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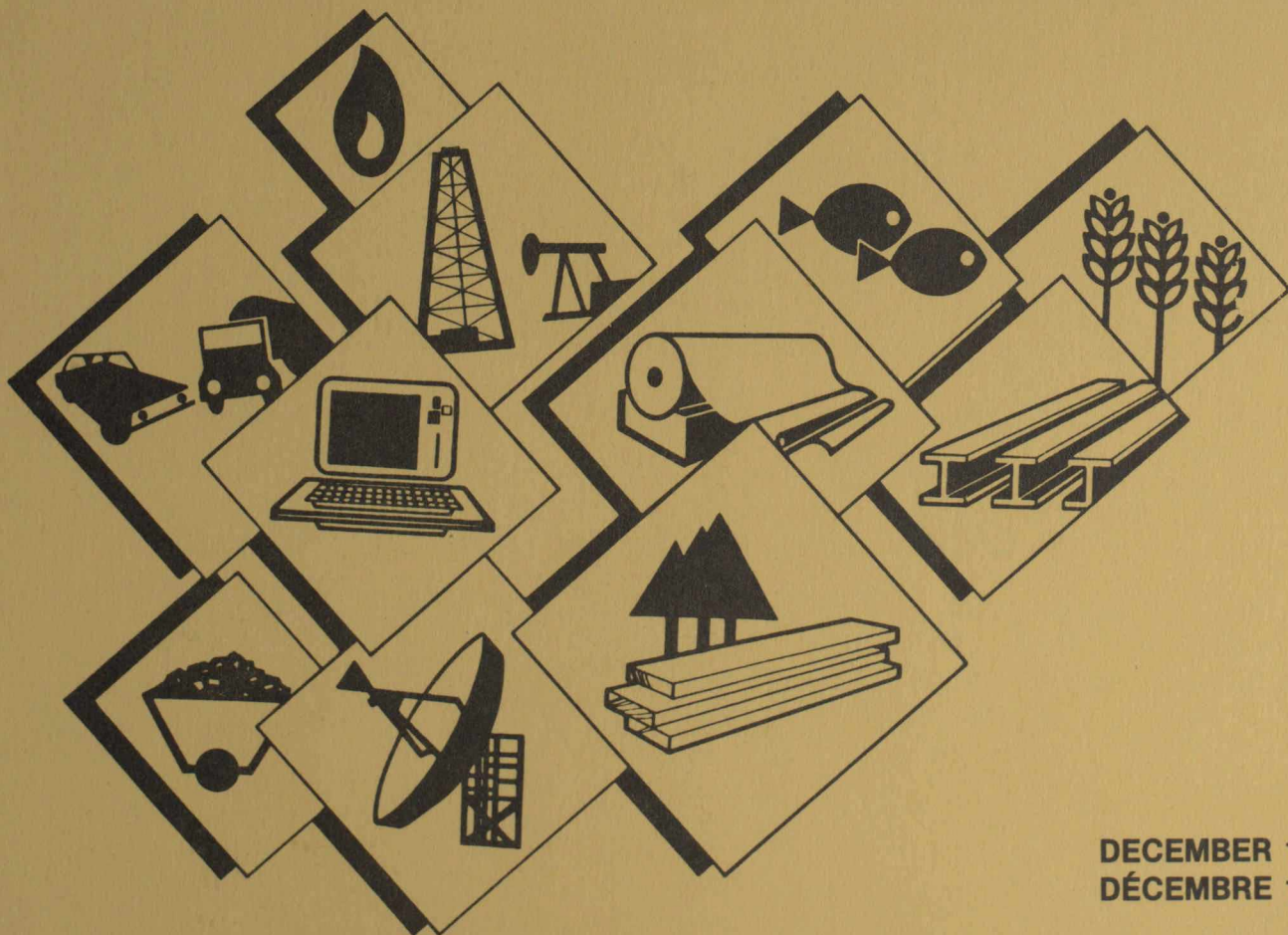
**TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM  
PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE**

**QUARTERLY ACTIVITY REPORT  
RAPPORT TRIMESTRIEL DES ACTIVITÉS**

**ASIA AND PACIFIC  
ASIE ET PACIFIQUE**

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

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



**DECEMBER 1989  
DÉCEMBRE 1989**





TRADE AND INDUSTRIAL DEVELOPMENT PROGRAMQuarterly Activity Report  
April - June 1989

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

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

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

PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLERapport trimestriel des activités  
Avril - Juin 1989

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

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

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

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ASIA AND PACIFIC

ASIE ET PACIFIQUE

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

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POST :504-BANGKOK

005-ADVANCED TECH. PROD. & SERV  
THAILAND

POST 504-BANGKOK

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

ASSIST CANADIAN PARTICIPATION IN SATELLITE PROJECT  
CONTRACTS FOR SUB SYSTEMS

SEPECTRUM MANAGEMENT STUDY  
BID ON TENDER ISSUED BY PTD

COMPUTER MARKET STUDY  
IDENTIFY NEW OPPORTUNITIES

UPDATE TELECOM MARKET STUDY  
IDENTIFY NEW OPPORTUNITIES

POSSIBLE CANADA/THAI MOU IN TELECOMMUNICATIONS  
IMPROVE TECHNICAL COOPERATION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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REF ID: A61110

POST :504-BANGKOK

001-AGRI & FOOD PRODUCTS & SERVICE  
THAILAND

POST :504-BANGKOK

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ALL SUB-SECTORS

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

ASSIST CANADIAN PARTICIPATION IN SATELLITE PROJECT  
CONTACTS FOR SUB SYSTEMS

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

SECTOR MANAGEMENT STUDY  
BID ON TENDER ISSUED BY PTO

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

COMPUTER MARKET STUDY  
IDENTIFY NEW OPPORTUNITIES

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

1988 DAIRY MISSION).

UPDATE TELECOM MARKET STUDY  
IDENTIFY NEW OPPORTUNITIES

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

1988 DAIRY MISSION).

POSSIBLE CANADIAN ROLE IN TELECOMMUNICATIONS  
IMPROVE TECHNICAL COOPERATION

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

1988 DAIRY MISSION).

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

1988 DAIRY MISSION).

ACTIVITIES UNDERTAKEN IN QUARTER  
QUARTER 1 Participation at Hi-Tech Conference, Ottawa  
May 23-28

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 3 -----

QUARTER: 4 -----



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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
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POST : 504-BANGKOK

011-OIL & GAS EQUIPMENT, SERVICES  
THAILAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MACHINERY AND EQUIPMENT

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

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

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

REPORT ON PETROLEUM INDUSTRY - VIETNAM  
ENHANCE AWARENESS OF OPPORTUNITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :504-BANGKOK

007-POWER & ENERGY EQUIP. & SERV.  
THAILAND

POST :504-BANGKOK

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

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

INCREASING MARKET SHARE.

