SUPPLIERS; FOCUS TRADE PROMOTION EFFORT ON SABAH & SARAWAK ELECTRICITY CORPNS; SUPPORT AECL MARKETING ACTIVITIES WITH PUSPATI; PROMOTE STRONGER BILATERAL RELATIONS IN ENERGY SECT

10 CO ELECTRICAL EQUIP MISSION SCHEDULED FOR SEPT; NEGOTIATIONS UNDERWAY WITH HQI FOR \$1MN ENGINEERING SERVICES FOR SABAH SCADA SYSTEM; AECL AWARDED \$1MN CONTRACT FOR GAMMA IRRADIATOR; MLSIA ENCOURAGED TO PARTICIPATE IN WEC 89 IN MTL.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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 : 511-KUALA LUMPUR

OOB-TRANSPORT SYS, EQUIP, COMP, SERV.  
MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE TO PROVIDE SUPPORT TO CDN CO & THEIR LOCAL AGENT IN THEIR PURSUIT OF MAS CONTRACT FOR REPLACEMENT OF EXISTING F-27 AIRCRAFT.

MAINTAIN CDN CO AS CONTENDER AGAINST TOUGH BRITISH & DUTCH COMPETITORS.

ASSISTING CANADIAN CONSULTANTS IN THEIR EFFORT TO SECURE CONSULTING CONTRACTS WITH RAILWAYS.

EXPAND CANADIAN CONSULTANTS' PRESENCE IN RAILWAYS & POSITION THEM FOR DOWNSTREAM WORK AS PRIVATIZATION PROCEEDS.

ASSIST CANADIAN CO IN ITS EFFORT TO INTRODUCE THEIR LOCOMOTIVES INTO MALAYSIA

WIN CONTRACT FOR SUPPLY OF SHUNTERS & SPARE PARTS.

WORK WITH CANADIAN COMPANIES TO IDENTIFY UPCOMING TRANSPORTATION RELATED PROJECTS STEMMING FROM NATIONAL TRANSPORT STUDY.

POSITION CONSULTING COS TO OFFER EQPT. & SERVICES AHEAD OF COMPETITORS.

PROMOTE CDN. MADE AVIONICS, NAVAIDS & ATC EQPT. FOLLOW-UP ON COMMERCIAL OPPORTUNITIES IDENTIFIED IN THE AEROSPACE PRODUCTS & SERVICES MARKET STUDY

INTRODUCE CDN. SUPPLIERS TO THE MARKET & HELP THEM PURSUE POST RECESSION OPPORTUNITIES.

ASSESS INTEREST ON PART OF RAILWAYS, AIRLINES & BUS COS IN ACQUIRING HEAVY DUTY CLEANING MACHENERY FOR ENGINES & PARTS

HELP CDN. SUPPLIERS OF SUCH MAC HINERY INTRODUCE THEIR EQPT. TO MALAYSIA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROMOTE SALES OF CDN EQUIPMENT AND SERVICES TO RAILWAYS; IDENTIFY AEROSPACE UPGRADE PROGRAM AND ALERT CDN FIRMS TO PURCHASE PLANS FOR AVIONICS, ATC SYSTEMS AND FIRE FIGHTING VEHICLES.

GM CDA AWARDED C\$2MN CONTRACT FOR SHUNTING LOCOS ; CPCS COMPLETED FREIGHT COSTING STUDY; LAVALIN COMPLETED FIRST PHASE OF NAT'L TRANSPORT STUDY & BIDDING ON PHASE II; RAYTHEON INVITED TO GIVE SEMINAR TO DCA, CMC, NORDIC & WALTEK BIDD. UPCOMING

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
89/10/21

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 : 511-KUALA LUMPUR

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
MALAYSIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE TO IDENTIFY NEW CAPABLE AGENTS WITH SUCCESSFUL TRACK RECORDS TO REPRESENT CDN. DEFENCE PRODUCT MANUFACTURERS.

EXPAND LIST OF QUALIFIED AGENTS. INCREASE CHANCES OF SUCCESS IN FUTURE MIN. OF DEFENCE TENDERS.

MAINTAIN ON-GOING LIAISON BETWEEN MIN OF DEFENCE, TO RESOLVE RDF CONTRACT DISPUTE.

TERMS & CONDITIONS OF CONTRACT FULFILLED TO SATISFACTION OF BOTH SIDES & RDF SYSTEMS OPERATIONAL.

FOLLOW-UP ON CDN. DEFENCE CHIEF GEN. MANSON VISIT TO MALAYSIA.

STRENGTHEN CDN. /MALAYSIAN DEFENCE RELATIONS.

FOLLOW-UP ON BEHALF OF CDN. PARTICIPANTS AT DSA 88 & SECURE MALAYSIAN CONCURRENCE FOR UPCOMING DEFENCE MISSION.

INTRODUCE SENIOR ARMES FORCES PERSONNEL TO CROSS SECTION OF CDN. DEFENCE PRODUCTS. ESTABLISH INTERPERSONAL LINK BETWEEN HIGH LEVEL RANKING OFFICERS OF ARMED FORCES.

FOLLOW-UP RCMP EOD TRAINING COURSE PROVIDED TO ROYAL MALAYSIAN POLICE FORCE OFFICERS.

INCREASE SALES OF EXPLOSIVE ORDINANCE DISPOSAL EQPT.

ASSIST CDN CO IN ITS MARKETING EFFORT TO SECURE SALES OF CRV 7 ROCKETS.

ESTABLISH CANADA AS BEST & MOST DEPENDABLE ROCKET SUPPLIER & SECURE CONTRACT ONCE FUNDS PERMIT TENDER.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ENHANCE CDN PRESENCE THROUGH ESTABLISHMENT OF NEW AGENCY AGREEMENTS. FOLLOW UP ON COMMITMENTS MADE DURING GENERAL MANSON VISIT. PROMOTE SOURCING OF CDN SECURITY PRODUCTS FOR CHOGM.

SENSTAR & BENDIX AVELIX APPOINTED LOCAL AGENTS; CDN FORCES ATTACHE TO BE POSTED TO KL TO COVER ASEAN COUNTRIES; INCOMING DEFENCE MISSION FIRMED UP FOR NOV; CCC PUTTING TOGETHER CONSORTIUM TO SUPPLY MLSIAN SECURITY PROD REQUIR'T FOR CHOGM.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

WHICH CONSISTED OF THE FOLLOWING ACTIVITIES:

BY MISSIONS ABROAD FOR FISCAL YEAR 88

REPORT 4A  
88/10/21

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 : 511-KUALA LUMPUR

- VISIT OF SASK MIN OF SCIENCE & TECHN, THE HON RAY MEIKLEJOHN.
- ACADEMIA 88 TRADE FAIR
- EXPORT DEVELOPMENT CORPORATION PROMOTION MISSION
- CDN INSTITUTE OF INT'L AFFAIRS STUDY TOUR TO MALAYSIA
- INCOMING ASEAN STANDARDS MISSION FROM MALAYSIA AND BRUNEI
- VISIT OF FINANCIAL POST FOREIGN EDITOR, ANDREW COHEN
- INRO COUNCIL AND RELATED COMMITTEE MEETINGS
- WIN EXPORT INSTALLATION, TECHNICAL AND OPERATIONAL TRAINING
- COMM. OFF. PARTICIPATION ON CIGI FEED & OIL SEED COURSE
- TFO FURNITURE SEMINAR



REPORT 4  
88/10/21

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 : 503-MANILA

007-POWER & ENERGY EQUIP. & SERV.  
PHILIPPINES

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW RELEASE OF TENDER DOCS OF ADB THIRD POWER LOAN TO NPC &  
MONITOR DEVELOPMENTS OF 2X55MW BACON MANITO GEOTHERMAL PLANTS &  
REPORT TO CDN SUPPLIERS

SOME CDN PARTICIPATION IN BOTH PROJS.

CLOSELY MONITOR CALACCA II COAL-FIRED THERMAL POWER PLANT  
DEVELOPMENTS, SIMIRARA COAL & ROCKWELL REHABILITATION PROJS  
& ADVISE CDN COS.

POSSIBLE CDN PARTICIPATION IN; BOILER ISLAND  
{CALACCA II} \$60-\$100M; CONSULTING SERVICES  
\$1-\$2M; ROCKWELL REHAB. \$120M

FOLLOW UP TO ONE INCOMING & ONE OUTGOING MISSION IN POWER  
SECTOR IN 1987

BETTER AWARENESS OF CDN CAPABILITY

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 EXPEDITE DECISION ON ROCKWELL REHAB. PROJECTS/  
SNC - SUPPORT CDN COS PURSUING CALACA II & ADB  
POWER PROJ AT NPC. - SEND OIL & GAS CONTACT TO  
NPS & UPDATE REPORT ON SECTOR.

MET SEC CONCEPCION OF DOTC TO SOLICIT HIS SUPP-  
ORT IN CABINET FOR THIS PROJ. - STILL AWAITING  
DECISION ON CALACA II EN'G/CONSUL CONTRACT BUT  
RUMOR IS THAT NENJEC/MONENCO SELECTED. - ASSIST  
IMPERIAL RAND IS GETTING EDC SUPPORT FOR PUMPS

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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 : 503-MANILA

005-COMM. & INFORM. EQP. & SERV  
PHILIPPINES

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

COORDINATION WITH CIDA FOR ALLOCATION OF COMPONENT OF BILATERAL AID PROGRAM DEVOTED TO TELECOMMUNICATIONS

\$5-\$10M IN EQPT & SERVICES CONTRACTS

MAINTAIN CLOSE CONTACTS WITH MOTC, NTC, BUTEL, PLDT, PAFTEL MEMBERS & OTHER PRIVATE SECTOR COS. MONITOR & REPORT ALL POLICY & STRUCTURAL CHANGES.

EARLY IDENTIFICATION OF EXPORT OPPORTUNITIES FOR TRANSMISSION TO CDN EXPORTERS

DISTRIBUTE ADDITIONAL "TELECOMMUNICATIONS PRODUCTS FOR WORLD MARKETS" TO POTENTIAL CLIENTS

INCREASED AWARENESS OF CDN. CAPABILITIES.

PREPARE REPORT ON TELECOM SECTOR & OPPORTUNITIES IN PREPARATION FOR TELECOM MISSION & SEMINAR IN NOV. 88.

ENCOURAGE CDN. PARTICIPATION IN MISSION & STIMULATE INTEREST IN PHILIPPINE MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROMOTE ESTABLISHMENT OF CIDA/EDC LOC FOR SECTOR  
- SUPPORT NT/SRT/CDA WIRE & CABLE RURAL TELE-COM PROJ IN MINDANAO. - SUPPORT ATLAS/GEST SUB-CONTRACT BID W/ATT FOR PLDT EXPANSION PROGRAM.

MET WITH NEWLY ARRIVED ATLAS/GEST RESIDENT MGR & ASSISTED IN ESTABLISHING LOCAL CO. - MET WITH SEC OF DOTC & CIDA COUNSELLOR & EDC TO EXPEDITE LOC/MECHANISM. - AMB/TRADE & CIDA OFFICER MET WITH SEC REYES DOTC TO PUSH THIS PROJECT.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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 : 503-MANILA

999-MULTIPLE SECTORS  
PHILIPPINES

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

COMPLETION OF DATA INPUT TO COMPUTER BASED PROJECT TRACKING SYSTEM.

BETTER & MORE TIMELY INFORMATION ON PROCUREMENT OPPORTUNITIES TO REGIONAL POSTS AND CDN EXPORTERS & CONSULTANTS.

COMPLETION OF BROCHURE OUTLINING SERVICES PROVIDED BY EXTOTT AND POST TO ASSIST CANADIAN COMPANIES IN PURSUING ADB PROCUREMENT.

MORE CANADIAN COMPANIES SEEKING ASSISTANCE; TAKING AN INTEREST IN ADB PROJECTS.

CONTINUED EFFORT TO STRENGTHEN CONTACTS AT ADB.

TO OBTAIN MORE DETAILED & TIMELY INFO ON PROJECTS OF PARTICULAR INTEREST TO CDN COS. AND TO RESOLVE PROBLEM PROJECTS.

PERSUADE BANK TO INCLUDE CANADIAN CITIES IN ANNUAL PROCUREMENT SEMINARS PROGRAM.

INFORM MORE CANADIAN COMPANIES OF OPPORTUNITIES AND HOW TO PURSUE.

INCREASED CONTACT/LIAISON WITH CO-FINANCING UNIT AND PRIVATE SECTOR DIVISION

GREATER BANK AWARENESS OF CANADIAN INTEREST IN CO-FINANCING OPPORTUNITIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

LEAD  
INTRODUCTION OF ONE OR MORE CANADIAN  
WAVE  
COMPLETING 200-300 HEAVY  
COMPLETING 200-300 HEAVY  
COMPLETING 200-300 HEAVY



REPORT 4  
88/10/21

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 : 503-MANILA

001-AGRI & FOOD PRODUCTS & SERVICE  
PHILIPPINES

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

MAINTAIN CLOSE CONTACT WITH NFAC & MAJOR UREA TRADERS TO DETERMINE FURTHER MARKET INTEREST & CO-OPERATE WITH CIDA RE POSSIBLE BOP AID IN FORM OF UREA.

POSSIBLE ADDITIONAL UREA SALES.

CONTINUED CLOSE LIAISON WITH SWINE BREEDERS & ENCOURAGE & ASSIST THEIR TRAVEL TO CANADA. MAINTAIN CLOSE CONTACTS WITH FEED MILLERS.

CONTINUING SALES (200-300 HEAD/YR) & POSSIBLY CANOLA MEAL AS FEED COMPONENT. ADDITIONAL FEED WHEAT FEED BARLEY SALES

FOLLOW UP ASEAN FOOD PACKAGING & PROSSESSING MISSION TO CANADA IN FALL 87.

INTRODUCTION OF ONE OR MORE CANADIAN SUPPLIERS TO MARKET.

MONITOR CLOSELY POLICIES OF THE DEPT. OF AGRICULTURE ON POSSIBLE 10M CATTLE RESTOCKING PROGRAM.

POSSIBLE MARKET FOR 1600 HEAD OF CATTLE PER YEAR

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ORGANIZE VISITS TO ONT PORK CONGRESS & SWINE PRODUCERS/EXPORTERS. - ASSIST BC TREE FRUITS TO SELECT LOCAL DISTRIBUTOR & REPORT ON MKT DEVELOPMENTS. - SUPPORT CIDA'S COMMODITY GRANT PROGRAM (FERTILIZERS).

15 PHIL SWINE GROWERS TRAVELLED TO ONT PORK CONGRESS & MADE SEPARATE TOURS TO CDN SWINE FARMS. - B.C. TREE FRUITS NAMED DISTRIBUTOR. 1ST SHIPMENT ON THE WAY. - CONTRACT FOR 14,000 M TONS OF UREA AWARDED TO ESSO CHEMICALS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4A  
88/10/21

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 : 503-MANILA

ADB ANNUAL MEETING  
VISIT OF CANADIAN INSTITUTE OF INTERNATIONAL AFFAIRS  
WIN EXPORT SYSTEM INSTALLATION & TRAINING  
NTS - ACTIVITIES/STUDIES - LAUNCHED 3 STUDIES & 2 NTS SPON-  
SORED VISITS TO CANADA. (5)REPORTED/COMMENTED ON 5 CIDA INC.  
PROPOSALS/APPLICATIONS. (6)CO-TOUR & PARTICIPATION IN CIGI  
GRAINS & OILSEEDS COURSE.







REPORT 4  
88/10/21

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 : 532-MELBOURNE

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

IN CONJUNCTION WITH THE AUTOMOTIVE INDUSTRIES ASSOCIATION OF CAN-  
ADA PROMOTE INCOMING BUYERS TO THE 1988 CIA SHOW.

AEROSPACE

RESCHEDULE AEROSPACE MISSION DUE IN 4/88 (SEE DEFENCE PROFILE)

ASSIST CONAIR IN EXPANSION OF AIRCRAFT MERKETING IN POST TERRI-  
TORY.

PREPARATION WITH CONAIR LTD. FOR DEMONSTRATION TOUR OF FIRE  
FIGHTING AIRCRAFT/EQUIPMENT.

ANTICIPATED RESULTS:

REPRESENTATION IN AUSTRALIA OF ADDITIONAL  
CANADIAN AUTO PART MANUFACTURERS.

SALES OF EQUIPMENT TO AUSTRALIAN F18 PROGRAM,  
SALES OF CHALLENGER AIRCRAFT.

TO ASSIST IN EXPANSION OF CURRENT MARKETING  
EFFORTS AND SALES OF 3 AIRCRAFT.

TO ASSIST IN MARKETING CONAIR PRODUCTS IN  
AUSTRALIA AND SALES OF 3 AIRCRAFT.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

532-MELBOURNE

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

REPORT 4  
88/10/21

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







REPORT 4  
88/10/21

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 : 532-MELBOURNE

016-INDUSTRIAL MACHIN, PLANTS, SERV.  
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:  
TO STUDY THE MARKET FOR GOLD MINING AND PROCESSING EQUIPMENT AND  
NOTIFY CDN INDUSTRY.

