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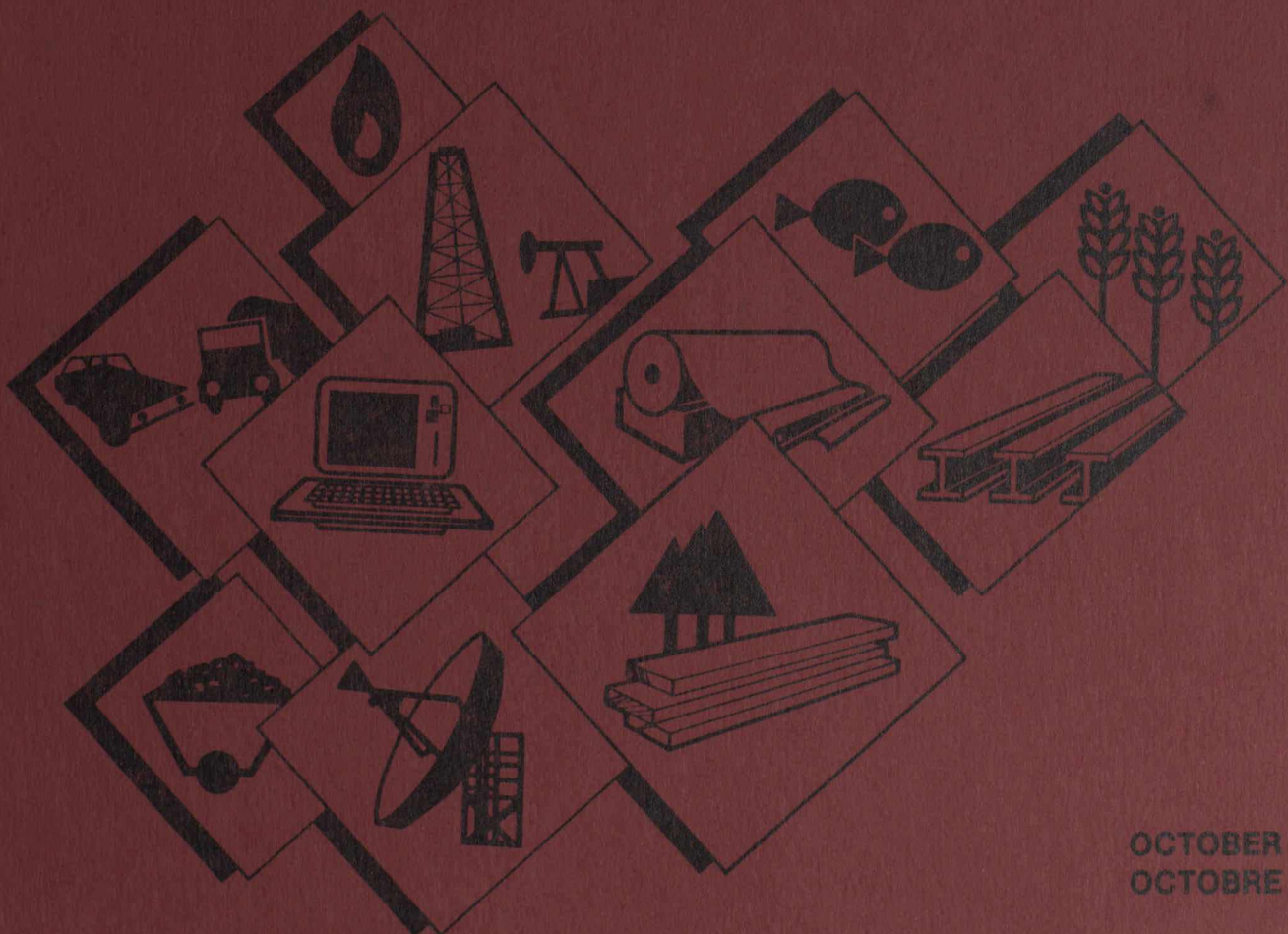
**TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM
PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE**