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

AND SERVICES.

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
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POST :504-BANGKOK

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
THAILAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

DETAILED STUDY OF MILITARY MKT - HISTORICAL OVERVIEW;AGENTS;  
IDENTIFICATION OF MARKET OPPORTUNITIES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :504-BANGKOK

999-MULTIPLE SECTORS  
THAILAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

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

POST :504-BANGKOK

Confirmation of support to Lavalin Group in their Negotia-  
tion to win Bngk mass Rapid Transit proj.  
Planning & recruiting Thai participation at Asia Pacific  
Foundation's Business Assoc Prog, Banff, Sept 21-20  
Preparations for and participation in first meeting of  
Bilateral Economic Comm Agree under Economic Corp. May 17-18  
Tobacco Mission April 22-25, 1989

Significant liaison with local authorities on resolution of  
Int'l Tin Council settlement issue.  
Automotive Parts Mission April 16-20, 1989

City of Brampton Mission May 12-15, 1989

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POST :510-BEIJING

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

PLANNING:                    ACTIVITIES PROPOSED IN POST PLAN:                    ANTICIPATED RESULTS:

INCREASED CALLS ON PRIVATE NETWORKS OPERATORS  
ADDITIONAL OPPORTUNITIES

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

ALL SUB-SECTORS

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

MATCH EXERCISE BETWEEN CDN CAPABILITIES & MKT  
INCREASED SOFTWARE SALES

PROMOTING CDN SOFTWARE AT INDUSTRY SPECIFIC FAIRS  
INCREASED SOFTWARE SALES

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

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TRACKING:                    ACTIVITIES UNDERTAKEN IN QUARTER:                    QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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POST :510-BEIJING

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :510-BEIJING

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

TRANSMISSION

SUPPORT FOR MARKET PROMOTION BY KEY TOWER MANUFACTURER

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :510-BEIJING

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MINERALS AND MINERAL PRODUCTS

FOLLOW UP TO RECENTLY COMPL FIELD STUDY ON NON FERROUS MKT

EQUIPMENT AND MACHINERY

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :510-BEIJING

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

SCIENTIFIC EXCHANGE.

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

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

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
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POST :510-BEIJING

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

INVESTIGATE AUTO JOINT VENTURE PROJECTS  
MOU FOR POTENTIAL JOINT VENTURE

UNDERTAKE A SECTOR REVIEW  
LISTING OF OPPORTUNITIES FOR CDN EXPORTERS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ----

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST : 534-CANBERRA

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

Meetings held with both competing consortia.  
Good level of interest for several Canadian com-  
panies including SJSL established.  
Contract awarded to MDA.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----





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

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

POST :534-CANBERRA

Canada/Australia Trade Agreement: Canned Fruits

Bilateral access issues (asparagus, pork, salmon) consulta-  
tions/reports in progress

Hitec

Reporting on driftnet fishing, tin, Common Fund

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

POST : 524-DHAKA

officer attended INTERCAN for 4 days during home leave

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POST :521-ISLAMABAD

007-POWER & ENERGY EQUIP. & SERV.  
PAKISTAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

LOBBY WAPDA FOR AWARD OF TAUNSA LOW HEAD HYDEL PROJECT WORTH C\$100-150 MILLION.  
BEGINNING OF CONTRACT NEGOTIATION FOR A LOW HEAD PROJECT

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

ARRANGE FOR CHAIRMAN, WAPDA TO VISIT CANADA HYDEL AND THERMAL POWER GENERATION PROJECTS.  
A BETTER RAPPORT WITH CANADIAN COMPANIES INTERESTED IN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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POST :521-ISLAMABAD

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
PAKISTAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

NEEDS WILL LEAD TO AN INCREASE IN MARKET PENETRATION.

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

EXPERTISE IN DEFENCE SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 HOM call on Secretary Defence Production

Discuss details of visit programme of Incoming  
Defence Mission to Canada. HOM's visit facilita-  
ted in getting necessary information to structu-  
re visit programme in Canada.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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POST :521-ISLAMABAD

011-OIL & GAS EQUIPMENT, SERVICES  
PAKISTAN

ISLAMABAD

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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POST :521-ISLAMABAD

001-AGRI & FOOD PRODUCTS & SERVICE  
PAKISTAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :521-ISLAMABAD

Completed one Asbestos Survey for Asbestos Institute,  
Montreal as requested by EXTOTT/EPR.

Completed one Survey on local pharmaceutical and biological  
products market as requested by EXTOTT/TAR.