ANTICIPATED RESULTS:  
INCREASED SALES BY 10%.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

PLANNING

POST : 532-MELBOURNE

88/10/21

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







REPORT #5  
88/10/21

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

532 - MELBOURNE

AUSTRALIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

MINE, METAL, MINERAL PROD & SRV  
FAMILIARIZE AUSTRALIAN MINING SECTOR WITH ATTRACTIONS OF INVESTING IN CANADA.

MINERALS AND MINERAL PRODUCTS

THREE NEW MAJOR INVESTMENTS IN CDA MINES.

COMM. & INFORM. EQP. & SERV  
SELECTED CALLS ON KEY SOFTWARE COMPANIES PROMOTING INVESTMENT IN CANADA.

COMPUTERS, SOFTWARE & SYSTEMS

TWO NEW JOINT VENTURES IN CANADA.

AGRI & FOOD PRODUCTS & SERVICE  
CALL ON TWENTY MOST PROMINENT AGRICULTURAL MACHINERY & EQUIPMENT MANUFACTURERS TO PROMOTE JOINT VENTURE IN CANADA.

AGRICULTURE MACH, EQUIP, TOOLS

ONE NEW INVESTMENT IN CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

DEVELOP PROGRAM WITH DEPT. INDUSTRY TECHNOLOGY & RESOURCES OF VICTORIA STATE GOVERNMENT TO ENHANCE JOINT VENTURES (STRATEGIC PARTNERING PHILOSOPHY).

POSSIBLY PRODUCE SEVERAL SERIOUS CANDIDATES.

REPORT #5  
88/10/21

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

532 - MELBOURNE

AUSTRALIA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

QUARTER : 2

QUARTER : 3

QUARTER : 4

TRACKING REFLECTS ACTIVITIES UNDERTAKEN IN QUARTER 1

QUARTER : 1

QUARTER : 2

532 - MELBOURNE

15/10/88

LOWEST OF YEAR INVESTMENT ACTIVITIES AND UNACTIVATED RESULTS STATED IN MISSIONS ABROAD FOR FY 88



REPORT 4A  
88/10/21

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 : 523-NEW DELHI

POST : 532-MELBOURNE

PLANNING FOR JULY VISIT OF PDM MAZANKOWSKI TO MELBOURNE.

ACTIVITIES PROPOSED IN POST PLAN	ACTIVITIES	ANTICIPATED RESULTS
ALL SUB-SECTORS	<p>ESTABLISHMENT OF GOVT TO GOVT AND PRIVATE TO PRIVATE STRATEGIC LINKAGES &amp; INDUSTRIAL COLLABORATIONS IN COMMUNICATIONS SECTOR</p> <p>ENHANCEMENT OF COM INDUSTRIAL COMPETITIVENESS AND ALSO ENHANCE CANADIAN HARDWARE EXPORTS TO INDIA.</p> <p>EXPORT SALES OF GOODS AND SERVICES VALUED AT C\$ 1.5M.</p> <p>RAISE PROFILE OF CANADIAN SPACE/ REMOTE SENSING INDUSTRY IN INDIA.</p> <p>IMPROVE BUSINESS PROSPECTS FOR MAJOR COM COMPANIES SUCH AS SPAR, PDA, DIXIE, INTERRA TECHNOLOGIES ETC.</p> <p>WILL FOLLOW UP WHICH NEEDS BUSINESS COMPANIES SEEKING BUSINESS IN THIS SECTOR.</p>	
SPECIAL	<p>PLANNING FOR JULY VISIT OF PDM MAZANKOWSKI TO MELBOURNE.</p>	
SPECIAL	<p>INITIATE VENTURE CAPITAL INVESTMENT AND ELECTRONIC COMPONENTS IN ORDER TO IDENTIFY CANADIAN EXPORT OPPORTUNITIES</p>	
SPECIAL	<p>INITIATE VENTURE CAPITAL INVESTMENT AND ELECTRONIC COMPONENTS IN ORDER TO IDENTIFY CANADIAN EXPORT OPPORTUNITIES</p>	
SPECIAL	<p>INITIATE VENTURE CAPITAL INVESTMENT AND ELECTRONIC COMPONENTS IN ORDER TO IDENTIFY CANADIAN EXPORT OPPORTUNITIES</p>	
SPECIAL	<p>INITIATE VENTURE CAPITAL INVESTMENT AND ELECTRONIC COMPONENTS IN ORDER TO IDENTIFY CANADIAN EXPORT OPPORTUNITIES</p>	
SPECIAL	<p>INITIATE VENTURE CAPITAL INVESTMENT AND ELECTRONIC COMPONENTS IN ORDER TO IDENTIFY CANADIAN EXPORT OPPORTUNITIES</p>	





REPORT 4  
88/10/21

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 : 522-NEW DELHI

005-COMM. & INFORM. EQP. & SERV  
INDIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW-UP ON MOC JAN'88 VISIT FOR IMPLEMENTATION OF MOU(S) POSSIBLY SIGNED DURING VISIT IN DIRECT DIALLING, TRC/DOC. RESEARCH AGREEMENT AND REMOTE SENSING/SATELLITE - INSTITUTIONAL COLLABORATION.

ASSESS POSSIBILITY OF PURCHASING INDIAN SOFTWARE FOR CANADIAN COMPUTER INDUSTRY.

CONTINUE SUPPORT TO CANAC/ATI FOR RAILWAYS TELECOM PROJECT AND ALSO SPAR IN TDMA DEMO.

PLAN AND EXECUTE POSSIBLE VISIT OF MINISTER OF STATE FOR SCIENCE AND TECHNOLOGY TO INDIA.

ORGANISE AND FOLLOW-UP PROPOSED DRIE SPACE INDUSTRY MISSION TO INDIA AS FOLLOW UP TO DRIE INDUSTRIAL COLLABORATION VISIT OCT'87.

INITIATE STUDY OF INDIAN SCIENTIFIC INSTRUMENTATION AND ELECTRONIC COMPONENTS IN ORDER TO IDENTIFY CANADIAN EXPORT OPPORTUNITIES

ESTABLISHMENT OF GOVT TO GOVT AND PRIVATE TO PRIVATE STRATEGIC LINKAGES & INDUSTRIAL COLLABORATIONS IN COMMUNICATIONS SECTOR.

ENHANCEMENT OF CDN INDUSTRIAL COMPETITIVENESS AND ALSO ENHANCE CANADIAN HARDWARE EXPORTS TO INDIA.

EXPORT SALES OF GOODS AND SERVICES VALUED AT C\$ 15M.

RAISE PROFILE OF CANADIAN SPACE/ REMOTE SENSING INDUSTRY IN INDIA.

IMPROVE BUSINESS PROSPECTS FOR MAJOR CDN COMPANIES SUCH AS SPAR, MDA, DIPIX, INTERRA TECHNOLOGIES ETC.

WILL EQUIP POST IN ADVISING CANADIAN COMPANIES SEEKING BUSINESS IN THIS SECTOR.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 FOLLOW-UP ON MOC JAN. 88 VISIT FOR IMPLEMENT'N OF MOV(S) IN DIRECT DIALLING, MOC/TRC RESEARCH AGRMT & REM. SENSING/SATELLITE INSTITU'L COLLAB'N. ASSESS POSSIBILITY OF PURCHASING INDIAN SOFTWARE FRO CDN COMPUTER INDUSTRY.

QUARTER: 1 ORGANISE & FOLLOW-UP PROPOSED DRIE SPACE IND. MISSION TO INDIA AS FOLLOW-UP TO DRIE IND'L COLLABORA'N VISIT OCT. 87. ORGANIZED COMPUTERISED TRACKING SYSTEM FOR INDUSTRIAL COLLABORATION INITIATIVES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

DISCUSSIONS ON MOV BETWEEN DOC AND TRC CONTINUING. EFFORTS CONTINUING AND INDIAN PRIVATE SECTOR COMPANIES BEING ENCOURAGED TO CONTACT CANADIAN FIRMS.

FOLLOWED UP - INCOMING MISSION SCHEDULED FOR NOVEMBER 1988. ORGANISED.



REPORT 4  
88/10/21

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 : 522-NEW DELHI

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

INDUSTRIAL COOPERATION ACTIVITIES IN SUPPORT OF AUTOMOTIVE PARTS SECTOR.

1 OR 2 JOINT VENTURES OR TECHNOLOGY TRANSFER ARRANGEMENTS.

DEVELOPMENT OF INCREASED DATA BANK DETAILING INDIAN INDUSTRIAL CAPABILITY TO SUPPORT CANADIAN BIDS WHICH MUST HAVE INDIAN CONTENT.

IN LONG TERM ENHANCED CANADIAN PRESENCE IN RAIL, URBAN TRANSIT AND AEROSPACE SECTORS.

DEVELOP AND COMPUTERIZE INFORMATION ON INDIAN INDUSTRIAL CAPABILITY IN SUPPORT OF EXPANDED INDUSTRIAL COOPERATION FOCUS OF POST.

INCREASED NUMBER OF COLLABORATIVE ARRANGEMENTS BETWEEN INDIAN AND CANADIAN COMPANIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 IND'L COLLABORA'N ACTIVITIES IN SUPPORT OF AUTO PARTS; DEVELOP INCREASED DATA BANK DETAILING INDIAN INDUSTRIAL CAPABILITY TO SUPPORT CANADIAN BIDS WHICH MUST HAVE INDIAN CONTENT.

BEING PURSUED.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

POST : 522-NEW DELHI

INDIA  
008-COMM & TRANSPORT SERV & SERV

REPORT 4  
88/10/21

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



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

REPORT 4  
88/10/21

POST : 522-NEW DELHI

011-OIL & GAS EQUIPMENT, SERVICES  
INDIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

DEVELOP HIGH PROFILE MARKETING CAMPAIGN IN INDIA & CANADA IN SUPPORT OF CIDA/EDC LINE OF CREDIT FOR OIL AND GAS SECTOR RECENTLY SIGNED.

SIGNIFICANT AND IMMEDIATE INCREASE IN ATTENTION ON CANADIAN CAPABILITY RESULTING IN INCREASED SALES.

PETRO-CANADA - OIL & NATURAL GAS COMMISSION MOU FOR TECHNICAL CO-OPERATION WITH OIL & GAS SECTOR (APPEARS TO LACK STRONG PETRO CANADA INTEREST).

WHEN SIGNED SIGNIFICANT INCREASE IN LINKS BETWEEN CANADIAN COMPANIES AND ONGC

IMPLEMENTATION OF PLAN TO ENCOURAGE MAJOR INDIAN OIL & GAS COMPANIES TO MAKE USE OF CIDA PROFESSIONAL DEVELOPMENT TRAINING FUND.

ENHANCED CONTACT BETWEEN INDIAN OIL OFFICIALS AND CANADIAN EXPERTISE. LONGER TERM COMMERCIAL BENEFITS WILL ACCRUE.

COMPILATION OF COMPREHENSIVE MARKET INFORMATION TOOL SPECIFICALLY FOR OIL & GAS SECTOR TO ENCOURAGE CDN COMPANIES TO CONSIDER INDIAN MARKET IN LIGHT OF RECENTLY SIGNED EDC/CIDA LINE OF CREDIT

DISSEMINATION OF BACKGROUND INFO ON NATURE & STRUCTURE OF ROBUST INDIAN PURCH. PROG. IN OIL & GAS SECTOR LEADING TO INCREASED ENQUIRIES FM CDA & INCREASED COMMERCIAL ACTIVITY.

CARRY OUT DETAILED REVIEW OF CDN GOVT SUPPORT TO THIS SECTOR TO DETERMINE IF THE HIGH LEVEL SUPPORT GIVEN OVER PAST YEARS IS PAYING SUFFICIENT DIVIDENDS.

RATIONALIZE RESOURCES AVAILABLE.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

522-NEW DELHI

REPORT 4  
88/10/21

WHICH CONTAINED 8806344 RESOURCES DURING THE REPORTING PERIOD  
LISTED BELOW ARE THE EFFECTIVE AND/OR AMBLYMNEPACIALIZED

BY WAY OF CLARIFICATION FOR THE RECORD  
HARBOR NOTIONARY 190494 TO 190494 190494 190494





REPORT 4  
88/10/21

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 : 527-OSAKA

005-COMM. & INFORM. EQP. & SERV  
JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

IDENTIFICATION OF AND NOTIFICATION TO CANADIAN FIRMS WHICH SHOULD BE MADE AWARE OF SPECIFIC MARKET OPPORTUNITIES IN TERRITORY.

FOCUSSING OF SECTORAL CAPABILITIES AND PREPARATION FOR SUPPORT OF NEW MARKETING ENDEAVOURS.

WORK WITH EMBASSY IN TOKYO TO ASSIST IDENTIFICATION OF IMPORTANT TARGET PURCHASERS IN TERRITORY (AS REQUIRED).

IDENTIFICATION OF IMPORTANT CONTACTS FOR PROMOTION ACTIVITIES.

CONVEY INFORMATION CONCERNING PROCUREMENT FOR THE KANSAI INTERNATIONAL AIRPORT TO COMPANIES WITH GOOD SALES POTENTIAL.

PROCUREMENT INFORMATION WILL BE SENT TO FORTY THREE COMPANIES PREVIOUSLY IDENTIFIED AS HAVING INTEREST AND CAPABILITY IN AIRPORT PROJECT.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SOFTWARE MISSION TO JAPAN - PROGRAMME DEVELOPMENT.

MISSION CANCELLED FOR LACK OF INDUSTRY INTEREST IN CANADA.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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 : 527-OSAKA

001-AGRI & FOOD PRODUCTS & SERVICE  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

FOLLOW-UP WITH FOOD CHAINS/DEPARTMENT STORES TO ENCOURAGE CONTINUED STOCKING OF CANADIAN PRODUCTS AFTER FOOD FAIRS AND TO DETERMINED MARKET ACCEPTANCE AND ADVISE EXPORTERS ON WAYS TO IMPROVE PRODUCT PRESENTATION.

AVAILABILITY OF CANADIAN FOOD PRODUCTS IN STORES. SALES OF \$1.5 MILLION CANADIAN.

MARKET RESEARCH INTO AREAS OF OPPORTUNITIES.

IDENTIFICATION OF CDN PRODUCTS FOR THIS MARKET AND NEW IMPORTERS.

SUPPORT DEPARTMENT STORES/RESTAURANT TO SPONSOR CANADIAN FOOD FAIRS.

FIVE NEW FOOD EXPOSITIONS WILL BE HELD IN DIFFERENT FOOD CHAINS.

FOOD SHOW ON THE PREMISES OF THE CONSULATE GENERAL.

100 JAPANESE COMPANIES TO ATTEND AND \$500000 ON SITE SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 OSAKA MEAT PURVEYORS ASSOCIATION MISSION TO ALBERTA - IDENTIFIED PLAYERS, PERSUADED AND DEVELOPED PROGRAMME IN COORDINATION WITH ALBERTA GOVERNMENT.

FIVE MAN EXECUTIVE-LEVEL MISSION TO ALBERTA REPRESENTS 18 MONTHS OF PUBLIC RELATIONS EFFORTS BY CONGEN AND ALBERTA GOVERNMENT. MISSION RETURNED VERY IMPRESSED WITH ALBERTA BEEF AND RELATIONS ESTABLISHED.

QUARTER: 1 CANADA FOOD FESTIVAL - ROYAL HOTEL POST PLANNED AND INITIATED EVENT COINCIDING WITH CJBC.

NINE DAY EVENT RESULTED IN EXCELLENT PUBLICITY FOR PROMOTION OF CANADIAN FOOD PRODUCT EXPORTS AT CONSUMER LEVEL.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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 : 527-OSAKA

002-FISHERIES, SEA PRODUCTS & SERV.  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:  
FOLLOW-UP WITH FISH IMPORTERS TO DETERMINE ACCEPTANCE OF CANADIAN FISH PRODUCTS AND WAYS TO IMPROVE PRODUCT PRESENTATION.

ANTICIPATED RESULTS:  
BETTER ACCEPTANCE, CONSOLIDATED DISTRIBUTION CHANNELS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:  
QUARTER: 1 OSAKA INTERNATIONAL TRADE FAIR - POST ORGANIZED CANADIAN PAVILLION AT INTEX. FIFTEEN FIRMS PARTICIPATED OVER SEVEN DAY PERIOD.

QUARTERLY RESULTS REPORTED:  
COORDINATION OF PARTICIPANTS UNDER CANADA BANNER, JUDGED TO BE ONE OF COUNTRIES OF HIGHEST PROFILE. GENERATED CONSIDERABLE VOLUME OF DIRECT SALES AT MINIMAL COST AS PROMOTIONAL PROJECT.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
88/10/21

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 : 527-OSAKA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW-UP WITH COMPANIES REGISTERED TO ENSURE THEY ARE AWARE OF PROCEDURAL CHANGES REGARDING CONTRACT BIDDING.

RESUBMISSION OF REGISTRATION BY SEVEN COMPANIES.

WORK WITH KANSAI AIRPORT PROJECT TEAMS (SUMITOMO, MITSUBISHI ETC.) TO DETERMINE AND IDENTIFY GAPS WHICH CAN BE FILLED BY CANADIAN SUPPLIERS.