**QUARTERLY ACTIVITY REPORT
RAPPORT TRIMESTRIEL DES ACTIVITÉS**

**UNITED STATES
ÉTATS-UNIS**

JANUARY - MARCH 1989
(4th QUARTER FY 1988-89)

JANVIER - MARS 1989
(4^e TRIMESTRE, AF 1988-89)



OCTOBER 1989
OCTOBRE 1989

TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM

Quarterly Activity Report
January - March 1989

Following is the Activity Report for the quarter ending March 31, 1989. This report contains a synopsis of activities and results by sector and subsector reported by the missions in United States, matched against the proposed activities identified in their 1988/89 post plan. It also contains a report of special unplanned activities that took place during the report period.

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

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

PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE

Rapport trimestriel des activités
Janvier - Mars 1989

Voici le Rapport des activités du trimestre qui a pris fin le 31 mars 1989. Le rapport contient un résumé des activités et des résultats déclarés par les missions aux États-Unis, par secteur et sous-secteur, qui sont comparés aux projets d'activités indiqués dans les plans de missions de 1988/89. Il s'y trouve également un rapport sur les activités spéciales non planifiées qui ont été accomplies pendant la période visée.

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

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

Dept. of External Affairs
Min. des Affaires extérieures
OTTAWA
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UNITED STATES

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

POST :619-ATLANTA

001-AGRI & FOOD PRODUCTS & SERVICE
PUERTO RICO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

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

ATTAIN KNOWLEDGE OF MARKETS, IMPORTERS, BUYING PATTERNS.

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

PROMOTION OF CANADIAN DAIRY REPLACEMENT HERDS

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

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

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

KNOWLEDGE OF MARKETS, IMPORTERS, BUYING PATTERNS.

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

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

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

ESTABLISH INTEREST IN CANADIAN COMPANIES WITH VALUE ADDED PRODUCTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

PREPARE DIRECTORY OF MARKETING REPRESENTATIVES.

IMPROVED ACCESS TO DEFENCE PRIMES.

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

INCREASED PARTICIPATION IN ARMY & NAVY TRAINING AND SIMULATION PROJECTS.

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 A. Canadian Aerospace Mission to Warner Robins Air Logistics Center and Textron Aerostructures

A. 16 Cdn. companies participated and reported estimated 12-month sales of \$1.5 million.

QUARTER: 3 A. Participated in Defence Components Show.
B. participated in Manufacturing Technology Advisory Group meetings.

A. 16 Canadian participants reported anticipated sales of \$1 million over 12 months.
B. 29 Canadian participants reported \$1.7 million in 12 mo. anticipated sales and 1 new agent established.

QUARTER: 4 A) Organize incoming Defence Contractors Mission to Edmonton, Calgary and Vancouver
B) Develop agenda for 1st Micom/Canada Working Group meeting
C) Organize NASA briefing

A) Mission organized with 5 companies but postponed at request of Govt. of Alberta
B) Agenda under preparation and meeting scheduled for early in new FY
C) Briefing undertaken and follow-up under way.

REPORT 4
89/10/10

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

POST :619-ATLANTA

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

??????

PROGRAMMED CALL PROJECT FOR TELCO'S IN TERRITORY.

- 1) MISC. SOURCING REQUIREMENTS \$300,000 IN SALES
- 2) CONTACTS LIST.

DIRECT MAIL CAMPAIGN TO TELCO'S, MAJOR USERS WITH PRIVATE SYSTEM POTENTIAL WITH TELECOM CATALOG WHEN REPRINTED.

- 1) SALES \$100,000
- 2) CONTACTS LIST

FOLLOW-UP CDN. INDUSTRY WHO LAST YEAR PARTICIPATED IN PROMO. EVENTS TO DETERMINE EXPORT SALES RESULTS.

INTRODUCE CDN FIRMS INCLUDING NEW EXPORTERS TO SOUTHEAST USA MARKET THROUGH PARTICIPATION IN TRADE SHOWS.