Defence sector report prepared for Incoming Defence Mission  
visit to Canada



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

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POST :505-JAKARTA

005-ADVANCED TECH. PROD. & SERV  
INDONESIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

VISIT BY MINISTER FOR TOURISM, POST & TELECOM. TO CANADA TO APRIL 88 CABINET CHANGE)  
ACCEPTANCE OF INVITATION ISSUED TO PREVIOUS MINISTER (PRIOR

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :505-JAKARTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

BEGIN UPDATE WEST SUMATRA RAILWAY  
CONSULTANCY CONTRACT

COMPLETE SALE - REFIT LOCOMOTIVES  
\$20M

REPAIR/OVERHAUL TWIN OTTERS FOR MERPATI  
\$12

PREPARE DETAILED REPORT ON LRT PROSPECTS  
ANCILLARY EQUIPMENT

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :505-JAKARTA

014-EDUCATION, MEDICAL, HEALTH PROD  
INDONESIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ----

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :505-JAKARTA

010-MINE,METAL,MINERAL PROD & SRV  
INDONESIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

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POST :505-JAKARTA

009-FOREST PRODUCTS,EQUIP,SERVICES  
INDONESIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

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

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

TISE

OF CANADIAN GOODS AND SERVICES

CANADIAN EXPERTISE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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89/12/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :505-JAKARTA

007-POWER & ENERGY EQUIP. & SERV.  
INDONESIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

STRONG EXPERTISE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :505-JAKARTA

Saskatchewan Mission

EDC Mission

Commercial Officer accompanied visit of Indonesian Dairy

Mission to Canada

Commercial Officer completed survey of Indonesian import  
regulation relating to health care products

Counsellor(Commercial)gave speech to Indonesian exporters &  
officials of Nation Agency for Export Dev.(NAFED) on acces-  
sing Cdn market.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
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001-AGRI & FOOD PRODUCTS & SERVICE  
MALAYSIA

POST :511-KUALA LUMPUR

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

DUCTS.

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

BREED FOR TROPICS

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

SHEEP STRAINS.

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

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

PERMARKET CHAIN.

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

FOOD PRODUCTS

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

TO MLSIA

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

011-OIL & GAS EQUIPMENT,SERVICES  
MALAYSIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MACHINERY AND EQUIPMENT

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

CONTRACTOR

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

TENDERS

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

APPOINT LOCAL REPS

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

TO PETRONAS

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

SALES PROSPECTS

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

TION PURSUED

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

PLIER OF SERVICES

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

CONTRACTS

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

005-ADVANCED TECH. PROD. & SERV  
MALAYSIA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
ALL SUB-SECTORS		
	SURV INFORMATICS CLIENTS TO ASSESS & DEV MKT STRATEGIES SHOPPING LIST DISTRIBUTED TO SUPPLIERS; DECISION ON DATACOM	MISSION
	ENSURE LEADING COS PARTICIPATE IN UPCOMING TRADE MISSIONS INCREASE CDN EXPOSURE TO EMERGING COMMERCIAL OPPORTUNITIES	
	ASSIST CDN COS IN THEIR PLANS TO ESTABL LOCAL JOINT VENTURES STRENGTHEN LOCAL CDN PRESENCE IN TELECOMS SECTOR; INCREASE	EQUIPMENT SALES
	SUPP CDN CO IN REMOTE SENSING TO ESTABLISH JOINT VENTURE BROADEN RESIDENT CDN REMOTE SENSING CAPABILITY; PROMOTE CDN	SUPPLY CAPABILITY.
	TRACK DEVELOP PLANS OF STM & RTM TO DETERM NEW SATELLITE REQ EDUCATE CDN INDUSTRY ON MARKET PROSPECTS, INCREASE NO. OF CDN	TENDER BIDS
	ASSESS INT IN FORM PARTNER.W/CDN SUPPL IN AREA OF REM.SENS. PROVIDE COMPETING CDN COS WITH GREATER RANGE OF QUALIFIED	LOCAL AFFILIATES
	ESTABLISH DATACOM REQUIREMENTS OF MALAYSIAN UTILITIES ADVISE CDN INDUSTRY OF SALES PROSPECTS; ESTABLISH CDA AS	VIABLE ALTERNATIVE
	IDENT COS UTILIZ PROCESS CONTROL INSTRUM & ASSES MKT PROSP. MATCH MLSIAN REQT TO CDN SUPPLY CAPAB; MORE CDN SUPPLIERS	VISIT MARKET.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	Promoted Cdn satellite expertise to STM,RTM and TV3, Encourage Prov to promote telecoms expertise Identify new opportunities for Remote Sensing Services & Technology	Director of Satellite unit to visit Cda; Intera awarded \$1 mn aerial survey contract, Que defence telecoms mission scheduled for Aug; Bercha won satellite data interpretation contract; Two Cdn companies signed agency agreements.
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	-----	

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

007-POWER & ENERGY EQUIP. & SERV.  
MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

cial COOPERATION

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

FROM AUST, CHINA

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

UNDER ONT AMB PROGRAM

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

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

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

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

TIONSHIP

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
MALAYSIA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	ALL SUB-SECTORS	
	CONTINUE TO PROMOTE SECURITY PRODUCTS FOR USE AT CHOGM CCC TURNKEY BID TO SUPPLY SECURITY EQUIPMENT REQUIREMENTS	
	W/DEF ATTACHE MAINT ACTIVE MKTG PROG W/SEN ARMED FORCES OFF. STRENGTHEN CDN PROFILE OF SUPPLIERS OF DEF/SECURITY EQUIP-	MENT & SERVICES
	CANVASS AGENTS ON LIK'Y MINDEF PURCH/& DEV APPROP.MKT STRAT. PREPARE MLSIAN DEFENCE PRODUCTS SHOPPING LIST FOR CDN INDUS-	TRY.
	SUPP & ASSIST TO CDN CO TO MKT DEF PROD TO ARMY CO AWARDED TENDER TO SUPPLY NIGHT VISION GOGGLES	
	SUPP & ASSIST TO CDN CO.,ENS AIR FORCE CHIEF VIS.THEIR PLANT C\$5 MN SALE OF CRV7 ROCKETS TO ROYAL MLSIAN AIR FORCE	
	ORG TECHN PRESENT BY CDN DEFENCE PROD SUPPLIERS TO MINDEF THREE COS INTRODUCE THEIR PRODUCTS TO SENIOR MILITARY DECI-	SION MAKERS.
	ASSIST COS WHICH MET INC DEF MISS TO DEV STRAT FOR MLSIAN MK ENSURE COS HAVE EFFECTIVE AGENTS, ENCOURAGE MORE REGULAR	VISITS TO KL