INCREASED NUMBER OF CANADIAN COMPANIES FINDING JOINT VENTURE PARTNERS FOR KIAK AIRPORT PROJECT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 OSAKA MEAT PURVEYORS ASSOCIATION MISSION TO
- QUARTER: 2 ALBERTA - IDENTIFIED PLAYERS, FORWARDED AND
- QUARTER: 3 DEVELOPER PROGRAMME IN COORDINATION WITH ALBERTA
- QUARTER: 4 GOVERNMENT.

- QUARTER: 1 CANADIAN EXPORT COUNCIL MISSION TO VISIT PLAYERS
- QUARTER: 2 CONVENTION EVALUATION WITH TOLEX MILLER STONE
- QUARTER: 3 DENNO INTERNATIONAL TRADE EXHIB - BOBBI ORGANIZED
- QUARTER: 4 ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 PRODUCTS AND TRADE TO INCREASE PRODUCT REPRESENTATION
- QUARTER: 2 LOGON-76 WITH HIGH THROUGHPUT TO DETERMINE ACCEPTANCE OF CUMULATIVE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST : 527-OSAKA

008-TRANSPORT SYS, EQUIP, COMP, SERV.

REPORT 4  
88/10/21

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



REPORT 4  
88/10/21

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 : 527-OSAKA

009-FOREST PRODUCTS, EQUIP, SERVICES  
JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

IDENTIFY AND VISIT IMPORTANT CONTACTS IN MARKET FOR FUTURE PROMOTIONAL ACTIVITIES.

GREATER INTEREST IN CANADIAN MANUFACTURED WOOD PRODUCTS. TWENTY CONTACTS WILL BE VISITED.

ORGANIZE SEMINAR IN CONSULATE FOR PROMOTION OF AWARENESS OF CANADIAN WOOD PRODUCTS WITH ASSISTANCE FROM INDUSTRY AND GOVERNMENT.

MORE AND BETTER CONTACT(S) BETWEEN CANADIAN SUPPLIERS AND JAPANESE BUYERS. SEMINARS WILL ATTRACT 20 COMPANY CONTACTS.

REPORT ON CURRENT AND POTENTIAL MARKET SHARE OF EXPORTERS FOR SELECTED SOLID WOOD PRODUCTS.

BETTER UNDERSTANDING OF STRATEGIES COMPANIES NEED TO EMPLOY TO GAIN ACCESS TO LOCAL MARKET.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

527-OSAKA

009-F

REPORT 4  
88/10/21

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



REPORT #5  
88/10/21

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

527 - OSAKA

JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

INDUSTRIAL MACHIN, PLANTS, SERV. ALL SUB-SECTORS  
PROSPECTIVE CANDIDATES IN THIS SECTOR WHICH HAVE BEEN IDENTIFIED THROUGH INVESTMENT SEMINARS ORGANIZED BY CONGEN DURING 86-87 FY OR IDENTIFIED BY OTHER MEANS WILL BE CONTACTED & THEIR IMMEDIATE INVESTMENT INTENTIONS DETERMINED.

GENERATE TEN NEW ENQUIRES FOR WHICH CONGEN HAS RESOURCES TO FOLLOW-UP WITH TOP THREE BEST PROSPECTS.

ELECTRONICS EQUIP. & SERV ALL SUB-SECTORS  
PROSPECTIVE CANDIDATES IN SECTOR WHICH HAVE BEEN IDENTIFIED THROUGH INVESTMENT SEMINARS ORGANIZED BY CONGEN DURING 86-87 FY OR IDENTIFIED BY OTHER MEANS WILL BE CONTACTED & THEIR IMMEDIATE INVESTMENT INTENTIONS DETERMINED

GENERATE TEN NEW ENQUIRES FOR WHICH CONGEN HAS RESOURCES TO FOLLOW-UP WITH TOP THREE BEST PROSPECTS.

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE  
PROSPECTIVE CANDIDATES IN THIS SECTOR WHICH HAVE BEEN IDENTIFIED THROUGH INVESTMENT SEMINARS ORGANIZED BY CONGEN DURING 86-87 FY OR IDENTIFIED BY OTHER MEANS WILL BE CONTACTED AND THEIR IMMEDIATE INVESTMENT INTENTIONS DETERMINED.

GENERATE TEN NEW ENQUIRES FOR WHICH CONGEN HAS RESOURCES TO FOLLOW-UP WITH TOP THREE BEST PROSPECTS.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY  
PROSPECTIVE CANDIDATES IN THIS SECTOR WHICH HAVE BEEN IDENTIFIED THROUGH INVESTMENT SEMINARS ORGANIZED BY CONGEN DURING 86-87 FY OR IDENTIFIED BY OTHER MEANS WILL BE CONTACTED AND THEIR IMMEDIATE INVESTMENT INTENTIONS DETERMINED.

GENERATE TEN NEW ENQUIRES FOR WHICH CONGEN HAS RESOURCES TO FOLLOW-UP WITH TOP THREE BEST PROSPECTS.

NON SECTORALLY ORIENTED ACTIVITIES

COOPERATE WITH OSAKA CHAMBER OF COMMERCE & INDUSTRY ON PLANS TO SEND INVESTMENT MISSION TO CDA IN SPRING 88.

IDENTIFY & COMMUNICATE IMPORTANT NEW INVESTMENT OPPORTUNITIES TO CHAMBER MEMBERSHIP LEADING TO DIRECT INVESTMENT IN CDA.

REPORT ON STRATEGIES OF OTHER FOREIGN GOVERNMENTS TO PROMOTE INVESTMENT IN KANSAI.

BETTER UNDERSTANDING OF STRATEGIES OF OTHER GOVERNMENTS MAY LEAD TO MORE EFFECTIVE INVESTMENT PROMOTION PRACTICES FOR OURSELVES.



REPORT #5  
88/10/21

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

527 - OSAKA

JAPAN

TRACKING: \_\_\_\_\_

ACTIVITIES UNDERTAKEN IN QUARTER \_\_\_\_\_

RESULTS REPORTED \_\_\_\_\_

QUARTER : 1

OSAKA CHAMBER OF COMMERCE MFTG. INVSTMT MISSION TO CDA: RECRUIT MEMBERS DEVELOP PROG., LOGISTICS, FOLLOW-UP & REPORT. B. NOMURA SECURITIES INVSTMT MISSION TO CDA: PRESS EXEC. MEMBERS TO COMMIT TO MISSION. C. KANSAI PRODUCTIVITY MISSION TO CDA: DEVELOPED PROGRAMME. D. CORPORATE LIAISON: CONTINUING EFFORTS PERSUADING 10 INVESTMENT PROSPECTS TO VISIT CANADA TO ESTABLISH CONTACTS AND DEVELOP INVESTMENT PLAN.

15 MEMBER MISSION VISITED 7 PROV., RETURNING WITH HIGHLY FAVOURABLE IMPRESSIONS & SPECIFIC INVSTMT PROJS. NOMURA HAS AGREED TO SEND MISSION OF THEIR CLIENTS TO CDA DURING FALL THIS YEAR. EXEC. OF SEVERAL IMPORTANT KANSAI-BASED CORPS RETURNED WITH BETTER AWARENESS OF INVESTMENT CLIMATE IN CDA. ONE INVSTMT PROJ. SUCCESSFULLY COMPLETED, 2 VISITS TO CDA COMPLETED, 1 VISIT POSTPONED TILL AUGUST, 4 PROSPECTS REQUIRE MORE PERSUA 'N, 2 COS HAVE OPTED FOR INVSTMT IN THE U.S

QUARTER : 2

QUARTER : 3

QUARTER : 4

4085 231-0244

88/10/21  
REPORT #5

WHICH COMPLETED PROSPECTS RESEARCH DURING THE REPORTING PERIOD  
STARTED BEFORE THE REPORTING PERIOD AND/OR WHICH WERE INITIATED

VI VISITS TO CDA FOR LOGISTICS  
KANSAI CHAMBER OF COMMERCE MISSION TO CDA

REPORT 4A  
88/10/21

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

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 : 527-OSAKA

CANADA JAPAN BUSINESSMAN'S COMMITTEE - RECEPTION AND LOGIS-  
TICAL SUPPORT  
SSEA IN TERRITORY FOR TWO DAYS - LOGISTICAL SUPPORT  
CITY OF MONTREAL IN TERRITORY FOR ONE DAY PROGRAMME  
DEVELOPED BY CONGEN  
PROVINCE OF NEW BRUNSWICK IN TERRITORY FOR 3 DAY PROGRAMME  
DEVELOPED BY CONGEN.  
PROVINCE OF ALBERTA IN TERRITORY FOR ONE DAY PROGRAMME  
(TRADE DEVELOPMENT)  
PROVINCE OF ONTARIO IN TERRITORY FOR TWO-DAY PROGRAMME  
(TRADE DEVELOPMENT)  
ISPRS RECEPTION IN KYOTO - LOGISTICAL AND ORGANIZATIONAL  
SUPPORT  
PROVINCE OF ALBERTA IN TERRITORY FOR ONE DAY PROGRAMME  
(INVESTMENT PROMOTION)

NON SECTORALLY ORIENTED ACTIVITIES

COOPERATE WITH OSAKA CHAMBER OF COMMERCE & INDUSTRY ON PLANS TO SEND  
INVESTMENT MISSION TO CAN IN SPRING 88.  
DELEGATION OF INVESTMENT MISSION  
MEMBER TO ASSIST VISIT TO BRITISH COMMERCE AND  
INDUSTRY ELIMINATE REDUNDANCY TO INVESTMENT MISSION  
MEMBER TO ASSIST VISIT TO BRITISH COMMERCE AND  
INDUSTRY ELIMINATE REDUNDANCY TO INVESTMENT MISSION  
MEMBER TO ASSIST VISIT TO BRITISH COMMERCE AND  
INDUSTRY ELIMINATE REDUNDANCY TO INVESTMENT MISSION  
MEMBER TO ASSIST VISIT TO BRITISH COMMERCE AND  
INDUSTRY ELIMINATE REDUNDANCY TO INVESTMENT MISSION

IDENTIFY & RECOMMEND INVESTMENT OPPORTUNITIES  
FOR EXPORT PROMOTION MISSIONS TO CAN IN SPRING 88  
MEMBER TO ASSIST VISIT TO BRITISH COMMERCE AND  
INDUSTRY ELIMINATE REDUNDANCY TO INVESTMENT MISSION  
MEMBER TO ASSIST VISIT TO BRITISH COMMERCE AND  
INDUSTRY ELIMINATE REDUNDANCY TO INVESTMENT MISSION  
MEMBER TO ASSIST VISIT TO BRITISH COMMERCE AND  
INDUSTRY ELIMINATE REDUNDANCY TO INVESTMENT MISSION  
MEMBER TO ASSIST VISIT TO BRITISH COMMERCE AND  
INDUSTRY ELIMINATE REDUNDANCY TO INVESTMENT MISSION

OSAKA - 527

REPORT 4A

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



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

REPORT 4  
88/10/21

POST : 510- PEKING

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

HEAVY OIL - IDENTIFICATION OF SURFACE FACILITIES REQUIREMENTS  
AND PROMOTION OF CANADIAN CAPABILITIES BASED ON FEEDBACK.

ON-GOING ACTIVITY - IDENTIFY OPPORTUNITIES  
FOR CANADIAN EQUIPMENT AND ENGINEERING FIRMS  
LEADING TO SALES CONTRACTS.

CLARIFICATION OF CHINESE INTEREST IN NON-CONVENTIONAL DRILLING;  
THEIR INTENDED APPLICATION AND PURCHASE PLANS.

ON-GOING ACTIVITY - SUPPORT AND EXPANSION OF  
COMPANY INITIATIVES IN SLANT/DIRECTIONAL DRI-  
LLING.

CONCENTRATED MARKETING EFFORT TO OILFIELD WITH LITTLE CANADIAN  
INVOLVEMENT TO DATE: I. E. ZHONGYUAN, SHENGLI.

IDENTIFICATION OF OPPORTUNITIES FOR CANADIAN  
COMPANIES AND EXPOSING CANADIAN TECHNOLOGY TO  
MATCH OPPORTUNITIES.

CONCENTRATED MARKETING EFFORT DIRECTED TO OFFSHORE OIL/  
NATURAL GAS DEVELOPMENT.

IDENTIFICATION OF OPPORTUNITIES AND EXPOSING  
OF CANADIAN TECHNOLOGY TO MATCH OPPORTUNITIES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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 : 510- PEKING

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

JOINT AGRICULTURAL COMMITTEE

-SUPPORT AG RESEARCH IN CANADA  
- PROMOTE PRIORITY AG SALES TO CHINESE.  
BREEDING LIVESTOCK AND GRAIN EQUIPMENT.

PLANT PHYTOSANITARY DISCUSSIONS.

CREATE CONDITIONS FOR NEW PLANT EXPORTS.

ANIMAL HEALTH DISCUSSIONS-MINK, MARTEN, FOX, AND PIGEON.

CREATE APPROPRIATE CONDITIONS FOR LONG-TERM EXPORTS.

INITIAL DAIRY CATTLE SALES TO A MODEL FARM SITUATION IN BEIJING.  
POST WILL WORK WITH PRIVATE SECTOR FOR MAXIMUM PUBLICITY.

SECTION OF P. R. C. DECISION-MAKERS.

EXPAND MARKETING EFFORTS INTO STUDIES ON POTENTIAL MARKETS  
FOR POTATO EXPORTS - IDENTIFY TECHNICAL BARRIERS.

POST SHOULD BE IN A BETTER POSITION TO ASSESS  
MARKET PROSPECTS IN THIS POTENTIALLY ATTRACT-  
IVE SUB-SECTOR.

EXPAND MARKETING EFFORTS INTO STUDIES ON POTENTIAL MARKETS  
FOR FOOD PROCESSING EQUIPMENT.

POST SHOULD BE IN A BETTER POSITION TO ASSESS  
MARKET PROSPECTS IN THIS POTENTIALLY ATTRACT-  
IVE SUB-SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ANIMAL HEALTH DISCUSSIONS.

ON-GOING DISCUSSIONS AIMED AT LONG-TERM  
SOLUTION TO THIS MATTER.

QUARTER: 2 -----

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

REPORT 4  
88/10/21

POST : 510- PEKING

012-PETROCHEM & CHEM PROD, EQP, SERV  
PEOPLE'S REP OF CHINA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FINANCING/IDENTIFYING/LOBBYING FOR EXCLUSIVE CANADIAN PACKAGES.

CANADIAN INVOLVEMENT IN SEVERAL PETROCHEMICAL PLANT PROJECTS.

VISIT MAJOR PETROCHEMICAL PLANTS AND GOVERNMENT ENTITIES IN CONCENTRATED MARKETING EFFORT.

BETTER CHINESE AWARENESS OF CANADIAN TECHNOLOGY AND IDENTIFICATION OF FUTURE REQUIREMENTS

CONDUCT A MARKET ANALYSIS TO BETTER IDENTIFY OPPORTUNITIES.

BETTER CANADIAN AWARENESS OF PROJECT OPPORTUNITIES AND OPPORTUNITIES FOR SALES OF PRODUCTS.

MARKET REPORT OF PETROCHEMICAL INDUSTRY.

IDENTIFY CHINA'S EXISTING PETROCHEMICAL INDUSTRY AND IDENTIFY IMPORT REQUIREMENT FOR PRODUCT AND PLANT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

PLANNING:

POST : 510- PEKING

REPORT 4  
88/10/21

012-PETROCHEM & CHEM PROD, EQP, SERV  
PEOPLE'S REP OF CHINA

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

REPORT 4  
88/10/21

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 : 510-PEKING

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	EQUIPMENT AND MACHINERY	
	IDENTIFICATION OF EXPANSION AND MODERNIZATION REQUIREMENTS IN THE FERROUS SECTOR.	BETTER INFORMATION BASE TO BE USED FOR MORE FOCUSED MARKETING APPROACH.
	MARKET SURVEY IN NON-FERROUS	BETTER INFORMATION BASE OF PROJECT OPPORTUNITIES AND MORE FOCUSED MARKET APPROACH.
	MOU OR WORKING GROUP ON NON-FERROUS SECTOR	INTERCHANGE OF INFORMATION WILL GIVE US BETTER INFORMATION BASIS FROM WHICH TO ESTABLISH A MARKETING STRATEGY.
	MOU OR WORKING GROUP IN FERROUS SECTOR.	DITTO.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 SIGNING OF MEMORANDUM OF UNDERSTANDING ON NON-FERROUS AND FERROUS METALS WORKING GROUP.	MOU SIGNED IN CHINA IN JUNE BY PRESIDENT OF TREASURY BOARD; MISSION TO CANADA BY CHINESE MINISTRY OF METALLURGICAL INDUSTRY.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

POST : 510-PEKING

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

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











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

REPORT #5  
88/10/21

510 - PEKING

PEOPLE'S REP OF CHINA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

FOREST PRODUCTS, EQUIP, SERVICES ALL SUB-SECTORS  
MOST PRC FOREIGN INVESTMENT IS CONDUCTED THROUGH A FEW SELECT GOVT  
MINISTRIES AND CORPORATIONS SUCH AS CHINA INT'L TRADE & INVESTMENT  
CORP. EMBASSY MAINTAINS CLOSE LIAISON WITH THESE ORGANIZATIONS.