- 5 NEW CDN FIRMS
- \$250,000 SALES.

??????

COMPLETE UAR & INTEGRATOR DATABASE

COMPETITIVE INFO AND ANALYSIS FOR CDN MFRS.

FOLLOW-UP CDN INDUSTRY WHO PARTICIPATED IN PROMOTIONAL EVENTS TO DETERMINE EXPORT SALES RESULTS.

INTRODUCE CDN FIRMS INCLUDING NEW EXPORTERS TO SOUTHEAST USA MARKET THROUGH PARTICIPATION IN THREE TRADE SHOWS.

- 15 NEW CDN FIRMS
- \$600,000 IN SALES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Participate in Eastern Cable TV Expo

10 companies exhibited and reported estimated 12-month sales of \$500,000.

QUARTER: 3 Participated in Caribecom 88

3 Canadian companies participated and reported potential 12 mo. sales of \$8.15 million.

QUARTER: 4 A) Organize participation in CITEX and SETA shows
B) Arrange program of visits to large informatics distributors in territory

A) Shows fully recruited
B) 5 visits undertaken and post database on distributors updated

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

POST :619-ATLANTA

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FURNITURE & APPLIANCES

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

INCLUDE 350 FIRMS INTO SYSTEM.

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

\$500,000 IN SALES.

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

10 NEW AGENTS.

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

\$800,000 IN SALES.

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

\$1,000,000 IN SALES.

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

15

ALL SUB-SECTORS

CONTINUED IDENTIFICATION OF NEW EFFECTIVE AGENTS FOR ALL CONSUMER
ITEMS.

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

CONTINUED IDENTIFICATION.

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

50 BUYERS

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

10 CANADIAN

15 U.S.

\$2 MILLION IN SALES.

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

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
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POST :619-ATLANTA

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 A. Attend Southern Furniture Market and report.
B. Attend National Association of Music Merchants and report.

A. 27 Cdn. manufacturers exhibited. \$250K business written by small manufacturer exhibiting for first time.
B. 12 Cdn. companies participated and reported excellent potential.

QUARTER: 3 Recruited 16 designers and 1 architect for IIDEX Toronto

Reported sales of \$3.2 million in residential furniture and \$3.7 million in contract furniture

QUARTER: 4 A) Recruit buyers for Toronto Furniture Market
B) Recruit buyers for Cdn. International Women-swear Show, Montreal
C) Organize .E.F. furniture display at Congen

A) 9 buyers attended Market and reported purchases "in the millions"
B) 4 buyers attended Show
C) Met 5 major buyers and anticipate \$5 million in new business

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

POST :619-ATLANTA

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
BUILDING PRODUCTS		
	DEVELOP CURRENT INFORMATION ON BUILDING MATERIAL AGENTS AND DISTRIBUTORS IN POST TERRITORY.	IMPROVED MATCHING OF CANADIAN SUPPLIERS WITH APPROPRIATE LOCAL REPRESENTATION. INCORPORATE INTO WIN.
	UPGRADE QUANTITY AND QUALITY OF CANADIAN SUPPLIERS ON WIN EXPORTS.	EXPOSE MORE COMPANIES TO OPPORTUNITIES IN POST TERRITORY.
	ORGANIZE AND IMPLEMENT THREE PROMOTIONAL EVENTS TO EXPAND EXPORT SALES AND INTRODUCE NEW CANADIAN COMPANIES TO POST TERRITORY MARKET.	ACQUIRE SIXTY NEW CONTACTS (AGENTS, REPS, ETC.) ACHIEVE DIRECT SALES OF \$75000 AND PROJECT ONE YEAR SALES \$300,000
	IDENTIFY THE VARIOUS MARKETING/DISTRIBUTE CHANNELS UTILIZE FOR BUILDING PRODUCTS IN THE SOUTH EAST.	IMPROVED COUNSELLING TO CANADIAN BUILDING MATERIALS SUPPLIERS SEEKING TO APPROPRIATELY MARKET THEIR PRODUCTS IN POST TERRITORY. PREPARED BROCHURES.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
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QUARTER: 1 -----

QUARTER: 2 Participate in Florida Lumber and Building Material Dealers Show.