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 Promote security product sales for CHOGM. Follow up opportunities emanating from Defence Mission to Cda;Secure local agents for Cdn coys; Resolve RDF contract dispute.	Police plan purchase of Scintrex EVD-1 detectors;Mindef considering additional NVG purchase from Bendix Avelox;Dep Army Chief to visit Derlikon;Two new coys appoint local agents CCC submitted proposal to settle RDF contract.
	QUARTER: 2 -----	
	QUARTER: 3 -----	
	QUARTER: 4 -----	



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

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POST :511-KUALA LUMPUR

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

PLANNING:                   ACTIVITIES PROPOSED IN POST PLAN:                   ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

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

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

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

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

TRACKING:                   ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

POST :511-KUALA LUMPUR

Visit of Hon Jon Jansen, BC Minister of Internal Business  
and Immigration  
Departure of First Secretary, Commercial (Replacement not  
expected before July)  
Ontario Tobacco Mission

Automotive Parts Mission

Incoming Power Generation Mission

Canadian Forces Attache's Regional Conference (held in  
Chancery)  
Saskatchewan Trade Mission

Enterprise - Malaysia Program: CIDA Inception Mission

3rd Malaysian Oil, Gas and Petroleum Exhibition

Trade & Investment Journalism Initiative (David Clarke)

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

007-POWER & ENERGY EQUIP. & SERV.  
PHILIPPINES

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

HYDRO

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

& LOAD DISPATCH CENTRAL

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

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

AND PULANGUI V 1993).

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

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

005-ADVANCED TECH. PROD. & SERV  
PHILIPPINES

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

INFORMATION BOOTH IN PHIL TELECOM 90  
HIGHER PROFILE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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89/12/05

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

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POST :503-MANILA

001-AGRI & FOOD PRODUCTS & SERVICE  
PHILIPPINES

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

MAINTAIN CLOSE CONTACT WITH SWINE & DAIRY BREEDERS TO ENCOUR  
POSSIBLE INCREASE IN SALE OF ANIMAL BREEDING STOCK FROM

300 TO 500 HEAD PER YEAR.

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

MARKET.

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

ASSIST CIDA IN COMMODITY GRANT ON POTASH/UREA

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

MARKET SHARE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

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POST :503-MANILA

003-GRAINS AND OILSEEDS  
PHILIPPINES

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CEREAL GRAINS

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

MARKET DEVELOPMENTS AND U.S. EEP

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

CANADIAN GRAINS.

OILSEEDS

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

010-MINE,METAL,MINERAL PROD & SRV  
PHILIPPINES

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

EQUIPMENT AND MACHINERY

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

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

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

MINING INDUSTRY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :503-MANILA

CIDA Enterprise Development mission April 17-21, 1989

Visit of Abe Okazaki, VP Canadian Chamber of Commerce May 8-10/89

Preparations for the formation of the Canadian Chamber of Commerce in the Philippines. April-June 1989

Visit of DEA Staff journalist, David Clarke, to research articles on Phil market opportunities - June 9-14,1989

Visit of Yves Cousineau, Gov't of Quebec, to ADB, June 6-16

Arrival of Rob Shaw-Wood, new ADB Liaison Officer, May 31/89



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

POST :532-MELBOURNE

005-ADVANCED TECH. PROD. & SERV  
AUSTRALIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

Study completed mid June and distributed to Telecom Mission members. Report distributed to several Cdn cos. A computer disc copy of report available to Cdn communications industry (via PST).

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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89/12/05

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

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POST :532-MELBOURNE

009-FOREST PRODUCTS,EQUIP,SERVICES  
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

EQUIPMENT AND MACHINERY

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

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

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

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

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

PREPARE SECTORAL PROJECT LIST  
WIDEN CONTACT/SOURCING BASE.

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

POST :532-MELBOURNE

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

USED FOR RECRUITING AND COUNSELLING  
NIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

Consulting bodies evaluated and terms of refer-  
ence for study completed. Proposals requested  
from consultants.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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89/12/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
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POST :502-HONG KONG

015-CONSTRUCTION INDUSTRY  
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

BUILDING PRODUCTS

PREPARATION OF HOFEX'89

PREPARATION OF IBEX'89

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

NEW BANK OF CHINA BUILDING PROJECT  
C\$5 MILLION

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

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

ARCHITECT, CONS, CONSUL, SERV

PREPARATION FOR IBEX'89

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Participation in IBEX

Market study - for Building Products  
Market study - for Bldg Security Products

Successful participation in IBEX with 18 participants.

Market study completed and distr to ISTC, DEA et  
Market study completed and distr to ISTC, DEA et

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

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POST :502-HONG KONG

005-ADVANCED TECH. PROD. & SERV  
HONG KONG

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOM, DATACOM, SAT, SPACECOM

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

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

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

COMPUTERS HARD/SOFTWARE & COMP

HOSPITALS INFORMATION SYSTEM (4 MILLION)

URBAN COUNCIL LIBRARY AUTOMATION (3 MILLION)

RHK POLICE COMPUTER ASSISTED FINGERPRINT IDENTIFICATION SYST

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

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :502-HONG KONG

017-OTHER SERVICES  
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

DISTRIBUTION

IMPROVE CURRENT INVENTORY OF HK TRADERS

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

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

PRC & SE ASIAN

REPRINT "PRIMER" & DISTRB TO CDN BUSINESS COMMUNITY

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ----

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----

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

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POST :502-HONG KONG

001-AGRI & FOOD PRODUCTS & SERVICE  
HONG KONG

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

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

FOOD HANDLING, PROCESSING EQUIP

PREPARATION FOR HOFEX '89.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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89/12/05

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

POST :502-HONG KONG

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SECURITY PRODUCTS

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

TOMERS AND/OR DISTRIBUTORS

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

POST :502-HONG KONG

Three hundred (300) follow-up letters, including eighty (80) following individual interviews during Investment Officers Cross Canada Tour (April 17-28) written and mailed out, May 1989.

We participated in two major exhibitions in quarter -- IBEX with 18 Cdn participants and HOFEX with 6.

11 Mission took place in quarter; 3 prov., 2 prov ministeria ls, 3 municipal (receptions hosted), & 3 bus. accos.

Food tasting took place with major retail food outlet and Canada West Trading, in prep for instore food promo in Sept/Oct CB officer took part in HiTech and Investment Officer took part in Cross Canada Tour.