LONG RANGE POSSIBILITY FOR FURTHER INVEST-  
MENTS IN FORESTRY OPERATIONS, PULP MILLS &  
PERHAPS ANIMAL BREEDING STOCK.

MINE, METAL, MINERAL PROD & SRV MINERALS AND MINERAL PRODUCTS  
MAINTAIN STEADY FLOW OF INVESTMENT LITERATURE TO SELECT CORPORATIONS.

PRC ENTITIES WILL BE FULLY APPRAISED OF  
CDN POLICY & WILL CONSIDER INVESTMENTS  
IN CDA WHEN APPROPRIATE.

AGRI & FOOD PRODUCTS & SERVICE ANIMAL, POULTRY BREEDING STOCK  
No proposed activities indicated

NON SECTORALLY ORIENTED ACTIVITIES  
No proposed activities indicated

PLANNING

ACTIVITIES PROPOSED IN POST PLAN

RESULTS ANTICIPATED

510 - PEKING

PEOPLE'S REP OF CHINA

REPORT #5

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





REPORT 4A  
88/10/21

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 : 510- PEKING

VISIT BY THE HONOURABLE P. CARNEY, PRESIDENT OF THE TREASURY BOARD.  
VISIT BY QUEBEC MINISTER OF INTERNATIONAL TRADE, PIERRE MACDONALD.  
SIGNING OF MEMORANDUM OF UNDERSTANDING WITH CHINA MINMETALS.  
CANADIAN FOOD FAIR.

88/10/21  
REPORT 4





REPORT 4  
88/10/21

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 : 519-SEOUL

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
KOREA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

COMPLETE AEROSPACE STUDY.

PROVIDE DETAILED KNOWLEDGE OF KOREAN AEROSPACE PLANS TO CDN INDUSTRY.

COMPLETE INVENTORY OF AVAILABLE AGENTS.

ENSURE CDN FIRM AVOID AGENTS UNACCEPTABLE TO MND.  
ESTABLISHED 4 NEW AGENCY ARRANGEMENTS.

TWO CATALOGUE AND VTR PRESENTATIONS IN TRADE CENTER.

INVOLVE 4 NEW CDN FIRMS IN MND PROCUREMENT ACTIVITIES.

PROPOSE CANADA/KOREA AEROSPACE COOPERATION AGREEMENT

ESTABLISHED AGREEMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

EXPAND MARKET POTENTIAL FOR CANOLA SEEDS  
PROVIDE ALPHEAN CRUSHERS WITH INFORMATION ON CRUSHING CANOLA SEEDS.  
BETTER UNDERSTANDING OF CDN HOLDINGS TECHNIQUES IN REPORT TO CANADIAN CONSUL IN KOREA  
BETTER UNDERSTANDING OF CDN HOLDERS' PRODUCTION

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

MAINTAINED ON A CONTINUING BASIS GENERATED SALES OF 5,500 METRIC TONS MAINTAINED ON A CONTINUING BASIS GENERATED SALES OF 10,000 METRIC TONS







REPORT 4  
88/10/21

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 : 519-SEOUL

003-GRAINS AND OILSEEDS  
KOREA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

CEREAL GRAINS

ASSIST AND ORGANIZE 1987 WHEAT QUALITY SEMINAR WHICH IS SCHEDULED TO BE HELD IN SEOUL ON 20 NOV 88.

FOLLOW UP DEHYDRATED ALFALFA PELLET WORKSHOPS WHICH WERE HELD IN SEOUL ON 28 OCT AND IN TAEJON ON 30 OCT 87 BY PROVIDING TECHNICAL INFO TO FEED COMPOUNDERS.

DOCUMENT IMPORT RESTRICTIONS ON MILLING WHEAT. MEET WITH MFA 6 TIMES OVER YEAR TO MAKE CASE FOR IMPORT OF CDN WHEAT.

LOBBY WITH KOREAN FEED INDUSTRY TO PRESS THE KOREAN GOVERNMENT FOR LIBERALIZATION OF BARLEY FOR FEED AFTER THE PRESIDENTIAL ELECTION

MEET ONCE A MONTH WITH THE KOREAN GOVERNMENT (MTI, MFA AND KFA) ALTERNATELY TO ESTABLISH EQUAL OPPORTUNITIES TO CANADIAN DEHY ALFALFA SUPPLIERS FOR ALFALFA PELLET TENDERS.

OILSEEDS

MAKE NECESSARY PRESENTATIONS TO THE KOREAN AUTHORITY WITH REGARD TO THE FORCED DISTRIBUTION OF IMPORTED CANOLA SEED AT A HIGHER PRICE.

ASSIST AND ORGANIZE CANOLA WORKSHOPS WHICH ARE SCHEDULED TO BE HELD IN KOREA IN EARLY 1988.

DOCUMENT DISPOSITION OF IMPORTED CANOLA SEEDS AND OILS BY WATCHING PUBLISHED ANNOUNCEMENTS, MEETING WITH NACF.

MEET WITH MAFF INTERLOCUTORS 6 TIMES/YR. TO DEVELOP EXTENDED LIST OF IMPORTERS INCLUDING SMALL CRUSHERS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 A) CONTINUE TO PRESS KOREAN GOVT. TO PROVIDE EQUAL OPPORTUNITY TO CDN ALFALFA PRODUCERS.  
B) ENCOURAGE KOREAN MILLING INDUSTRY TO IMPORT MORE WHEAT. C) FOLLOW 1987 DEHY ALFALFA WORKSHOP TO DEMONSTRATE VALUE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

ANTICIPATED RESULTS:

SALES OF 200,000 M/T OF MILLING WHEAT PER YEAR IF RESULTS ARE SUCCESSFUL.

DEMONSTRATE VALUE OF USING CANADIAN DEHY ALFALFA

EXPORTS OF 12 MT OF MILLING WHEAT.

SALES OF 300,000 M/T OF FEED BARLEY PER YEAR IF THE KOREAN GOVERNMENT DECIDE TO LIBERALIZE FEED BARLEY.

ESTABLISH CONTINUING MARKET FOR CDN ALFALFA SALES OF 30,000 M/T OF ALFALFA PELLETS PER YEAR IF KOREAN GOVERNMENT INCREASES THE QUOTA FOR 1988 TO 40,000 M/T.

EXPAND MARKET POTENTIAL FOR CANOLA SEEDS.

PROVIDE KOREAN CRUSHERS WITH NECESSARY TECHNICAL INFORMATION ON CRUSHING CANOLA SEEDS.

REPORT TO CANADIAN SUPPLIERS ON END USE OF PRODUCT.

SALES OF 15,000 M/T OF CANOLA SEED IN 1988.

QUARTERLY RESULTS REPORTED:

A) LIAISED ON A CONTINUOUS BASIS. GENERATED SALES OF 5,650 METRIC TONS. B) LIAISED ON A CONTINUOUS BASIS. GENERATED SALES OF 15,000 METRIC TONS. C) KUNKUK UNIVERSITY FEED TRIAL COMPLETED.



REPORT 4  
88/10/21

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 : 519-SEOUL

008-TRANSPORT SYS, EQUIP, COMP, SERV.  
KOREA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

AUTOMOTIVE

CONTACT CDN KOREAN PARTS COMPANIES WHO PARTICIPATED IN THE PAST AUTOPARTS INCOMING AND OUTGOING MISSION TO DOCUMENT ACTUAL AND POTENTIAL CONTRACTS SIGNED/PLANNED.

ESTABLISH ONE JOINT VENTURE BETWEEN AUTOPARTS COMPANIES.

CONDUCT INVESTMENT AND INDUSTRIAL COOPERATION OPPORTUNITY SEMINAR FOR AUTOMOTIVE INDUSTRY.

INCREASED LOCAL AWARENESS OF OPPORTUNITIES WITH CDN AUTOMOTIVE INDUSTRY.

READ PUBLISHED LITERATURE ON KOREAN LOCALIZATION AND IMPORT DIVERSIFICATION PLANS FOR AUTOPARTS.

MEET EVERY 2 MOS WITH MTI, KFI & OTHER MAJ. SEC. ENSURE CONT'D AWARENESS OF EXISTING SUPPLIERS & DEV'P NEW AWARENESS OF OTHER SUPPLIERS. COYS TO DET. EXPORT OPP. REPORT TO CDN IND.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

1) DISPLAY CARABINER FOR CARABINERS IN KOREA  
2) PROMOTE SALES OF PLYWOOD, PARTICULATE BOARD AND OTHER NEW PRODUCTS.

QUARTERLY RESULTS REPORTED:



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

REPORT #5  
88/10/21

519 - SEOUL

KOREA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

MINE, METAL, MINERAL PROD & SRV      MINERALS AND MINERAL PRODUCTS  
PROVIDE DIRECT SUPPORT TO 3 MAJOR INVESTMENT PROPOSALS IN MINING/  
METALS FIELD.

DECISION BY KOREAN FIRMS TO INVEST IN ONE  
MAJOR PROJECT.

FOREST PRODUCTS, EQUIP, SERVICES      PULP AND PAPER PRODUCTS  
ENCOURAGE KOREAN PULP & PAPER INDUSTRIES ASSOCIATION TO IDENTIFY  
SPECIFIC INVESTMENTS INTEREST.

DEVELOP SPECIFIC INTEREST BY INDIVIDUAL  
KOREAN FIRMS & BEGIN INVESTMENT STUDY  
PROCESS.

TRANSPORT SYS, EQUIP, COMP, SERV.      AUTOMOTIVE  
DURING NORMAL LIAISON CALLS & PROMOTIONAL ACTIVITIES WITH AUTO INDUS-  
TRY WE CONTINUALLY SEEK POTENTIAL INVESTMENT INTEREST & RESPOND TO  
SPECIFIC INQUIRIES.

MAINTAIN EXISTING INVESTMENT IN CDA &  
DECISION TO EXPAND.

ELECTRONICS EQUIP. & SERV      PRODUCTS & COMPONENTS  
DEVELOP INDIVIDUAL INTEREST DURING NORMAL TRADE LIAISON ACTIVITIES.  
RESPOND TO INTERESTS OF POTENTIAL ENTREPRENEURIAL IMMIGRANTS.

NON SECTORALLY ORIENTED ACTIVITIES

SUPPORT INVESTMENT PROMOTION ACTIVITIES OF 4 CDN BANKS HERE.

PROVIDE GENERAL INFO TO KOREAN BUSINESS  
COMMUNITY; 5 INDIVIDUAL INVESTMENTS.

PROPOSE & IMPLEMENT SEMINARS IN COOPERATION WITH KOREA TRADE PROMOTION  
ASSOCIATION TO INFORM KOREAN BUSINESS COMMUNITY OF BENEFITS OF FREE  
TRADE AGREEMENT.

THROUGH INCREASED AWARENESS OF GREATER  
ACCESS TO USA MARKET VIA CANADA.

SUPPORT INVESTMENT PROMOTION ACTIVITIES OF PROVINCIAL OFFICERS IN  
EMBASSY.

FIVE INDIVIDUAL INVESTMENTS.

REPORT #5  
88/10/21

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

519 - SEOUL

KOREA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

A)REPORT ON NEW CLIMATE FOR FOREIGN INVESTMENT IN KOREA.  
B)DEVELOP INTEREST DURING NORMAL TRADE LIAISON ACTIVITIES.

A)ATTENDED SEMINAR. PREPARING REPORT.  
B)TWO SPECIFIC OPPORTUNITIES IN THE CONSUMERS ELECTRONICS AND PRINTING BUSINESS WERE IDENTIFIED.

QUARTER : 2

QUARTER : 3

QUARTER : 4

519 - SEOUL

KOREA

REPORT #5  
88/10/21

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









REPORT 4  
88/10/21

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 : 506-SHANGHAI

006-ELECTRONICS EQUIP. & SERV  
PEOPLE'S REP OF CHINA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW-UP ON RESULTS OF INSTRUMENTATION MARKET STUDY AND OUTGOING MISSION.

BUILD ON DEVELOPING AWARENESS OF CDN CAPABILITY. ESTABLISHMENT OF JOINT VENTURES. NEW EXPORT SALES.

PURSUE PROMOTION OF CANADIAN EXPERTISE IN TERMS OF VESSEL TRAFFIC MANAGEMENT.

SECURE CONTRACT FOR CDN TEAM.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SUPPORT AND PROMOTE CANADIAN PRODUCTS/EXPERTISE IN LOCAL PROJECTS.

ASSISTED IN PRESENT'N TO LOCAL CONTACTS TO PROMOTE CDN ELECTRONIC TIME CARD & PAYROLL SYSTEMS. SUPPORT OF CDN CO. INVOLVED IN PROJ. STUDY OF SHANGHAI VTMS. ASSISTED IN ARGMENTS FOR VISIT OF SHANGHAI TEAM TO VIEW & DISCUSS FUTURE PROJECT

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST : 506-SHANGHAI

PEOPLE'S REP OF CHINA

REPORT 4  
88/10/21

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

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

REPORT 4  
89/10/21

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 : 506-SHANGHAI

005-COMM. & INFORM. EQP. & SERV  
PEOPLE'S REP OF CHINA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW-UP ON DISCUSSIONS HELD DURING SHANGHAI ECONOMIC LEADERS MISSION IN CDA ON TV TOWER PROJECT.

FIRMING UP STRUCTURE OF CDN APPROACH TO BLD ON PROJECT WITHIN FY 87/88.

FOLLOW-UP TO SHANGHAI ECONOMIC LEADERS MISSION TO CDA RE TELEPHONE NETWORK EXPANSION.

ESTABLISH CDN MFTRS AS COMPETITIVE POTENTIAL SUPPLIERS FOR EXPANSION PROJECTS.

SUPPORT CDN SUPPLIER OF TELEX EXCHANGE EQUIPMENT IN CONCLUDING SALE CONTRACT CURRENTLY IN LAST PHASE OF NEGOTIATIONS.

SALE CONTRACT.

DEVELOP FOCUS ON RURAL TELECOM SECTOR.

PROVIDE MKT INTELLIGENCE ON EMERGING SECTOR.

TRACKING: 3 ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

PLANNING

MISSION

ALL SUB-SECTORS

PLANNING

POST : 506-SHANGHAI

REPORT 4

89/10/21

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



REPORT 4  
88/10/21

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 : 506-SHANGHAI

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE PROMOTION OF CDN LIVESTOCK FOR IBRD FUNDED RED SOILS PROJECT.

SUPPORT DEVELOPMENT OF AG EXCHANGES BETWEEN ZHEJIANG PROVINCE AND B. C.

ASSIST SHANGHAI DAIRY CORP IN EFFORTS TO ACQUIRE BREEDING STOCK/ TECHNOLOGY FM CANADA.

SUPPORT EXHIBITION OF FOOD PACKAGING PROCESSING TECH PLANNED BY ONTARIO GOVT FOR NANJING SCIENCE AND TECH CENTRE.

SALES CONTRACT FOR CDN CATTLE, PIGS IN FY 88/89

CONTINUED SALES OF SEMEN. DEVELOPMENT OF MARKET FOR WIDER RANGE OF AG PRODUCTS FM CANADA

ESTABLISHMENT OF COOP BREEDING CENTRE, INCREASED SALES OF CDN SEMEN AND EMBRYOS.

INTRODUCE CDN TECHNOLOGY; DEVELOP SALES OPPORTUNITIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROMOTE AND FOLLOW UP OF PRIORITY AGRICULTURAL PROJECTS IDENTIFIED DURING YE GONG QI VISIT TO CANADA.

SUPPORTED REQUEST FOR CIDA ASSISTANCE FOR PROPOSED DAIRY BREEDING CENTRE. SHANGHAI DAIRY CORP. & SHANGHAI AGRI. COMMISSION ARE AWAITING DECISION ON THEIR APPLICAT'N. ORGANIZED MTGS FOR CDN CO PURSUING 200,000 CHICKEN LAYER HOUSING

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4A  
88/10/21

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 : 506-SHANGHAI

VISIT OF QUEBEC MINISTER OF INTERNATIONAL TRADE P. MACDONALD  
VISIT OF PRESIDENT OF THE TREASURY BOARD P. CARNEY

ALL SUB-SECTORS

FOLLOW-UP ON  
MISSION IN CHINA

FOLLOW-UP TO SHANGHAI ECONOMIC LEADERS MEETING TO  
RE NETWORK EXPANSION

CONTRACTS - CONSUMER SUPPLIER OF TELEPHONE EQUIPMENT IN SHANGHAI  
DATE CONTRACT CURRENTLY IN LAST PHASE OF

DEVELOP FOCUS ON RURAL TELEPHONE SYSTEM

CONTRACT 5

ACTIVITIES UNDERTAKEN IN QUARTER

QUARTER 1

PROJECTS IDENTIFIED DURING AS ONE OF WHICH IS  
BRIDGE AND LONDON IS OF BRITISH VENTURE

QUARTER 2

ACTIVITIES UNDERTAKEN IN QUARTER

QUARTER 3

QUARTER 4

INITIAL GOAL FOR MARKETING SCIENCE AND TECH EXHIBITION  
SUPPORT EXHIBITION OF FOOD PROCESSING EQUIPMENT WITH FOCUS ON

TECHNOLOGY IN CHINA

VISIT SHANGHAI VISIT COME IN EUROPE TO VISIT BREEDING BLOCK

DEVELOPMENT OF VO EXCHANGES BETWEEN SHANGHAI LEADERS AND

PROJECT

CONTINUE PROMOTION OF CON FLEXIBILITY FOR THE LARGER RED BIRD

ALL SUB-SECTORS

ACTIVITIES UNDERTAKEN IN QUARTER

POST : 509-SHANGHAI

LEADER'S MEET OF CHINA  
FOOD AND A FOOD PRODUCTS F MARKET

INITIATION OF KEY ACTIVITIES AND UNPLANNED ACTIVITIES LISTED IN PARAGRAPH ABOVE  
IN MISSIONS ABROAD FOR FISCAL YEAR 88

REPORT 4

MANAGER FOLLOWING REPORT OF EXPORT PROMOTION PROGRAM



REPORT 4  
88/10/21

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 : 512-SINGAPORE

005-COMM. & INFORM. EQP. & SERV  
SINGAPORE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

CONTINUE LIAISON WITH SINGAPORE TELECOMS OFFICIALS ON THE IMPLEMENTATION OF AN ISLAND WIDE DIGITAL COMMUNICATION NETWORK PROJECT

FOLLOW-UP WITH SINGAPORE TELECOMS OFFICIALS ON THEIR PLANNED INFORMATION NETWORKING SYSTEMS.