Info booth with literature from 26 Cdn. companies. Obtained 72 new marketing contacts, added 30 Cdn. companies to WIN database, distributed info on Florida market to 152 Cdn. building material companies.

QUARTER: 3 Preparation for National Association of Home Builders Show & Rural Builder Show in 4th quarter.

QUARTER: 4 A) Participate in NAHB Show, Atlanta
B) Participate in Rural Builders Shows, Nashville

A) 18 companies exhibited with \$18 million projected sales, & 128 new marketing contacts.
B) 5 companies exhibited with projected sales of \$2.2 million & 42 new marketing contacts

POST :619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

REPORT \$400,000 SALES.

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

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

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

FIVE WORKSHOPS.

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

- QUARTER: 2
- A. Participate in American Water Works Association Show.
 - B. Participate in International Woodworking Fair
 - C. Participate in Bobbin Show

- A. 23 Cdn. companies participated and reported estimated 12-month sales of over \$7 million.
- B. 52 Cdn. companies participated and reported estimated 12-month sales of over \$9 million.
- C. 13 Cdn. exhibitors, \$2.2 million est'd sales.

- QUARTER: 3
- A. Participated in Interairport & Cargo Show.
 - B. Participated in Interbev 88
 - C. Participated in Ceramics 88

- A. 21 Cdn Participants reported \$4.3 million in 12 mo. anticipated sales & 3 new agencies established.
- B. 12 Cdn participants reported \$4.7 million in 12 mo. anticipated sales & 3 new agencies established.
- C. 12 Cdn Part.rep.\$1.5 mil.in 12mo

- QUARTER: 4
- A) Organize industrial & technology development mission from Ontario universities
 - B) Organize participation in TABES '89, Huntsville, AL for early in new FY

- A) 4 Ontario universities met with Georgia Tech. Follow-up mission under development.
- B) 20 Cdn companies will exhibit and 18 technical papers will be presented by Canadians.

REPORT #5
89/10/06

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

619 - ATLANTA

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

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

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

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

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

??????	??????	
DIRECT MAIL TO FIRMS HEADQUARTERED IN POST TERRITORY WITH VISITS TO THOSE WITH THE GREATEST POTENTIAL.		25 INQUIRIES

NON SECTORALLY ORIENTED ACTIVITIES

ADVERTISE CDA AS AN ATTRACTIVE PLACE TO INVEST IN TARGETTED INVESTMENT ORIENTED PUBLICATIONS.	50 INQUIRIES
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RECRUIT A PROFESSIONAL INDUSTRIAL COMMISSIONER (ONE MONTH) TO EXAMINE ALL INQUIRIES & FOLLOW-UP ON RELEVANT INQUIRIES WITH PERSONAL CALLS.	10 DIRECT INVESTMENTS
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IDENTIFY & PROFILE SECTORS IN POST TERRITORY WHICH HAVE SIGNIFICANT & POTENTIAL FOR TECHNOLOGY TRANSFER OPPORTUNITIES WITH CDN FIRMS.	5 SECTOR PROFILES
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REPORT #5
39/10/06

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

319 - ATLANTA

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

QUARTER : 2

Participation in the International Woodworking Machinery and Furniture Supply Fair (IWF 88) to promote investment and technology transfer. (Information booth)

Obtained 213 contacts, with 2 technology transfer arrangements in progress and 12 investment/technology transfer leads identified.

QUARTER : 3

Upgrade information on marketing intermediaries in the building/construction industry in the southeast.

Added 100 new post companies to WIN

QUARTER : 4

Investment leads follow-up (mailout/questionnaire)

In progress (questionnaire being developed)

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

POST :619-ATLANTA

Minister of Highways for B.C. and A.D.M. attende Western
Canada Roadbuilders Convention, Orlando and req. post assis.
Initiation of major business development program with 3 NASA
centre in territory
Vacancy of Commercial Officer position for 1 month.