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

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POST :522-NEW DELHI

007-POWER & ENERGY EQUIP. & SERV.  
INDIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

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

DEVELOP GUIDE TO INDIAN POWER SECTOR IN # OF ACTIVE PARTICIPANTS  
MORE TIMELY & INFORMED FOLLOW-UP ON OPPORTUNITIES-INCREASE

REFINEMENT OF POWER PROJECT CATALOGUE. FICATION OF PROJ.OPP.FOR CDN FIRMS - INCREASE # OF PROJECTS  
IMPROVED MONITORING OF OVERALL POWER PROJ.SCENARIO & IDENTI-

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

POST :522-NEW DELHI

005-ADVANCED TECH. PROD. & SERV  
INDIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

INDUSTRIAL

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

GOODS & SERVICES VALUED AT CDN \$17 MILLION.

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

OVER NEXT COUPLE OF YEARS

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

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

INTENSIFIED EVALUATION OF NEW AGENTS IN SECTOR

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

Efforts are continuing

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

POST :522-NEW DELHI

011-OIL & GAS EQUIPMENT,SERVICES  
INDIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

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

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TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :522-NEW DELHI

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

RAIL

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :522-NEW DELHI

Incoming High Level Ministerial Mission to Canada

Incoming Dairy and Genetic Engineering Mission - August 89  
(Preparation)

Incoming Lumber Import Mission - June 89

Continuing strong consumer demand for imported  
foodstuffs products noted as reason for  
successful event proposed last year at  
Pacific in Vancouver. Event complements other  
food products at larger, larger sales

Quarter 1 time testing of concepts  
- organization and logistics  
- installations

Quarter 2

Quarter 3

Quarter 4

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN  
001-AGRI & FOOD PRODUCTS & SERVICE  
JAPAN

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POST :527-OSAKA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MEATS & MEAT BY-PRODUCTS

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

CANADA FOOD FAIR PROGRAMME  
NINE EVENTS IN FISCAL 89/90

SEMI & PROCESSED FOOD & DRINK

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

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

KOBE IMPORT FAIR  
DIRECT SALES/MARKET AWARENESS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPT4D  
89/12/05

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

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POST :527-OSAKA

002-FISHERIES,SEA PRODUCTS & SERV.  
JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

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

HOTEL/RESTAURANT CANADA FOOD PROMOTION  
CONSUMER AWARENESS/DIRECT SALES

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

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

REPT4D  
89/12/05

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

POST :527-OSAKA

005-ADVANCED TECH. PROD. & SERV.  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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POST :527-OSAKA

009-FOREST PRODUCTS,EQUIP,SERVICES  
JAPAN

PLANNING:                    ACTIVITIES PROPOSED IN POST PLAN:                    ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

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

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

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

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

TRACKING:                    ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :527-OSAKA

Montreal Urban Comm. visit to Osaka for two day programme  
of trade development and investment promotion

Tour Expo '89 - Congen organized booth at show for sale of  
Canadian consumer products; trade promotion

World Fashion Fair - coordination with Provs (BC/ONT/QUE)  
for participation in November '89 event; trade development

BC Min of Education seminar attract investment in education  
in Province for Japanese students.

City of Hamilton-Wentworth in territory for one day program  
of investment promotion

Canada-Japan Housing Committee in territory for one day  
programme of trade development

Province of Manitoba in territory for one day programme of  
investment promotion

Planning associated with investment seminar by ISTC/IITI;  
investment promotion

Alberta Agriculture in territory for one day trade  
promotion programme

Other: Camosen College 2X4 seminar, Clearly Canadian  
(beverage) trade promotion in Kobe.



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

POST :519-SEOUL

005-ADVANCED TECH. PROD. & SERV  
KOREA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

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

OUTGOING SOFTWARE MISSION  
INTRODUCE 4 CANADIAN FIRMS TO KOREAN BUYERS.

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

INSTRUMENT & PROCESS CONTROLS

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

INFORM CDN SUPPLIERS.

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

ORGANIZE AN INCOMING MISSION TO CANADA  
INTRODUCE MORE CANADIAN PRODUCTS AND INCREASE NUMBER OF

AGENTS.

IDENTIFY CANADIAN PRODUCTS HAVING GOOD PROSPECTS  
ESTABLISH LIST OF FIRMS WITH POTENTIAL

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :519-SEOUL

001-AGRI & FOOD PRODUCTS & SERVICE  
KOREA

PLANNING:                    ACTIVITIES PROPOSED IN POST PLAN:                    ANTICIPATED RESULTS:

ANIMAL,POULTRY BREEDING STOCK

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

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

MEATS & MEAT BY-PRODUCTS

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

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

TRACKING:                    ACTIVITIES UNDERTAKEN IN QUARTER:                    QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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REPT4D  
89/12/05

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

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POST :519-SEOUL

003-GRAINS AND OILSEEDS  
KOREA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CEREAL GRAINS

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

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

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

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

OILSEEDS

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

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

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

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

POST :519-SEOUL

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
KOREA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 ----

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----

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



REPT4D  
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :519-SEOUL

010-MINE,METAL,MINERAL PROD & SRV  
KOREA

POST :519-SEOUL

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MINERALS AND MINERAL PRODUCTS

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

MARKET

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

METALS, PRIMARY & FABRICATED

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

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

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :519-SEOUL

017-OTHER SERVICES  
KOREA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ----

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----

QUARTERLY RESULTS REPORTED:

ACTIVITIES UNDERTAKEN IN QUARTER:

TRACKING:

QUARTER: 1 ----

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----

REPT4D  
89/12/05

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

POST : 506-SHANGHAI

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOM, DATACOM, SAT, SPACECOM

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

STUDY.