HOLD PRODUCT SEMINARS FOR POTENTIAL CUSTOMER AND REPRESENTATIVES.

IDENTIFY MARKET OPPORTUNITIES FROM SINGAPORE TELECOMS OFFICIALS IN A TIMELY MANNER.

ENSURE THAT AT LEAST ONE CANADIAN COMPANY PARTICIPATES SUCCESSFULLY IN THE PILOT PROJECT.

ENSURE THAT CAPABLE CANADIAN COMPANIES ARE AWARE OF THIS OPPORTUNITY AND WELL PLACED TO TAKE ADVANTAGE OF IT.

INCREASED SALES OF TELECOMMUNICATION PRODUCTS AND SYSTEMS.

CANADIAN COMPANIES WILL BECOME AWARE OF UPCOMING TENDERS AND PROJECTS, AND HAVE SUFFICIENT TIME TO PREPARE PROJECT PROPOSALS.

COMPUTERS, SOFTWARE & SYSTEMS

CONTINUE TO WORK ON THE TELECOMS NETWORKING AND TRADERS SYSTEMS REQUIREMENTS.

CONTINUE TO IDENTIFY AND LIAISE WITH LOCAL COMPUTER SOFTWARE AND SYSTEM COMPANIES.

CONTINUE TO DEVELOP CONTACTS WITH NATIONAL COMPUTER BOARD OFFICIALS.

WORK WITH SINGAPORE TELECOMS REGARDING THEIR INTEGRATED BILLING SYSTEM REQUIREMENTS.

PRODUCTS PRESENTATIONS TO LOCAL BUYERS, AGENTS, DISTRIBUTORS INSTITUTIONS, ETC.

ENCOURAGE LOCAL SOFTWARE COMPANIES AND INSTITUTIONS TO VISIT CANADA.

INCREASE CANADIAN COMPANIES' OPPORTUNITIESS TO BID ON THE PROJECT.

INCREASE THE MARKET SHARE OF CANADIAN COMPUTER SOFTWARE CAPABILITIES.

AN INCREASE IN THE LEVEL OF AWARENESS OF CANADIAN COMPUTER SOFTWARE CAPABILITIES.

ENSURE THE PARTICIPATION IN THIS PROJECT BY AT LEAST ONE CANADIAN COMPANY.

INCREASE CANADIAN SUPPLIERS VISITS AND INCREASE SALES.

INCREASE CANADIAN MARKET SHARE FOR COMPUTER SOFTWARE AND SYSTEMS.

REPORT 4  
88/10/21

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 : 512-SINGAPORE

005-COMM. & INFORM. EQP. & SERV  
SINGAPORE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 PRODUCT PRESENTATIONS TO LOCAL BUYERS, AGENTS, DISTRIBUTORS ETC.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

ORGANIZED SEMINARS IN SINGAPORE FOR TWO CANADIAN COMPANIES (CHUL INTERNATIONAL AND DATACAP SYSTEMS), BOTH WELL-ATTENDED AND BOTH YIELDING GOOD FOLLOW-ON ENQUIRIES.

88/10/21

005-COMM. & INFORM. EQP. & SERV

REPORT 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



REPORT 4  
88/10/21

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 : 512-SINGAPORE

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
SINGAPORE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE & MARINE

UPDATE MARKET SYRVEY FOR MILITARY AEROSPACE SECTOR.

TO IDENTIFY MARKET OPPORTUNIIIES AND NOTIFY  
POTENTIAL CANADIAN SUPPLIERS.

CONTINUE TO DEVELOPE CLOSER CONTACTS WITH PROCUREMENT AND TECHNI-  
CAL STAFF IN THE INDUSTRY.

AN INCREASE IN CANADIAN EXPORTS OF MILITARY  
AEROSPACE EQUIPMENT.

FOLLOW UP ON OPPORTUNITIES REVEALED DURING INCOMING DEFENCE  
MISSION.

AN INCREASE IN CANADIAN EXPORTS OF MILITARY  
AEROSPACE EQUIPMENT.

ARMAMENTS & VEHICLES

CONTINUE TO DEVELOP CLOSER CONTACTS WITH PROCUREMENT AND  
TECHNICAL STAFF IN THE DEFENCE MINISTRY.

ENSURE THAT LOCAL OFFICIALS ARE AWARE OF CAN-  
ADIAN CAPABILITIES IN THIS FIELD.

IDENTIFY MARKET OPPORTUNITIES AS THEY DEVELOP.

ALERT POTENTIAL SUPPLIERS TO UPCOMING OPPOR-  
TUNITIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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 : 512-SINGAPORE

001-AGRI & FOOD PRODUCTS & SERVICE  
SINGAPORE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

HORTICULTURE (FRUIT, VEG, FLOR)

CONTINUE TO DEVELOP CLOSER CONTACTS WITH MAJOR IMPORTERS.

AN IMPROVEMENT IN THE IMAGE OF CANADIAN PRODUCTS IN THE MARKET.

PRESENTATIONS TO BULK IMPORTERS, DISTRIBUTORS AND MAJOR RETAIL OUTLETS HIGHLIGHTING CANADIAN PRODUCTS.

STIMULATE IMPROVEMENT OF CANADIAN MARKET SHARE IN FY 1988/89 FOR FRESH APPLES AND FROZEN VEGETABLES.

SEEDS & SPECIAL CROPS

CONTINUE TO DEVELOP A CLOSER RAPPORT WITH MAJOR IMPORTERS AS WELL AS CHINA/SINGAPORE TRADING HOUSES.

IMPROVE ACCESS FOR CANADIAN PRODUCTS TO LOCAL MARKET AND ALSO GAIN ACCESS TO THE CHINESE AND INDIAN MARKETS.

ENHANCE IMAGE OF RELIABILITY OF CANADIAN PRODUCTS THROUGH FOLLOW-UPS WITH PARTIES INVOLVED IN EXISTING CONTRACTS WHERE PRODUCT QUALITY AND DELIVERY TIMES ARE A PROBLEM.

AN IMPROVEMENT IN THE IMAGE OF CANADIAN PRODUCTS.

PRESENTATIONS TO BULK IMPORTERS, DISTRIBUTORS AND MAJOR RETAIL OUTLETS.

STIMULATE AN IMPROVEMENT OF CANADIAN MARKET SHARE FOR SOYBEANS, RAPESEED AND MUSTARD SEED

ALL SUB-SECTORS

CONTINUE TO IDENTIFY JOINT-VENTURE PARTNERS OR LICENSEES WITH THE POTENTIAL TO UTILISE CANADIAN ENGINEERING DESIGN EXPERTISE.

AN INCREASE IN MARKET PENETRATION FOR CANADIAN DESIGNED EQUIPMENT.

ENCOURAGE RELEVANT CONTACTS TO VISIT MAJOR CANADIAN OIL AND GAS EXHIBITIONS.

AN INCREASED IN THE NUMBER OF CANADIAN COMPANIES REPRESENTED IN SINGAPORE.

MEET WITH LOCAL COMPANIES ACTIVELY PURSUING MAJOR PROJECTS IN ASIA AND ENSURE THAT THEY ARE OF CANADIAN EXPERTISE.

AN INCREASED IN ASIAN MARKET PENETRATION IN CONJUNCTION WITH SINGAPORE COMPANIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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 : 512-SINGAPORE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE

FOLLOW-UP ON MARKET OPPORTUNITIES ARISING OUT OF INCOMING SINGAPORE AVIATION MISSION (NOV. 86) AND ASIAN AEROSPACE EXHIBITION (JAN. 88).

AN INCREASE IN CANADIAN MARKET PENETRATION, AND AN INCREASED AWARENESS IN CANADA OF LOCAL MARKET OPPORTUNITIES.

CONTINUE TO DEVELOP CONTACTS AND LIAISE WITH PROCUREMENT AND TECHNICAL STAFF IN THE AEROSPACE INDUSTRY.

STIMULATE IMPROVEMENT IN CANADIAN MARKET SHARE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

NEGOTIATED AND SIGNIFICANT CONTRACTS (CA\$5 MILLION) UNDER IN PROCESS. CANADIAN COMPANY WILL MAKE CONTACT WITH GOVT COMPANIES TO DISCOVER DE V

CONTRACTS NEGOTIATED

CONCLUSION WITH SINGAPORE COMPANIES VIA INCREASE IN VISIT NUMBER REPRESENTATION IN

INTER REPRESENTED IN SINGAPORE VIA INCREASE IN THE NUMBER OF CANADIAN COMPANIES

WH DESIGNED EQUIPMENT VIA INCREASE IN NUMBER REPRESENTATION FOR CANADIAN

UNACTIVATED RESULTS

POST : 512-SINGAPORE

REPORT 4  
88/10/21

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





REPORT 4  
88/10/21

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 : 512-SINGAPORE

013-CONSUMER PRODUCTS  
SINGAPORE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

LEISURE PROD. TOOLS HARDWARE

CONTINUE TO DEVELOP A CLOSE RAPPORT WITH IMPORTERS AND END USERS.

IDENTIFY POTENTIAL MARKETS AND ENCOURAGE AN INCREASE IN CANADIAN SUPPLIER VISITS.

IDENTIFY AND LIAISE WITH NEWLY ESTABLISHED POTENTIAL IMPORTERS OF CANADIAN HEALTH AND FITNESS EQUIPMENT.

ENSURE THAT LOCAL FIRMS ARE AWARE OF CANADIAN EXPERTISE AND INCREASE CANADIAN MARKET SHARE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

512 - SINGAPORE

88/10/21

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

REPORT #5  
88/10/21

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

512 - SINGAPORE

SINGAPORE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

AGRI & FOOD PRODUCTS & SERVICE SEMI & PROCESSED FOOD & DRINK  
CONTACT THE MAJOR FOOD & BEVERAGE PROCESSORS IN SINGAPORE & PROMOTE  
THE INVESTMENT POTENTIAL IN CDA IN THIS SECTOR.

CREATE AN AWARENESS OF THE SCALE OF THE  
ETHNIC FOOD MARKET IN CDA & IDENTIFY NEW  
PROSPECTS FOR SINGAPORE INVESTMENT.

COMM. & INFORM. EQP. & SERV ALL SUB-SECTORS  
THIS DYNAMIC SECTOR IS GROWING RAPIDLY & INDUSTRY CONTACTS WILL BE  
REGULAR & FREQUENT IN ORDER TO IDENTIFY OPPORTUNITIES AS THEY  
ARISE.

COMPANIES WILL BE ADVISED OF CDN INNOVA-  
TIONS & GROWTH POTENTIAL, & EXECUTIVES  
ENCOURAGED TO INCLUDE CDA IN THEIR TRAVEL  
ITINERARIES.

SERVICE INDUSTRIES ALL SUB-SECTORS  
CONTINUE TO IDENTIFY COMPANIES WHICH HAVE THE POTENTIAL & INTEREST IN  
INVESTING IN CDA AND PROVIDE NECESSARY DETAILED INFORMATION ON INVEST-  
MENT OPPORTUNITIES TO THEM.

IDENTIFY NEW PROSPECTS FOR THE INVESTMENT  
COUNSELLORS MISSION PROPOSED FOR SEPTEMBER  
1988.

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

BACKGROUND:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

IMPORTERS OF SINGAPOREAN HEAVY AND LIGHTER EQUIPMENT  
IDENTIFY AND VISIT WITH VIEW TO ESTABLISHING RELATIONSHIP

EXERCISE AND INCREASE CANADIAN MARKET SHARE  
ENSURE THAT LOCAL FIRMS ARE AWARE OF CANADIAN

CONTINUE TO DEVELOP A CLOSE RELATIONSHIP WITH IMPORTERS AND END

INCREASE IN CANADIAN MARKET SHARE  
IDENTIFY POTENTIAL BUSINESS AND ENCOURAGE VM

BACKGROUND:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

5021-013-21000000

013-CONSUMER PRODUCTS

5021-013-21000000

5021-013-21000000

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

MISSIONS ABROAD FOR FISCAL YEAR 88



REPORT #5  
88/10/21

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

512 - SINGAPORE

SINGAPORE

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

QUARTER : 2

QUARTER : 3

QUARTER : 4

ESTABLISH SALES/NOA AGENTS

BETTER INFORMATION SUPPLIED TO CANADIAN FIRMS THAT WILL ENHANCE THEIR SALES POTENTIAL. POSSIBLE 10% SALES INCREASE

TO FIND THE SALES OPPORTUNITIES DISCOVERED DURING MISSION AND TO IDENTIFY NEW AREAS OF INTEREST

VISIT BY FIRMS

IDENTIFY SALES OPPORTUNITIES

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

QUARTERLY RESULTS REPORTED

QUARTER : 1

QUARTER : 2

QUARTER : 3

QUARTER : 4

WHICH COMPLETED 1800 HOURS RESOURCES DURING THE REPORTING PERIOD:  
FIELD REPORT USE THE SPECIFIC AND/OR UNPLANNED ACTIVITIES

REPORT  
REVISION

MISSIONS ABROAD FOR FY 88  
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

REPORT 4A  
88/10/21

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 : 512-SINGAPORE

MAYOR CAMPBEL OF VANCOUVER VISITED SINGAPORE ON APRIL, AND ARRANGEMENTS FOR HIS VISIT WERE MADE BY COMMERCIAL DIVISION. PRESENTATION OF CANADIAN GPT PROGRAM WAS MADE TO A UNCTAD/ UNDP SPONSORED SEMINAR FOR ASEAN DELEGATES.

MAJOR SECTORAL REPORTS ON AEROSPACE AND PETROLEUM INDUSTRY IN SINGAPORE, WERE SUBMITTED TO DEA AND TO DRIE.

MAJOR REPORTS ON CANADIAN TRADE WITH SINGAPORE (1987), SINGAPORE AND THE MTN, SINGAPORE PERSPECTIVE ON PECC, ECONOMIC SURVEY OF SINGAPORE (1ST QUARTER 1988), WERE SUBMITTED TO DEA.

SASKATCHEWAN MINISTRY FOR SCIENCE AND TECHNOLOGY (HON. RAY MAIKLEJOHN) VISITED SINGAPORE IN APRIL, AND ARRANGEMENTS FOR HIS VISIT WERE MADE BY COMMERCIAL DIVISION.

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

DIVISION : 4

DIVISION : 3

DIVISION : 5

DIVISION : 1

512 - SINGAPORE

88/10/21

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



REPORT 4  
88/10/21

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 : 533-SYDNEY

005-COMM. & INFORM. EQP. & SERV  
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

PC, OFFICE AUTOMATION/DATA COMMUNICATION MISSION FOLLOW UP.

REVISION TO 10 MARKET STUDIES IN AREA.

ESTABLISH SALES/NEW AGENTS.

BETTER INFORMATION SUPPLIED TO CANADIAN FIRMS THAT WILL ENHANCE THEIR SALES POTENTIAL. POSSIBLE 10% SALES INCREASE.

COMPUTERS, SOFTWARE & SYSTEMS

FOLLOW UP TO COMPUTER/COMMUNICATIONS MISSION.

TO FINALIZE SALES OPPORTUNITIES DISCOVERED DURING MISSION AND TO IDENTIFY NEW AREAS OF INTEREST.

MARKET STUDY BY POST

ROBOTICS & ARTIFICIAL INTELL.

VISIT TO AUTO FACTORIES.

VISIT BY FIRMS.

POST MARKET STUDY.

IDENTIFY SALES OPPORTUNITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

88/10/21

REPORT 4

REPORT 4  
88/10/21

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 : 533-SYDNEY

014-EDUCATION, MEDICAL, HEALTH PROD  
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PHARMACEUTICALS, BIOTECHNOLOGY

BIOTECH STUDY - DISSEMINATION TO CANADIAN INDUSTRY.

ENTRY OF SIX NEW CDN FIRMS INTO THE MARKET; 3  
JOINT VENTURE AGREEMENTS & SALES.

TO INVESTIGATE AND IDENTIFY NEW NICHE MARKETS IN THE BIOTECHNO-  
LOGY FIELD AND NOTIFY CDN INDUSTRY.

JOINT VENTURE AGREEMENTS AND SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

533-SYDNEY

014-EDUCATION, MEDICAL, HEALTH PROD  
AUSTRALIA

88/10/21

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



REPORT 4  
88/10/21

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 : 533-SYDNEY

013-CONSUMER PRODUCTS  
AUSTRALIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

CONDUCT MARKET STUDY OF AUSTRALIAN BOOK MARKET. AIM WILL BE TO SELECT MARKET NICHE WHICH HAVE POTENTIAL FOR CANADIAN BOOK MARKETERS.

ORGANIZE FIRST CANADIAN BOOK BUYING EXHIBITION (INHOUSE) FOR AUSTRALIAN IMPORTERS. CANADIAN BOOK PUBLISHERS ENCOURAGED TO SEND REPS TO SUPPORT THEIR CURRENT BOOK LIST ON DISPLAY.

COMPREHENSIVE CATALOGUES WILL BE COMPILED IN THE AREAS OF TOYS AND GAMES, SPORTING GOODS AND JEWELLERY. EACH CATALOGUE WILL CONTAIN ORIGINAL PRODUCT LITERATURE AND INDICATIVE EXPORT PRICES. CATALOGUES WILL BE DISTRIBUTED TO AUSTRALIAN IMPORTERS.

ANTICIPATED RESULTS:

INCREASE CANADIAN SHARE OF \$40M IMPORT MARKET  
IMPROVE VISIBILITY OF CANADIAN MADE BOOKS WITHIN THE BOOK TRADE.

OPERATION OF BOOK MARKET WILL BE DETAILED.  
PARTICULAR OPPORTUNITIES IDENTIFIED AS HAVING POTENTIAL.

INCREASE KNOWLEDGE OF IMPORTERS ABOUT SPECIFIC PRODUCTS OF CANADA. CATALOGUES WILL BE INSTANT REFERENCE FOR SOURCES OF SUPPLY. INCREASE CANADIAN EXPORTERS IN 3 PRODUCT AREAS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 BRITISH COLUMBIA LEISURE PRODUCTS TRADE MISSION  
MAY 18-25, 1988.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

PARTICIPANTS MET WITH POTENTIAL REPRESENTATIVES FOR PROMOTION OF THEIR PRODUCTS. TIED IN WITH FOCUS OF EXPO 88. DIRECT SALES 103,000.

REPORT #5  
88/10/21

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

533 - SYDNEY

AUSTRALIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY  
INVESTMENT SEMINAR IN CONJUNCTION WITH MINT MISSION (EXPO 88)

FOCUS ON SECTORAL INVESTMENT OPPORTUNITIES  
FOR INVESTORS

MINE, METAL, MINERAL PROD & SRV  
INVESTMENT ENCOUNTER SESSIONS

MINERALS AND MINERAL PRODUCTS

TARGETTED AUDIENCE - 4 SESSIONS OF 100  
POTENTIAL INVESTORS.

NON SECTORALLY ORIENTED ACTIVITIES

EDC SEMINAR

ENHANCE AWARENESS OF SERVICES OFFERED.

88/10/21  
88/10/21



REPORT #5  
88/10/21

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

533 - SYDNEY

AUSTRALIA

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

SEVERAL INVESTMENT ENQUIRIES RESPONDED TO BY  
POST FORWARDING RELEVANT LITERATURE ON HAND.

QUARTER : 2

QUARTER : 3

QUARTER : 4

EXPORT MARKET POTENTIAL OF \$1-2 MILLION ANNUALLY.

TO INCREASE CANADIAN PURCHASED SHINE SALES IN JAPAN BY 25-30 PER CENT.

APPROVED BY JAPANESE GOVERNMENT. ACCESS FOR CANADIAN APPLS.

INCREASE EXPORTS FROM \$2-4 MILLION IN 2 YEARS.

EXPANDED CONSUMER AWARENESS AND SALES DEVELOPMENT.

NEW SALES \$100,000 SINCE BUSINESS IS DEVELOPED  
NEW BUSINESS DEVELOPMENT.

INCREASED AWARENESS AMONG CANADIAN EXPORTERS AS JAPANESE MARKET OVERVIEW.

ADDITIONAL SALES OF PEAT Moss, OF \$1-2 MILLION ANNUALLY.

INCREASE CANADIAN SHARE OF JAPAN'S EXPORTS INCREASE AWARENESS OF CANADIAN EXPORTERS.

MIGHT BE ENCOURAGED  
INCREASE SALES OF PEAT Moss IN JAPAN.

\$20 MILLION IN NEW BUSINESS IN 3 YEAR PERIOD  
MULTIPLYED 25% IN 3

BETTER INFORMED CANADIAN FIRM EXPORTED ON  
INDUSTRIAL PURPOSES.

88/10/21  
88/10/21

REPORT 4  
88/10/21

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 : 520-TOKYO

015-CONSTRUCTION INDUSTRY  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

A MARKET SURVEY FOR THIS SECTOR.

TRADE FAIR OR TRADE MISSION PARTICIPATION  
WILL BE ENCOURAGED.

TRANSLATION OF A DIRECTORY OF CANADIAN BUILDING PRODUCTS INTO  
JAPANESE AND DISSEMINATION IN JAPAN.

INCREASE AWARENESS OF CANADIAN CAPABILITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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 : 520-TOKYO

001-AGRI & FOOD PRODUCTS & SERVICE  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL, POULTRY BREEDING STOCK

PURSUE IMPORT PROTOCOL FOR BOVINE EMBRYOS

MAINTAIN CONTACT WITH CANADIAN SWINE EXPORTERS AS FOLLO-UP  
ACTIVITY TO TECHNICAL SWINE SEMINAR HELD IN TOKYO IN MARCH 87.

EXPORT MARKET POTENTIAL OF \$1-2 MILLION ANNU-  
ALLY.

TO INCREASE CANADIAN PUREBRED SWINE SALES IN  
JAPAN, BY 25-50 PER CENT.

HORTICULTURE (FRUIT, VEG, FLOR)

APPLE FUMIGATION RESEARCH PROJECT (CODDING MOTH) WORK WITH AGRIC.  
CANADA & JAPANESE MIN. OF AGRIC. TO ESTABLISH AN AGREED FUMIGA-  
TION PROCEDURE.

WHEN APPROVED BY JAPANESE GOVERNMENT, ACCESS  
FOR CANADIAN APPLES.

DEVELOPMENT OF NEW CUSTOMERS FOR MUSHROOMS

INCREASE EXPORTS FROM \$2-\$4 MILLION IN 2  
YEARS.

PROMOTION OF HORTICULTURAL PRODUCTS IN CANADA FOOD FAIR  
PROGRAM.

EXPANDED CONSUMER AWARENESS AND SALES DEVELO-  
PMENT.

CONTINUE TRIAL SHIPMENTS ON FRESH RABERRIES.

NEW SALES \$100,000 ONCE BUSINESS IS DEVELOPED  
NEW BUSINESS DEVELOPMENT

EXAMINE THROUGH MARKET RESEARCH PROSPECTS FOR NEW EXPORT ITEMS IN  
HORTICULTURE AREA, GREEN HOUSE AND NURSERY PRODUCTS.

SEEDS & SPECIAL CROPS

PREPARATION OF MARKET PROFILES FOR SPECIFIC PRODUCTS WITH MARKET  
POTENTIAL (PEAT MOSS, BUCKWHEAT, PULSES)

INCREASED AWARENESS AMONG CANADIAN EXPORTERS  
RE JAPANESE MARKET OPPORTUNITIES.

ASSIST NEW PEAT MOSS SUPPLIERS IN PENETRATING THE JAPANESE MARKET  
(ORGANIZE AND ACCOMPANY INITIAL VISIT TO TOKYO)

ADDITIONAL SALES OF PEAT MOSS, OF \$1-2 MILL-  
ION ANNUALLY.

MONITOR AND REPORT ON MARKET LIBERALIZATION OF IQ ITEMS SUCH AS  
PULSES.

INCREASE CANADIAN SHARE OF PULSES IMPORTS  
INTO JAPAN.

MEATS & MEAT BY-PRODUCTS

FOLLOW UP WITH RECENT MEAT BUYING MISSIONS TO CANADA, THROUGH  
INDIVIDUAL CALLS ON PARTICIPATING COMPANIES AND THROUGH FURTHER  
RESEARCH ON MARKET REQUIREMENTS.

\$20 MILLION IN NEW BUSINESS IN 3 YEAR PERIOD.

CONTINUE TO KEEP INDUSTRY ABREAST OF LATEST DEVELOPMENTS IN JAPA-  
NESE PORK MARKET THROUGH MONTHLY PORK IMPORT.

BETTER INFORMED CANADIAN PORK EXPORTERS ON  
IMPORTANT JAPANESE MARKET.



REPORT 4  
88/10/21

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 : 520-TOKYO

001-AGRI & FOOD PRODUCTS & SERVICE  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MEATS & MEAT BY-PRODUCTS

SUPPORT PROVINCES IN THEIR MARKET, DEVELOPMENT EFFORTS FOR BEEF PRODUCTS.

NEGOTIATE INCREASED BEEF ALLOCATION WITH MINISTRY OF AGRICULTURE FOR USE IN EMBASSY FOOD PROMOTIONS.

EMPHASIZE PORK, BEEF AND TURKEY IN ALL CONSUMER AND TRADE ACTIVITIES.

ENCOURAGE NEW JAPANESE BUYING MISSIONS TO CANADA TO OBSERVE HIGH QUALITY OF CANADIAN MEAT PRODUCTS AND PROCESSING OPERATIONS.

SEMI & PROCESSED FOOD & DRINK

SEEK NEW PARTICIPANTS IN CANADA FOOD FAIR PROGRAM. BUILD ON LAST YEAR'S NEW ENTRIES PARTICULARLY NICHIRYU GROUP.

DEVELOP A PROGRAM OF JAPANESE BUYERS VISITS TO CANADA.

DEVELOP NEW CONTACTS IN FOOD SERVICE SECTOR.

PROMOTE DEVELOPMENT OF CUSTOM PACK, BULK & PRIVATE LABEL BUSINESS THROUGH MARKET RESEARCH AND LIAISON WITH THE RETAIL INDUSTRY.

CONCENTRATE IN IDENTIFYING NEW CUSTOMERS FOR HIGH POTENTIAL PROCESSED PRODUCTS, EG FRENCH FRIES, BOTTLED WATER, MAPLE PRODUCTS, WHISKEY, CUSTOM PACK FOODS.

DEVELOP IMPROVED SYSTEMS OF HANDLING TRADE ENQUIRIES FROM POTENTIAL NEW CANADIAN EXPORTERS.

FEED, FERTILIZER & VET PRODUCTS

POST WORKING WITH AGRIC. CANADA IN THE DEVELOPMENT OF FUMIGATION TESTS AND NEGOTIATION OF A PROTOCOL FOR HAY PRODUCTS, TO MEET JAPANESE PHYTOSANITARY REQUIREMENTS FOR IMPORTED BALED HAY.

ORGANIZE FEEDING TRIALS USING DEHYDRATED ALFALFA PELLETS.

GRADUALLY INCREASE MARKET PENETRATION FOR CANADIAN BEEF.

INCREASE FROM CURRENT 100 MT QUOTA BY MINIMUM OF 10%.

BUILD AWARENESS OF HIGH QUALITY MEAT FROM CANADA.

BUILD NEW RELATIONSHIPS AND EVENTUALLY SALES OF CANADIAN MEAT.

NEW BUSINESS OF \$25 MILLION DURING NEXT 2-3 YEARS.

BUILD AWARENESS OF CANADA AS FOOD SUPPLIER AND DEVELOP NEW BUSINESS.

DEVELOP NEW BUSINESS LEADS IN THIS IMPORTANT SECTOR.

NEW BUSINESS OF \$30 MILLION DURING NEXT 2-3 YEARS.

INCREASED SALES OF 20-30% FOR THESE CATEGORIES AMOUNTING TO \$20 MILLION DURING NEXT 12 MONTHS.

MORE POTENTIAL BUYERS PUT IN CONTACT WITH CANADIAN FOOD EXPORTERS.

ACCESS TO LONG-FIBRE BALED HAY MARKET OF \$100 MILLION PER YEAR. POTENTIAL SALES \$25-35 MILLION ANNUALLY 1995.

MARKET MAINTENANCE/EXPANSION OF CURRENT SALES BY 25% (\$10 MILLION/ YEAR).



REPORT 4  
88/10/21

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 : 520-TOKYO

001-AGRI & FOOD PRODUCTS & SERVICE  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FEED, FERTILIZER & VET PRODUCTS

THROUGH INDUSTRY AND REPORTING ASSIST CANADIAN EXPORTERS IN DEVELOPING NEW MARKETING TECHNIQUES AND PACKAGING METHODS TO MINIMIZE STORAGE AND HANDLING COSTS.

TECHNICAL PRESENTATIONS TO LARGE FEED USERS/IMPORTERS, TO DEMONSTRATE UTILITY OF ALFALFA PRODUCTS.

INITIATE A REPORT OF PRICES AND IMPORT VOLUMES OF FEEDSTUFFS TO ASSIST THE CANADIAN EXPORTERS IN THEIR MARKETING ACTIVITIES.

INCREASED REVENUE TO CANADIAN EXPORTERS OF \$3-5 MILLION OVER 5 YEARS.

ADDITIONAL ALFALFA PRODUCT SALES OF \$10-20 MILLION ANNUALLY.

CANADIAN EXPORTERS WILL BE IN A BETTER SITUATION TO MAKE MARKETING/PRICING DECISIONS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PREPARATION OF SECTOR/PRODUCT PROFILES - ORGANIZE TECHNICAL WORKSHOPS FOR DEHY ALFALFA - IDENTIFY PRODUCTS FOR CUSTOM PACK IN CANADA - INTRODUCE IDENTIFIED CANOLA OIL - PROMOTE CANADIAN FOOD FESTIVALS/BUYING MISSIONS

COMPLETED FOR BOTTLED WATER, PEAT MOSS. - RESULTED IN PROD SALES VALUED AT \$3.8 MIL. - BEVERAGES, BREAD MIX UNDER ACTIVE NEGOTIATION. - LICENSE AGREEMENTS SIGNED BY CANOLA COUNCIL & 2 JAPANESE OIL PROCESSORS. - JONATHAN, FUJIYA, NICHIRYU

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

PLANNING:

POST : 520-TOKYO

QUARTER: 2

QUARTER: 3

QUARTER: 4



REPORT 4  
88/10/21

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 : 520-TOKYO

002-FISHERIES, SEA PRODUCTS & SERV.  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

PROMOTE CANADIAN SEAFOOD AT EVERY OPPORTUNITY UNDER CANADA FOOD FAIR PROGRAM.

DEVELOP HIGH QUALITY IMAGE FOR CANADIAN SEAFOOD AND BUILD TRADE AND CONSUMER AWARENESS.

CONTINUE TO PRESS MARKET ACCESS ISSUE IQ ON HERRING, SQUID COD; TARIFF ON HERRING ROE.

IMPROVED MARKET ACCESS AND RETURNS TO CANADIAN FISHERIES SECTOR.

PREPARATION OF MARKET PROFILES ON SPECIES OF PARTICULAR INTEREST TO CANADA-ATLANTIC HERRING ROE, LOBSTER, SEA URCHIN.

IMPROVED KNOWLEDGE OF MARKET SITUATION FOR SELECTED SPECIES.

PROVIDE IMPROVED MARKET INTELLIGENCE INFORMATION OF FISHERIES SECTOR TO CANADIAN INDUSTRY.

PERMIT INDUSTRY TO MAKE MORE INFORMED PRICE/MARKETING DECISIONS.

IDENTIFY MARKET POTENTIAL FOR UNDERUTILIZED SPECIES, EG. SEA URCHIN, SURF CLAM, CAPELIN, DOGFISH.

DEVELOP INCREASED EXPORT BUSINESS FOR UNDERUTILIZED SPECIES.

PROMOTION OF ATLANTIC LOBSTER IN HOTELS, RESTAURANTS AND SUPERMARKETS.

INCREASE IN SALES FROM \$8 MILLION TO \$20 MILLION IN 12 MONTHS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ASSIST WITH ATLANTIC CDN HERRING ROE STUDY  
ASSIST WITH SCALLOP AQUACULTURE PROJECT.  
DEVELOP PROMOTIONAL CAMPAIGN FOR CAPELIN.  
INTRODUCE FISHERY PRODUCT TRADE ENQUIRY SERVICE.

SUCCESSFUL MEET HELD IN JPN \$ REPORT BEING PREPARED FOR EXTAFF. -JPNSE TECH EXP BEING SENT TO CDA. - PROMOTIONAL PROPOSALS COMPLETED; FUNDING UNDER CONSIDERATION. - CDN COS & FISH PROD RECEIVING WIDE PUBLICITY THROUGH S K SHIMBUN.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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 : 520-TOKYO

010-MINE, METAL, MINERAL PROD & SRV  
JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

MINERALS AND MINERAL PRODUCTS

CONTINUED AD HOC REPORTING ON INDUSTRY RESTRUCTURING,  
SHIFT IN GOVERNMENT POLICIES E. G. STOCKPILE SCHEME

MINERALS REPORTS: MONTHLY REPPORTS AND ANALYSES OF TRADE, PROD-  
UCTION, CONSUMPTION TRENDS BY COMMODITY.