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

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POST :506-SHANGHAI

015-CONSTRUCTION INDUSTRY  
PEOPLE'S REP OF CHINA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ARCHITECT,CONS,CONSUL,SERV

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

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POST :506-SHANGHAI

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1

QUARTER: 2

QUARTER: 3

QUARTER: 4



REPT4D  
89/12/05

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

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POST :512-SINGAPORE

005-ADVANCED TECH. PROD. & SERV  
SINGAPORE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

UPDATE TELECOMS MARKET STUDY  
INCREASED INFORMATION ON SECTOR AND PENETRATION STRATEGY  
LIAISE W/TELECOMS/ADVISE POTENTIAL SUPP. OF OPPORTUNITIES  
A FURTHER INCREASE IN CDN MARKET PENETRATION  
REVISION AND UPDATE OF MARKET STUDY FOR THIS SECTOR  
TO INCREASE MARKET INFORMATION AND EXPORT STRATEGY

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

REPT4D  
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :512-SINGAPORE

001-AGRI & FOOD PRODUCTS & SERVICE  
SINGAPORE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CONTINUE TO DEVELOP CLOSER CONTACTS W/MAJOR IMPORTERS  
STIMULATE IMPROVEMENT OF CANADIAN MARKET SHARE IN THE AREA.

SEEDS & SPECIAL CROPS

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

STIMULATE IMPROVEMENT IN CDN MARKET SHARE.

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

ALSO GAIN ACCESS TO INDIA MARKET.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Food promotion - Meridien Hotel, Singapore  
Food promotion - Singapore Jurong Country Club

Introduce Canadian seafood and beef products and  
Labatt's beer.

Introduce Canadian seafood, beef products and  
Labatt's beer.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPT4D  
89/12/05

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

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POST :512-SINGAPORE

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
SINGAPORE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ARMAMENTS & VEHICLES

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

DEVELOP CONTACTS/LIAISE W/PROCUR./TECH STAFF IN AEROSPA.IND  
IMPROVE CANADIAN MARKET SHARE.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE

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

DEVELOP CONTACTS/LIAISE W/PROCUREMENT STAFF IN AEROSPACE IND  
IMPROVE CANADIAN MARKET SHARE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :512-SINGAPORE

014-EDUCATION,MEDICAL,HEALTH PROD  
SINGAPORE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ENCOURAGE CDN SUPPLIERS TO HOLD SEMINARS, ETC.  
CREATE MORE ADVERTISING/PROMOTION FOR CDN SUPPLIERS AND

THEIR PRODUCTS

MARKET STUDY ON MEDICAL APPARATUS AND PHARMACEUTICAL  
DETERMINE MARKET OPPORTUNITY FOR CDN SUPPLIERS

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :512-SINGAPORE

011-OIL & GAS EQUIPMENT, SERVICES  
SINGAPORE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

REVISION AND UPDATE BY CONSULTANT OF MARKET STUDY  
INCREASED AWARENESS OF MARKET AND PENETRATION STRATEGY.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

POST :512-SINGAPORE

Mailing to over 1,000 local firms to update WIN data base.

Visit of Edwin Wong, Capilano College - extensive program  
preparation for Singapore and Brunei  
Preparation work on Saskatchewan/MBA Mission.

Opening of Canada-Asean Center and visit of SSEA.

Speech preparation for HOM on occasion of farewell to  
Canadian Business Association.

Developing and implementing full speakers program for FY 89/

90 for Canadian Business Association

Preparation of program for visit of Finance & Conference  
Board of Canada officials

Report on defence Industry in Singapore

PATA Conference and visit of ISTC, Deputy Minister Claude  
Lemelin.

Preparation and participation in 2-day seminar by STT Canada  
on computer disaster and recovery



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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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REF ID: A66308

POST :533-SYDNEY

002-FISHERIES,SEA PRODUCTS & SERV.  
AUSTRALIA

POST :533-SYDNEY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PROCESSED FISH & SHELLFISH

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

CDN HAKE.

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

AUSTRALIA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

REPT4D  
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :533-SYDNEY

005-ADVANCED TECH. PROD. & SERV  
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

TELECOM DEREGULATION STUDY  
KNOWLEDGE OF OPPORTUNITIES FROM DEREGULATION.

COMPUTERS HARD/SOFTWARE & COMP

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

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

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

ASSESSING LOCAL REPRESENTATIVES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPT4D  
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :533-SYDNEY

016-INDUSTRIAL MACHIN, PLANTS, SERV.  
AUSTRALIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MANUFACT & MATERIAL PLANT, EQP.

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

AUSTRALIAN MARKET.

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

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

ARRANGEMENTS.

VISIT AT "MATPAK" EXHIBITION  
IDENTIFICATION OF POTENTIAL DISTRIBUTORS FOR CDN EQUIPMENTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :533-SYDNEY

009-FOREST PRODUCTS,EQUIP,SERVICES  
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

POST :533-SYDNEY

Materials Handling Study-Report finalization.

Report on grain handling market

Opportunities for technology transfer in I.T.-Finalization  
of report resulting from the study.



POST :520-TOKYO

001-AGRI & FOOD PRODUCTS & SERVICE  
JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL,POULTRY BREEDING STOCK

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

NEGOTIATE ANIMAL HEALTH AGREEMENT FOR JPNSE EXPORTS TO CDA  
IMPORT JAPANESE BREEDING STOCK FOR PRODUCTION OF WAGYU BEEF

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

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

HORTICULTURE (FRUIT,VEG,FLOR)

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

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

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

TRIAL SHIPMENTS OF FRESH RASPBERRIES & BLUEBERRIES  
GENERATE NEW BUSINESS

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

SEEDS & SPECIAL CROPS

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

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

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

MEATS & MEAT BY-PRODUCTS

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

IN CANADA AND RE-EXPORT TO JAPAN

CDN GOODS AND SERVICES

LEADING TO INCREASED SALES TO JAPAN

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

001-AGRI & FOOD PRODUCTS & SERVICE  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MEATS & MEAT BY-PRODUCTS

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

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

IDENTIFY MARKET OPPORTUNITIES PARTICULARLY FOR BEEF  
INCREASE CANADIAN MARKET SHARE

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

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

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

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

STRATEGY AND NEW PRODUCTS

SEMI & PROCESSED FOOD & DRINK

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

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

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

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

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

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

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

POST :520-TOKYO

001-AGRI & FOOD PRODUCTS & SERVICE  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

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

DEVELOP NEW CONTACTS AND NEW BUSINESS RELATIONSHIPS.