COAL AND STEEL REPORTS; MONTHLY REPORTS AND ANALYSES OF TRADE,  
PRODUCTION AND CONSUMPTION TRENDS

ANALYSIS OF MARKET POTENTIAL FOR RARE EARTHS AND METALS

METALS, PRIMARY & FABRICATED

THROUGH A FOLLOW-UP PROGRAM ON MISSIONS, PROMOTE IN-DEPTH  
CONTACTS BETWEEN JAPANESE & CDN INDUSTRIES IN CERAMICS AND  
OTHER ADVANCED INDUSTRIAL MATERIALS.

CONTINUED REPORTING ON JAPANESE POSITION IN INTERNATIONAL  
COMMODITY GROUPS.

CONTINUED MONTHLY ANALYSIS OF MARKET DEVELOPMENTS CONCERNING  
METALS TRADE.

MONITORING DEVELOPMENT OF ANTI ASBESTOS SENTIMENT IN JAPAN AND  
DEVELOPMENT OF STRATEGY TO HANDLE IT.

ANTICIPATED RESULTS:

IDENTIFICATION OF NEW TRADE AND INVESTMENT  
OPPORTUNITIES IN JAPAN AND CANADA; BASIS FOR  
BROADER INDUSTRY ANALYSES OF IMPACT ON WORLD  
TRADE.

PROVISION OF CURRENT INFO TO GOVERNMENT AND  
PRIVATE SECTOR RE JAPANESE DEVELOPMENTS; BASIS  
FOR SHIFTS IN MARKET STRATEGIES.

PROVISION OF CURRENT INFO TO ASSIST COMPANIES  
IN DEVELOPING MARKET STRATEGIES.

IDENTIFICATION OF EXPORT/LICENSING/JOINT  
VENTURE OPPORTUNITIES.

LICENCING AND JOINT VENTURE PROJECTS IN BOTH  
CANADA AND JAPAN.

IMPROVE INFORMATION BASE FOR CANADIAN IN-  
DUSTRY.

IMPROVE INFORMATION BASE FOR PRIVATE SECTOR.

PRE-EMPT RESTRICTIVE LAWS RE USE OF  
ASBESTOS; EXPAND CANADIAN MARKET SHARE.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 MONTHLY REPORTS ON COAL & STEEL, MINERALS AND ME-  
TALS; PRODUCTION, TRADE, CONSUMPTION TRENDS - PRO-  
MOTION OF INT'L NICKEL STUDY GROUP - ASBESTOS  
MARKET PROTECTION - COAL NEGOTIATIONS; INDUSTRY  
LIAISON.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

TOTAL OF 4 MKT REPORTS PREPARED. - LIAISON WITH  
JAPANESE GOV'T & INDUSTRY. - INDUSTRY & GOV'T  
LIAISON. - CLOSE LIAISON WITH CDN SUPPLIERS ON  
NEGOTIATION AND DEVELOPMENT.



REPORT 4  
88/10/21

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 : 520-TOKYO

013-CONSUMER PRODUCTS  
JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

PROVIDE THE JAPANESE FUR INDUSTRY WITH REGULAR INFORMATION FROM CANADA.

CREATE MORE INTEREST IN THE MONTREAL FUR SHOW AND INCREASE IMPORTS BY APPROXIMATELY \$2 MIL NEXT YEAR.

MEET REGULARLY WITH THE JAPAN FUR ASSOCIATION TO EVALUATE THE RESULTS OF OUR PUBLICITY IN JAPAN.

INCREASE AWARENESS OF CANADIAN FURS IN JAPAN AND STIMULATE IMPORTS OF SAME.

MEET REGULARLY WITH AGENTS OF CANADIAN SUPPLIERS IN THE APPAREL INDUSTRY TO EVALUATE PROGRESS OVER THE PAST YEAR.

STIMULATE AGENTS TO BE MORE AGGRESSIVE AND TO PARTICIPATE IN REGIONAL FAIRS.

INTENSIFY PUBLICITY AT THE CANADA TRADE CENTER WITH REGARD TO FUR GARMENTS.

ATTRACT MORE CUSTOMERS', DOUBLE THIS YEAR'S SALES.

ENCOURAGE CANADIAN COMPANIES VISITS TO JAPAN AND ASSIST THEM AS APPROPRIATE

INCREASE NUMBER OF CANADIAN COMPANIES SELLING IN JAPAN.

JEWELRY & GIFTWARE

CONTACT OUTLETS CURRENTLY SELLING CANADIAN JEWELLERY.

INCREASE SALES NEXT YEAR.

FOLLOW UP ON REQUESTS RE IMPORT OF CANADIAN JEWELLERY.

TO GET NEW DISTRIBUTORS.

MEET WITH AGENTS AND REVIEW THEIR IMPORT/DISTRIBUTION STRATEGY.

OPEN NEW DISTRIBUTION OUTLETS.

THROUGH THE OPERATION OF THE CANADA TRADE CENTER & THE DIRECT MAIL CATALOGUE, ENCOURAGE NEW ENTRANTS INTO THE MARKET.

DOUBLE OUR SALES TO JAPAN.

MEET WITH LOCAL AGENTS ON A REGULAR BASIS AND ASSIST THEM RE PUBLICITY AND PARTICIPATION IN FAIRS.

INCREASE THE NUMBER OF DISTRIBUTORS.

PREPARE REGULAR REPORTS FOR CANADIAN EXPORTERS ON MARKET EVOLUTION.

ATTRACT NEW EXPORTERS AND ASSIST PRESENT EXPORTERS.

CULTURE INDUSTRIES

WORK CLOSELY WITH A GROUP IN CANADA IN CHARGE OF PROMOTING INDIAN ARTS AND CRAFTS IN JAPAN TO IDENTIFY ITEMS MOST LIKELY TO FIND ACCEPTANCE IN JAPAN.

APPOINTMENT OF DISTRIBUTOR, ESTABLISHMENT OF DISTRIBUTION OUTLETS.

VISIT GALLERIES THAT SPONSOR CANADIAN ARTISTS.

STIMULATE INTEREST IN CANADIAN ART & GET BETTER UNDERSTANDING ON HOW TO EXPAND BUSINESS.



REPORT 4  
88/10/21

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 : 520-TOKYO

013-CONSUMER PRODUCTS  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CULTURE INDUSTRIES

- ASSIST LOCAL AGENTS IN THEIR MARKETING EFFORTS.
- INCREASE PUBLICITY OF CANADIAN ARTS AND CRAFTS THROUGH THE CANADA TRADE CENTER.
- ASSISTS LOCAL AGENTS TO ORGANIZE SOLO SHOWS.
- USE MAIL ORDER CATALOGUE TO ADVERTISE.

- OPEN NEW DOORS TO CANADIAN INDUSTRY.
- CREATE GREATER AWARENESS OF OUR PRODUCTS.
- CREATE AWARENESS OF CANADIAN PRODUCTS.
- INCREASE DIRECT SALES.

LEISURE PROD. TOOLS HARDWARE

- FOLLOW UP ON HINODE MISSION RE INTENT OF PURCHASE.
- INTRODUCE CANADIAN COMPANIES TO NEW DIY STORES THROUGH DIY ASSOCIATION.
- MEET REGULARLY WITH SPORTS EQUIPMENT AGENTS AND INTRODUCE NEW PRODUCTS.
- ENCOURAGE AGENTS OF SPORTS EQUIPMENT TO PARTICIPATE IN REGIONAL SHOWS.
- PROMOTE IDEA OF SELLING CANADIAN DIY PRODUCTS TO JAPANESE HOME BUILDERS.
- SEND NEW BUYERS TO MONTREAL SPORTING GOODS SHOWS.

IDENTIFY CLEARLY THE PRODUCTS CANADA SHOULD FOCUS ON.

TO CREATE AWARENESS OF WHAT CANADA NOW PRODUCES.

INCREASE SALES.

FIND MORE LOCAL DISTRIBUTORS AND MAKE SPOT SALES.

GIVE DIY INDUSTRY INCREASED OPPORTUNITIES TO SELL IN THE JAPANESE MARKET.

WIDEN RANGE OF PRODUCTS SOLD IN JAPAN.

FURNITURE & APPLIANCES

- VISIT OUTLETS SELLING CANADIAN PRODUCTS AND PROMOTE CANADIAN PRODUCTS.
- KEEP UP WITH NEW TRENDS IN FURNITURE INDUSTRY AND PREPARE REPORTS FOR THE CANADIAN INDUSTRY.
- DIALOGUE WITH FURNITURE ASSOCIATION AND MAIN MANUFACTURERS RE INTEREST IN IMPORTING SPECIFIC ITEMS TO COMPLETE THEIR NEW LINES.

STRENGTHEN OUR SHARE OF THE MARKET IN SOME AND ENCOURAGE OTHERS TO SELL PRODUCTS ON A CONTINUED BASIS.

DETERMINE WHICH SECTORS OF MARKET COULD BE OF INTEREST TO CANADIAN EXPORTERS.

GET NEW ENTRANTS INTO THE MARKET.



REPORT 4  
88/10/21

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 : 520-TOKYO

013-CONSUMER PRODUCTS  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

SERVICES NOT ELSEWHERE SPECIF.

THROUGH THE OPERATIONS OF THE CANADA TRADE CENTER PROMOTE APPLIANCES.

THROUGH A PROGRAM OF CALLS WITH AGENTS GENERATE MORE INTEREST IN THEIR PROMOTION OF CANADIAN PRODUCTS.

THROUGH WIN EXPORTS ENCOURAGE CANADIAN COMPANIES TO PARTICIPATE IN THE FURNITURE SHOW IN NOVEMBER.

SERVICES NOT ELSEWHERE SPECIF.

PURSUE HIGH TARIFFS ISSUE WITH MINISTRY OF FINANCE.

TO IDENTIFY POTENTIAL COMPETITIVENESS OF NEW ENTRIES INTO THE MARKET (USA, AUSTRALIA AND OTHERS).

ANTICIPATED RESULTS:

INCREASE OUR SMALL MARKET SHARE.

FIND NEW WAYS AND OUTLETS TO MARKET PRODUCTS.

INTRODUCE NEW EXPORTERS TO JAPANESE MARKET.

SALES WOULD INCREASE DRAMATICALLY IF DUTIES WERE LOWERED.

KEEP OUR SHARE OF THE MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 MARKETING OF CANADIAN CONSUMER PRODUCTS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

8 NEW AGENCY AGREEMENTS AND SIGNIFICANT BUSINESS INFLUENCED IN TEXTILES AND SPORTING GOODS SECTORS.



REPORT 4  
88/10/21

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 : 520-TOKYO

003-GRAINS AND OILSEEDS  
JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CEREAL GRAINS

STUDY IMPACT OF MAFF CROP DIVERSIFICATION PROGRAM ON JAPANESE PRODUCTION AND IMPORTS OF WHEAT AND BARLEY.

SUBMISSION OF REGULARLY-SCHEDULED WHEAT AND COURSE GRAIN REPORTS AND AD-HOC REPORTS ON JAPANESE SITUATION WHICH MAY IMPACT ON CDN GRAIN EXPORTS TO JAPAN.

STUDY IMPEDIMENTS TO SALE OF CANADIAN FEED WHEAT TO JAPAN (FOB VS C & F SALES, TENDER PROCEDURES ETC.)

ANALYSE THE IMPACT OF THE HIGH PRICES CHARGED BY THE FOOD AGENCY WHEN SELLING CANADIAN WHEAT TO THE MILLERS.

REPORT ON THE IMPORT PENTIAL FOR MIXED PRODUCTS SUCH AS BREAD MIXES AND PROCESSED PRODUCTS.

DETERMINE IMPACT, IF ANY, ON CANADIAN GRAIN EXPORTS TO JAPAN.

MAINTAIN AND HOPEFULLY EXPAND CANADA'S SHARE OF THE JAPANESE GRAIN MARKET.

LARGER SHARE OF \$200 MILLION JAPANESE MARKET FOR CANADIAN FEED WHEAT.

A REDUCTION IN THE WHEAT PRICE WOULD CONTRIBUTE TO INCREASED CONSUMPTION.

INCREASE THE EXPORT OF PROCESSED GRAIN PRODUCTS.

OILSEEDS

WORK TO STRENGTHEN BUSINESS RELATIONSHIPS IN CANOLA SECTOR, BUILDING ON GOODWILL OF PAST 10-15 YEARS.

MONITOR AND REPORT ON DEVELOPMENTS IN JAPANESE OILSEEDS MARKET WHICH COULD IMPACT ON CANADIAN EXPORTS.

LIAISE WITH JAPANESE GOVERNMENT AND INDUSTRY CONTACTS RE OIL TARIFF ISSUE, OTHER POSSIBLE MARKET LIBERALIZATION INITIATIVES.

INVESTIGATE LEVEL OF CANADIAN INTEREST IN FLAXSEED MARKET DEVELOPMENT AND RESEARCH ACTIVITIES.

REVIEW PRECONSULTATIONS/CONSULTATIONS FORMATS TO ASCERTAIN WHERE ADDITIONAL IMPROVEMENTS CAN BE MADE.

WORK WITH CANOLA OIL PROCESSORS, DISTRIBUTORS, RETAILERS TO INTRODUCE IDENTIFIED CANOLA OIL AT RETAIL LEVEL.

ADDITIONAL MARKET SHARE GROWTH FOR CANOLA SEED, OIL AND MEAL IN JAPAN.

MAINTENANCE OF CANADIAN SALES OF CANOLA, FLAXSEED, SOYBEANS TO JAPAN.

EXPANSION OF CANOLA PRODUCT SALES IN JAPAN.

INCREASED SALES OF CANADIAN FLAXSEED, BY \$5-10 MILLION ANNUALLY.

MAXIMIZE USEFULNESS OF BILATERAL MEETINGS; STRENGTHEN RELATIONSHIP.

CREATE CANOLA OIL PRODUCT AWARENESS AT CONSUMER LEVEL, ENHANCING OIL SALES.



REPORT 4  
88/10/21

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 : 520-TOKYO

003-GRAINS AND OILSEEDS  
JAPAN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

THROUGH HIS EXPORTS ENCOURAGE CANADIAN COMPANIES TO PARTICIPATE  
GIVE WITH VARIOUS GOVERNMENT AND INDUSTRY CONVOYS BE OIG  
SERVICES NOT ELSEWHERE SPECIF  
WHICH COULD INVOLV ON CANADIAN EXPORTS  
PROMOTION/ACTIVITIES IN DEPARTMENT OF AGRICULTURE  
BRIGADIER ON FOOTING OF 1981 TO-12 1982  
TOUR/EXHIBITION/CONFERENCE/WORKSHOP/SEMINAR/WORKSHOP/WORKSHOP  
MARKET USA, AUSTRALIA AND OTHERS.

THE FIRST QUARTER OF 1988  
WAS A SUCCESSFUL ONE FOR THE  
MISSIONS ABROAD IN THE  
FIELD OF EXPORT PROMOTION  
AND THE RESULTS REPORTED  
WAS AS FOLLOWS:

EXPANSION OF CANADIAN EXPORTS IN  
THE FIRST QUARTER OF 1988  
WAS A SUCCESSFUL ONE FOR THE  
MISSIONS ABROAD IN THE  
FIELD OF EXPORT PROMOTION  
AND THE RESULTS REPORTED  
WAS AS FOLLOWS:

TRACKING: SHEED MIXED AND PROCESSED PRODUCTS  
NEEDS BE TAKEN INTO ACCOUNT IN THE MIXED PRODUCTS SUCH AS  
QUARTER: VARIOUS PRODUCTS AND SERVICES PROVIDED TO THE  
VIVIANE THE INVOLV OF THE HIGH PRICES CHARGED BY THE FOOD  
C & S OTHER LEADER PROCESSED ETC  
QUARTER: SINGA- P-REPRESENTS TO TYPE OF CANNING USED NEAR TO OLYMPIA  
QUARTER: OLYMPIA- SINGA TO 1988  
AND VO-ROC REPORTS ON THE SINGA SITUATION WHICH WAS INVOLV ON COM  
QUARTER: SINGA- P-REPRESENTS TO TYPE OF CANNING USED NEAR TO OLYMPIA  
PRODUCTION AND INVOLV OF THE INVOLV AND SINGA  
SINGA INVOLV OF THE INVOLV AND SINGA

CIS  
INCREASE OF EXPORTS IN THE FIRST QUARTER  
WAS A SUCCESSFUL ONE FOR THE  
MISSIONS ABROAD IN THE  
FIELD OF EXPORT PROMOTION  
AND THE RESULTS REPORTED  
WAS AS FOLLOWS:

FOR CANADIAN LEAD SHEET  
UNDER SHEET OF 1500 TONNES  
OF THE VARIOUS EXPORTS  
WAS A SUCCESSFUL ONE FOR THE  
MISSIONS ABROAD IN THE  
FIELD OF EXPORT PROMOTION  
AND THE RESULTS REPORTED  
WAS AS FOLLOWS:

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 520-TOKYO

003-GRAINS AND OILSEEDS  
JAPAN

REPORT 4  
88/10/21

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



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

REPORT #5  
88/10/21

520 - TOKYO

JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE  
BANKERS OUTREACH PROGRAM HAS REACHED PHASE OF A SECTORAL SEMINAR FOR  
AUTOPARTS CUSTOMERS. OTHER PROSPECTS HAVE BEEN IDENTIFIED. OUTGOING &  
INCOMING MISSIONS OF KEY PARTS COMPANIES WILL FOLLOW. DRIE (MORRISON)  
VISIT OF TARGETTED JPNSA COMPANIES WILL BE SUPPORTED.