FEED, FERTILIZER & VET PRODUCTS

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

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

ORGANIZE FEEDING TRIALS FOR ALFALFA PRODUCTS  
MAINTAIN AND INCREASE MARKET SHARE

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

POST :520-TOKYO

005-ADVANCED TECH. PROD. & SERV  
JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOM, DATACOM, SAT, SPACECOM

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

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

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

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

MARKETING CANADIAN ELECTRONICS COMPONENTS IN JAPAN  
ESTABLISHING JAPANESE AGENTS

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

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

COMPUTERS HARD/SOFTWARE & COMP

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

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

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

OTHER ELECTRONICS

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

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

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

OPENED VARIOUS NEW MARKET OPPORTUNITIES, INCREASE EXPORTS.

DEVELOPMENT



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

POST :520-TOKYO

005-ADVANCED TECH. PROD. & SERV JAPAN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 ----

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----

EXCHANGE EXPORTS OF 10 ITEMS
PROVIDE BETTER MARKET ACCESS FOR 10 ITEMS
INCREASED TRADE AND CONSUMER AWARENESS OF COW SEAFOOD
PROVIDE IMPROVED MARKET INTELLIGENCE INFO TO COW INDUSTRIES
FORGET INDUSTRY TO MAKE MORE INFORMED DECISIONS
INCREASED EXPORTS OF 10 ITEMS
PROVIDE BETTER MARKET ACCESS FOR 10 ITEMS
INCREASED TRADE AND CONSUMER AWARENESS OF COW SEAFOOD
PROVIDE IMPROVED MARKET INTELLIGENCE INFO TO COW INDUSTRIES
FORGET INDUSTRY TO MAKE MORE INFORMED DECISIONS

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

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

002-FISHERIES,SEA PRODUCTS & SERV.  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

UTILIZE FISH TRADE ENQUIRY SERVICE  
BRING BUYER AND SELLER TOGETHER

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

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

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

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

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----





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

POST :520-TOKYO

009-FOREST PRODUCTS,EQUIP,SERVICES  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

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

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

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

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

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

MATERIAL PRODUCTS IN JAPAN.

POTENTIAL EXPORT SALES OPPORTUNITIES.

PULP AND PAPER PRODUCTS

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



POST :520-TOKYO

013-CONSUMER PRODUCTS & SERVICES  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MONTREAL FUR FAIR, MAY 89.

JEWELRY & GIFTWARE

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

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

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

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

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

KEEP OTTAWA INFORMED OF MARKET EVOLUTION  
ATTRACT NEW EXPORTERS

CULTURE INDUSTRIES

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

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

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

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

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

USE MAIL ORDER CATALOGUES TO ADVERTISE  
TO INCREASE SALES

IN JAPAN

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
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POST :520-TOKYO

013-CONSUMER PRODUCTS & SERVICES  
JAPAN

POST :520-TOKYO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

LEISURE PROD. TOOLS HARDWARE

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

VISIT HOME CENTRE  
ESTABLISH NEW CONTACTS

TO LOCATE NEW SPORTS EQUIPMENT AGENTS  
TO INCREASE SALES

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

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

INCREASE THE NUMBER OF BUYERS AT MONTREAL SPORTING GOOD SHOW  
TO WIDEN RANGE OF PRODUCTS SOLD IN JAPAN

FURNITURE & APPLIANCES

VISIT DEPT. STORES RE EXHIBITIONS OF CDN PRODUCTS  
OPEN NEW SALES OUTLETS

KEEP UP WITH NEW TRENDS IN JPN/CDN FURNITURE INDUSTRIES  
TO DETERMINE WHICH SECTOR OF THE MARKET THAT COULD BE OF

FURITURE ASS./MAIN MNFG RE IMPORTING SPECIFIC ITEMS  
GET NEW ENTRANTS INTO THE MARKET

PUBLICITY THROUGH TRADE CENTRE CDN RE APPLIANCES  
MAINTAIN OUR SHARE OF THE MARKET

MEET WITH AGENTS TO GENERATE INTEREST IN PROMO CDN PRODUCTS  
FIND NEW WAYS TO MARKET PRODUCTS

ENCOURAGE CO. TO PARTICIPATE IN FURNITURE SHOW  
TO GET NEW EXPORTERS IN JAPAN

ALL SUB-SECTORS

PURSUH HIGH TARIFFS ISSUE WITH MINISTRY OF FINANCE  
SALES COULD MORE THAN DOUBLE IF DUTIES WERE LOWERED

INTEREST TO CDN EXPORTERS

CONTINUE TO WORK CLOSELY WITH CAN EXPT. RE JAPAN (ARTISTS)  
TO SELECT ITEMS MOST LIKELY TO FIND ACCEPTANCE IN JAPAN  
TO INTRODUCE LIGHT AND LIGHTING ART TO JAPAN  
TO INTRODUCE LIGHT AND LIGHTING ART TO JAPAN

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

INCREASE PUBLICITY OF CDN PARTICIPANTS THROUGH TRADE CENTRE  
TO CREATE GREATER AWARENESS OF OUR PRODUCTS

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

USE MAIL ORDER CATALOGUES TO ADVERTISE  
TO INCREASE SALES

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

013-CONSUMER PRODUCTS & SERVICES  
JAPAN

PLANNING:                   ACTIVITIES PROPOSED IN POST PLAN:                   ANTICIPATED RESULTS:

ALL SUB-SECTORS

I.D. POTENTIAL COMPETITIVENESS OF NEW MARKET ENTRIES  
TO MAINTAIN/INCREASE OUR SHARE OF THE MARKET

TRACKING:                   ACTIVITIES UNDERTAKEN IN QUARTER:                   QUARTERLY RESULTS REPORTED:

- QUARTER: 1
1. Montreal Fur Fair Mission.
  2. Canoe/Kayak Mission.
  3. Regional Shows.
  4. Solo Fur Shows throughout Japan.

1. 15 participants bought for approximately \$2 million.
2. 11 Canadian companies represented.
3. Tokyo, Shimane, Koriyama, Sendai, Morioka, Toyama, Iwate.
4. 17 Shows starting in June.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

POST :520-TOKYO

- Visit of the Hon. Jake Epp, Minister of EMR
- B.C. Ministers Mission: Hon. B. Strachan & Hon. E. Veitch
- Visit of Mr. Paul Labbe, President of Investment Canada
- Visit of Canadian Chamber of Commerce Chairman Yves Guerard
- Canada/Japan Joint Housing Committee
- CMC Pork Promotion
- Telecommunication Mission
- Capelin Negotiation Mission
- Good Living Show
- Investment Councillors Tours across Canada for two weeks  
to over 50 companies



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POST :531-WELLINGTON

005-ADVANCED TECH. PROD. & SERV  
NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOM, DATACOM, SAT, SPACECOM

TELECOM'S REPORT UPDATE. (DONE ONCE ALREADY)  
TO KEEP CDN'S AWARE OF OCCURANCES/OPPORTUNITIES IN NEW

ZEALAND.

ON-GOING UPDATE OF MARKET STUDIES  
TO ENSURE CORRECT INFORMATION GOES TO CANADIANS.

ON-GOING VISITS TO INDUSTRY IN NEW ZEALAND  
CLIENT CONTACT, FEEDBACK, SOURCE OF UPDATE ON NEW ZEALAND

INDUSTRY.

ON-GOING UPDATE OF WIN DATABASE  
TO COMPILE DATABASE, CROSS-REF TO APPROPRIATE CANADIAN

COMPANIES.

REPORT ON BROADCASTING DEREGULATION IN NEW ZEALAND  
INFORM CANADIANS OF EMERGING OPPORTUNITIES.

VISITS TO INDUSTRY IN CANADA  
CLIENT CONTACT.

VISITS TO INDUSTRY IN ISLANDS (TERRITORY OUTSIDE NEW ZEALAND)  
IDENTIFY OPPORTUNITIES FOR CDN COMPANIES

ANNUAL STATISTICAL GATHERING - VIA COMPUTER & MODEM  
USE OF ELECTRONIC STATISTICS TO COMPILE ANNUAL UPDATED

REPORTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Telecom Mission to New Zealand; Canadian  
participation in Satellite Seminar; Program of  
visits to New Zealand industry.

Successful eight person mission from Canada in  
June; Canadian display at Satellite Seminar and  
prominent Canadian role in presentations.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST :531-WELLINGTON

009-FOREST PRODUCTS,EQUIP,SERVICES  
NEW ZEALAND

PLANNING:            ACTIVITIES PROPOSED IN POST PLAN:            ANTICIPATED RESULTS:

ALL SUB-SECTORS

UPDATE FORESTRY EQUIPMENT AGENTS DATABASE

QUEBEC MISSION, APR 1989  
ESTABLISH AGENTS ETC. FOR PARTICIPANTS.

COMMONWEALTH FORESTRY CONFERENCE, SEPT 1989            ZEALAND AND ELSEWHERE.  
CONSOLIDATING CDN PRESENCE IN FORESTRY INDUSTRY IN NEW

CEDAR PROMOTION IN ASSOCIATION WITH C.O.F.I., BC  
EXPAND OUTLETS FOR CDN CEDAR, HEM/FIR IN NEW ZEALAND.

KIOSK ON LUMBER AT BUILDEX SHOW  
EXPANDED RECOGNITION OF CANADIAN LUMBER.

TRACKING:            ACTIVITIES UNDERTAKEN IN QUARTER:            QUARTERLY RESULTS REPORTED:

QUARTER: 1 Report to Canadian industry on state forest  
sale; Canadian display at Woodex 89; consol-  
idated contact with industry associations.

Newsletter on NZ forest industry produced and  
sent widely to Canada industry; successful  
participation in Woodex 89; concept of Canadian  
Forestry Award developed and implemented with  
Forestry Industry Engineering Association.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

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

101

POST :531-WELLINGTON

001-AGRI & FOOD PRODUCTS & SERVICE  
NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW UP ON CANADIAN SOLO FOOD FAIR  
ONGOING AGENCY RELATIONSHIPS.

FOLLOW UP ON MARCH 89 LD NATHAN IN-STORE PROMOTION  
REPORT CONSUMER REACTION TO PARTICIPANTS.

UPDATE PROCESSED FOOD MARKET SURVEY  
INFORM CANADIAN SUPPLIERS OF MARKET OPPORTUNITY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Follow up in Woolworth In-store promotion and on  
Canadian Solo Food Fair.

Reports submitted on Solo Show and planning  
begun for next year's Woolworth's Taste of  
Canada promotion.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D  
89/12/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
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102

POST :531-WELLINGTON

013-CONSUMER PRODUCTS & SERVICES  
NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW UP ON NZ BUYERS TO CANADIAN HARDWARE SHOW (FEB 89)  
ESTABLISH AGENCIES.

MEDIA RELATIONS: PROVIDE EDITORIAL MATERIAL TO SPECIALIZED M  
IMPROVED AWARENESS OF CANADA AS SOURCE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Increase awareness of Canadian capability in  
consumer goods distribution trades.

Successful participation in Buildex 89  
(Hardware); in Auckland Boat Show (Sports Goods)  
and in Christmas Merchandise Show (Giftware).

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

POST :531-WELLINGTON

On-going dialogue on revision of New Zealand restrictions on importation of Salmon.  
Encouragement and support for steering committee meeting to form a Canada New Zealand Business Association.  
Promotional seminars and receptions to encourage participation in Globe 90 conference and exhibition.  
Organization of GEAC in-office presentation on library data systems.  
Continuation of focused media program with "Trading Post" advertorials in specialized industry periodicals.  
Speaking engagement at P. Islands Assn. of Chamber of Commerce & Cdn. Chamber of Commerce Training Seminar, Fiji.  
Co-ordinated South Island exploratory business trips with reception in Christchurch.



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