JPNSA GREENFIELD & JV INVESTMENT IN CDA.  
ACTIVE LIST OF POTENTIAL INVESTORS.

ELECTRONICS EQUIP. & SERV PRODUCTS & COMPONENTS  
MISSION TO FOLLOW COMPLETED TECHNICAL INDUSTRY BRIEFINGS FOR PROSPECTS  
SELECTED THROUGH BANKING OUTREACH PROGRAM. CONTINUED CORPORATE LIAISON  
WITH JPNSA COMPONENTS COMPANIES. FTA STRENGTHS TO BE EMPHASIZED.

JPNSA GREENFIELD & JV INVESTMENT IN CDA.  
ACTIVE LIST OF POTENTIAL INVESTORS & JV  
PARTNERS. TECHNOLOGY ACQUISITION.

ELECTRONICS EQUIP. & SERV CONSUMER ELECTRONICS  
EXPAND LIST OF CORPORATE LIAISON CONTACTS WITH SELECTED CONSUMER ELEC-  
TRONICS COMPANIES, WITH EMPHASIS ON STRONGEST BRANCH PLANT ASSEMBLY  
CANDIDATES. FTA CASE TO BE MADE FOR SERVICING N. A. MARKET.

JPNSA GREENFIELD & JV INVESTMENT IN CDA.  
ACTIVE LIST OF POTENTIAL INVESTORS & JV  
PARTNERS. TECHNOLOGY ACQUISITION.

POWER & ENERGY EQUIP. & SERV ELECTRICAL MACHINES & SYSTEMS  
DUE TO CDN EXCESS CAPACITY IN CERTAIN SUB-SECTORS, DRIE WILL ASSIST IN  
IDENTIFYING DIRECT, JV & TECH TRANSFER OPPOR. BANKING OUTREACH PROGRAM  
WILL SUPPLEMENT DRIE'S IDENTIFIED JPNSA COS. FOR CORPORATE LIAISON,  
INDUSTRY BRIEFINGS & OUTGOING/INCOMING MISSIONS.

SELECTED INVESTMENT (DIRECT JV, TECH TRANS-  
FER) THAT INCREASE DOMESTIC PRODUCTION &  
IMPROVE PRODUCTIVITY.

AGRI & FOOD PRODUCTS & SERVICE SERVICES INCLUDING CONSULTING  
PROSPECTS FOR INVESTMENT NOW IDENTIFIED (MISAWA STUDY). CANDIDATES FOR  
NEW MANUFACTURING FACILITIES, TECHNOLOGY TRANSFER & CROSS LICENSING  
WILL BE SELECTED FOR MISSION FOR CDA.

INVESTMENT THAT WILL DEVELOP CDA'S COM-  
PETITIVE POSITION IN THIS SUBSECTOR.

NON SECTORALLY ORIENTED ACTIVITIES

BANKING OUTREACH PROGRAM-BANKERS CUSTOMERS SEMINARS & SECTORAL MIS-  
SIONS FOR FIRST 5 BANKS WILL BE CARRIED OUT IN 88/89. THE PROGRAM  
WILL BE INITIATED WITH ADDITIONAL BANKS CALLING (AS WITH FIRST GROUP)  
FOR INTERNAL BRIEFINGS & "ONE-MAN" BANKER MISSIONS TO CDA.

COMPLETION OF PROGRAM FOR ORIGINAL 5 BANKS  
WILL YIELD SECTORAL RESULTS DESCRIBED  
ABOVE. EXTENSION OF PROGRAM FOR NEW BANKS  
WILL PAVE WAY FOR SIMILAR RESULTS.

CORPORATE LIAISON-IPS, COMMERCIAL SECTION OFFICERS & PROV. REPRESENTA-  
TIVES (WHERE SITE LOCATION DETERMINED) WILL CONDUCT CALLS & FOLLOW  
ACTIVE CASES. INVESTMENT CDA & DRIE WILL PROVIDE REQUIRED ASSISTANCE  
WITH RANKED PROSPECTS.

ALL IDENTIFIED INVESTMENT PROSPECTS WILL  
BE MONITORED, REPORTED ON & MOVED TOWARD  
POSITIVE INVESTMENT DECISIONS WHERE  
POSSIBLE.

PUBLIC RELATIONS-THE KANAO FILM & REPORT HAVE BEEN USED EXTENSIVELY  
BUT ARE BECOMING OUTDATED. A NEW FILM & SHOWCASE LITERATURE ARE RE-  
QUIRED. DIRECT MAIL ACTIVITIES WILL BE EXPANDED. PERIODIC INVESTMENT  
NEWSLETTER WILL BE IMPLEMENTED. IMAGE MEASUREMENT STRATEGIES ARE REQ'D

ADVERTISING & PUBLIC RELATIONS STRATEGY  
FOR INVESTMENT PROMOTION WILL BE MORE  
EFFECTIVE & ITS SUCCESS MEASURED.



REPORT #5  
88/10/21

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

520 - TOKYO

JAPAN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

AUTO PARTS INCOMING MISSION  
ELECTRICAL MACHINES INCOMING MISSION  
BIOTECHNOLOGY INCOMING MISSION  
DRIE INVESTMENT PROSPECTING MISSIONS TO JAPAN  
BANKING OUTREACH ACTIVITIES  
PUBLIC RELATIONS ACTIVITIES  
CORPORATE LIAISON ACTIVITIES

DEFERRED PENDING MATURATION OF BANKING OUTREACH PROGRAM & OTHER INVEST PROSPECTING EFFORTS IN AUTO PARTS SECTOR. (2)DEFERRED PENDING DRIE ELECTRICAL MACH SECT VISIT TO JAPAN IN FALL OF 88 (3)DEFERRED PENDING FURTHER CORPORATE LIAISON ACTIVITIES IN SECTOR. (4)NO ACTIVITIES IN QUARTER. (5)ORGANIZED SUMITOMO BANK INTERNAL INVEST SURVEY MISSIONS: SUCCESSFUL 2 WK VISIT TO KEY CDN LOCATIONS & IND CONTACTS. (6)OVERSAW SUMMARY BROCHURE & PROSPECTUS CDA BROCHURE.

QUARTER : 2

QUARTER : 3

QUARTER : 4

REVISIONS:

88/10/21

REPORT #2

ACTIVITIES UNDERTAKEN IN QUARTER



REPORT 4A  
88/10/21

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 : 520-TOKYO

- HON. PAT CARNEY VISIT
- CANADA-JAPAN BUSINESSMEN'S CONFERENCE, OSAKA
- NEGOTIATION OF HERRING IQ FOR ATLANTIC CANADA
- CAPELIN MISSION TO JAPAN TO NEGOTIATE CAPELIN PRICES, OTHER TERMS. (5)SPF CONSULTATIONS
- JAPAN BUSINESS STUDY PROGRAM
- MEDICAL DEVICES MISSION
- B. C. PLASTICS MISSION TO JAPAN
- FACT FINDING MISSION ON ASBESTOS
- NEWFOUNDLAND SCALLOP MISSION

- MEET CANADIAN EXPORTERS AND CONDUCT CATALOGUE SHOW ON RETURN
- MEET CANADIAN EXPORTERS AND CONDUCT CATALOGUE SHOW ON RETURN
- INTRODUCE TO NEW ZEALAND IMPORTERS MANUFACTURERS AND BUYERS, GUN FURNITURE, CRYSTALLINE & NEW AGENCIES
- INTRODUCE TO NEW ZEALAND IMPORTERS AND BUYERS CANADIAN WITTENBERG, ESTABLISH 3 NEW AGENCIES
- INTRODUCE TO NZ IMPORTERS AND BUYERS CANADIAN HARDWARE, AND TO INCREASE CON MARKET SHARE BY 10%

QUARTERLY RESULTS REPORTED

- MINIMUM OF 5 N.A.S. TO BE ESTABLISHED
- MINIMUM OF 4 AGENCIES TO BE ESTABLISHED
- REMOVAL OF TRADE RESTRICTIONS BY 1988
- ONES NEW AGENCY CONNECTIONS

REPORT 4

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM

REPORT 4  
88/10/21

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 : 531-WELLINGTON

009-FOREST PRODUCTS, EQUIP, SERVICES  
NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

DISTRIBUTE NEW PUBLICATION OF COUNCIL OF FOREST INDUSTRY BC  
BUYERS GUIDE TO NZ LUMBER IMPORTERS

THREE NEW AGENCY CONNECTIONS

LOBBY NZ AUTHORITIES TO RELAX PRESENT IMPORT RESTRICTIONS COVER-  
ING SHINGLES/SHAKES

REMOVAL OF IMPORT RESTRICTIONS BY 1988

EQUIPMENT AND MACHINERY

FOLLOW UP OF 87/88 FOREST EQUIP MISSION TO SECURE AGENCY CONNEC-  
TIONS

MINIMUM OF 4 AGENCIES TO BE ESTABLISHED

PROMOTE MANUFACTURE UNDER LICENCE OR JV BY INDUSTRY BLITZ

MINIMUM OF 2 JV'S TO BE ESTABLISHED

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

MEMORANDUM CONTROL MISSION  
 EXECUTIVE MISSION ON VARESID  
 B C BUSINESS MISSION TO NZ  
 MEDICAL SERVICES MISSION  
 NZ BUSINESS GLOBE PROGRAM  
 TRADE (BIBL) CONSULTATIONS  
 OVERSEAS MISSION TO NZ TO NEGOTIATE OVERSEAS OFFICES OTHER  
 NEGOTIATION OF HERRING TO FOR MIGNIFIC GAINOV  
 CANADA-NZ BUSINESSMEN'S CONFERENCE OSAKY  
 NZ CANADA AIBIL

W031 : 250-10740

NOTICE CONCERNING BUSINESS NEGOTIATIONS DURING THE FOLLOWING PERIOD:  
LISTED BELOW ARE THE SPECIFIC AND/OR ANTICIPATED ACTIVITIES

REVISIONS  
AS REQUIRED

VI MISSIONS ABROAD FOR EXPORT PROMOTION PROGRAM  
GENERAL MANAGER REPORT OF EXPORT PROMOTION PROGRAM



REPORT 4  
88/10/21

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 : 531-WELLINGTON

013-CONSUMER PRODUCTS  
NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

VISIT CANADIAN GIFT AND TABLEWARE SHOW JANUARY 1988. INCOMING NZ BUYERS MISSION.

MEET CANADIAN EXPORTERS AND CONDUCT CATALOGUE SHOW ON RETURN.

VISIT TORONTO HARDWARE SHOW FEBRUARY 1988. INCOMING NZ BUYERS MISSION.

MEET CANADIAN EXPORTERS AND CONDUCT CATALOGUE SHOW ON RETURN.

CATALOGUE SHOW, FURNITURE, AUCKLAND, WELLINGTON

INTRODUCE TO NEW ZEALAND IMPORTERS MANUFACTURERS AND BUYERS, CDN FURNITURE, ESTABLISH 4 NEW AGENCIES.

CATALOGUE SHOW, GIFTWARE, AUCKLAND, WELLINGTON

INTRODUCE TO NEW ZEALAND IMPORTERS AND BUYERS CANADIAN GIFTWARES, ESTABLISH 3 NEW AGENCIES.

CATALOGUE SHOW, HARDWARE, AUCKLAND, WELLINGTON

INTRODUCE TO NZ IMPORTERS AND BUYERS CANADIAN HARDWARE, AND TO INCREASE CDN MARKET SHARE BY 10%

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
88/10/21

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 : 531-WELLINGTON

001-AGRI & FOOD PRODUCTS & SERVICE  
NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

WOOLWORTHS SUPERMARKET PROMOTION 1988 - MARCH

INTRODUCTION OF AND CONSOLIDATION OF APPROX  
10 NEW & EXISTING AGENCY LINES

VISIT FOOD AND BEVERAGE SHOW, TORONTO, 1988. THREE INCOMING NZ  
BUYERS TO SUBJECT SHOW.

SPEAK WITH UNREPRESENTED CDN MANUFACTURERS  
& EXPORTERS & TO ACHIEVE 4 NEW AGENCIES.

CATALOGUE SHOWS, AUCKLAND, WELLINGTON

INTRODUCE 5 NEW CANADIAN COMPANIES TO NZ  
BUYERS AND IMPORTERS

VISIT FOOD PACIFIC 88 IN VANCOUVER

SPEAK WITH CANADIAN EXPORTERS & MANUFACTURERS  
& CONDUCT CATALOGUE SHOW ON RETURN OF 10 NEW  
EXPORTERS

WOOLWORTHS SUPERMARKET PROMO MARCH 1989

INCREASE OF CANADIAN SHARE OF MARKET BY 10%

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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 : 531-WELLINGTON

005-COMM. & INFORM. EQP. & SERV  
NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

PREPARATION OF REPORT ON YEAR-AFTER-DEREGULATION OF TELECOMS

IDENTIFICATION OF DIRECTIONS OF TELECOMS  
ACTIVITIES

PROMOTION OF CANADIAN CAPABILITIES IN IT

REALISING ONE JV IN IT INDUSTRY

PROVIDE ASSISTANCE TO MICROTEL TO INTRODUCE PRODUCT TO ELECTRIC  
CORP/TELECOMS

MICROTEL AS PREFERRED SUPPLIER FOR AUSSAT

LOBBY DTI TO DEREGULATE TELECOMS NETWORK

PROVIDE OPPORTUNITY FOR MICROTEL

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----





REPORT 4  
88/10/21

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 : 531-WELLINGTON

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
NEW ZEALAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

- PREPARATION OF DETAILED REPORT OF NZ MOD OPPORTUNITIES FOLLOWING HITECH
- LOBBY NZ MOD AND DND TO ENTER INTO PROCUREMENT MOU
- DELINEATION OF STRENGTHS OF NZ AGENTS
- CONVINCING MOD AND DND TO HAVE JOINT DEVELOPMENT

- IDENTIFICATION OF 4-6 NEW OPPORTUNITIES
- ESTABLISHMENT OF EXPANDED MOU
- 4 NEW AGENCY AGREEMENTS
- INITIATION OF FIRST SMALL SCALE JOINT DEVELOPMENT PROJECT.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

PLANNING  
POST : 531-WELLINGTON  
REPORT 4  
88/10/21

ACTIVITIES PROPOSED IN POST PLAN  
004-DEFENCE PROGRAMS, PRODUCTS, SERV  
NEW ZEALAND

ANTICIPATED RESULTS  
IDENTIFICATION OF 4-6 NEW OPPORTUNITIES  
ESTABLISHMENT OF EXPANDED MOU  
4 NEW AGENCY AGREEMENTS  
INITIATION OF FIRST SMALL SCALE JOINT DEVELOPMENT PROJECT.

REPORT #5  
88/10/21

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

531 - WELLINGTON

NEW ZEALAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV                      COMPUTERS, SOFTWARE & SYSTEMS  
CONTINUED INCLUSION OF INVESTMENT & GROWTH OF IT INDUSTRY IN CDA &  
TECHNOLOGY TRANSFER EXAMPLES & INFORMATION IN PUBLICATIONS.

FURTHER INTEREST IN CDA AS AN INVESTMENT  
DESTINATION OF IT INDUSTRY & ESTABLISHMENT  
OF ONE JV.

FOREST PRODUCTS, EQUIP. SERVICES                      EQUIPMENT AND MACHINERY  
THE MARKET SURVEY COMPLETED IN FY 87/88 WILL BE DISTRIBUTED TO CDN  
INDUSTRY WHICH WILL GENERATE INTEREST IN CO-PRODUCTION AT SUPPLY  
LEVEL.

ANTICIPATE TWO CO-PRODUCTION JV.

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

ACTIVITIES UNDERTAKEN IN QUARTER:  
QUARTER 1  
QUARTER 2  
QUARTER 3  
QUARTER 4

QUARTERLY RESULTS REPORTED:  
QUARTER 1  
QUARTER 2  
QUARTER 3  
QUARTER 4

CONVINCING AND WOULD LEAD TO MAJOR DEVELOPMENT  
DEFINITION OF BLENDED OF THE VARIOUS  
FOR THE YEAR AND WOULD BE A MAJOR ACHIEVEMENT FOR  
THE YEAR

INITIATION OF FIRST BUILT BOWLING CLUB DEVELOP-  
+ MEN-POWER INVESTMENT  
ESTABLISHMENT OF EXPORTED NON  
IDENTIFICATION OF 4-9 MEN OPPORTUNITIES

531 - WELLINGTON

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

531 - WELLINGTON

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

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



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

REPORT #5  
88/10/21

531 - WELLINGTON

NEW ZEALAND

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

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QUARTER : 2

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QUARTER : 3

-----

QUARTER : 4

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Trade and Industrial Development  
Program quarterly activity report  
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