Organization of Conference on FTA

REPORT 4
89/10/10

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

POST :601-BOSTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

DEFENCE/HI TECH ANNUAL BULLETIN

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

PARTICIPATE IN HI TECH

FIND 10 NEW COMPANIES FOR NEW ENGLAND MARKET

DETERMINE VALUE OF PROVINCIAL DEFENCE MISSIONS.

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

DISTRIBUTE BOSS SYSTEM TO 5 PRIME CONTRACTORS

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

PROMOTE CANADIAN ROLE IN AIR DEFENCE INITIATIVE

GAIN GREATER ACCESS TO USAF MARKET FOR RAND D ACTIVITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

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

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

QUARTER: 3 In effort to expand participation of Atlantic Canada companies into New Eng. post sponsored solo show for NS, NF, and PEI firms to Boston.

19 firms(NS 12,NF 6,PEI 1)participated in 3 day mission. Proj organized in coop with DRIE office in HALFX,SJONS & CHOWN. Proj funded at less than C\$25k as NTS initiative. Preliminary results excellent with several new tech sources ident.

QUARTER: 4 Produced Annual Defence Bulletin & circulated to Canadian firms.

Post produced 70 page annual bulletin highlighting defense activities & opportunities in New Eng. Document circulated to 500 Canadian firms & gov't officials

REPORT 4
89/10/10

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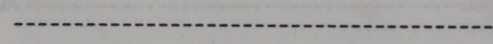
POST :601-BOSTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

- | | |
|--|---|
| <p>FOLLOW-UP MARKETING ACTIVITIES RELATED TO DISTRIBUTION OF CMDD TO 250 AREA MEDICAL DEVICE PURCHASING AUTHORITIES COMPLETED IN 1987.</p> <p>ASSESS EFFECTIVENESS OF BIO-TECHNOLOGY SEMINAR FOR QUEBEC COMPANIES ORGANIZED IN BOSTON IN 1987.</p> <p>ESTABLISH REPRESENTATION FOR CDN MEDICAL DEVICES COMPANIES.</p> <p>CONVINCE LARGE GROUP BUYING ORGANIZATION OF MEDICAL PRODUCTS/SERVICES TO INCREASE NUMBER OF CDN COMPANIES LISTED.</p> <p>IDENTIFY BIO-TECHNOLOGY COMPANIES INTERESTED IN JOINT-VENTURES</p> | <p>INCREASE CDN EXPORTS BY \$3 MILLION.</p> <p>DETERMINE IF FORMAT SUITABLE FOR BIO-TECHNOLOGY COMPANIES FROM OTHER PROVINCES.</p> <p>CONCLUDE 5 REPS AGREEMENT</p> <p>GET 10 NEW CDN COMPANIES LISTED.</p> <p>CONCLUDE 2 JOINT-VENTURES.</p> |
|--|---|



TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

- | | |
|---|--|
| <p>QUARTER: 1 RECRUIT NEW ENGLAND PARTICIPATION TO CANADIAN BIOTECHNOLOGY CONFERENCE IN MONTREAL.</p> <p>QUARTER: 2 Organize seminar on bio-technology opportunities in Montreal Urban Community.</p> <p>QUARTER: 3 -----</p> <p>QUARTER: 4 -----</p> | <p>POST RECRUITED 3 SCIENTISTS WHO ATTENDED CONFERENCE.</p> <p>27 New England companies attended one day seminar on bio-technology that was organized by Post.</p> |
|---|--|

REPORT 4
89/10/10

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

POST :601-BOSTON

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

INCREASED CONSUMER PRODUCT INITIATIVES IN
NEW ENGLAND MARKET.

PROFESSIONAL MARKET STUDY OF APPAREL INDUSTRY IN NEW ENGLAND.

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

POST TO CONDUCT STUDY OF FURNITURE MARKET IN MASSACHUSETTS.

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

POST TO ASSESS GIFTWARE AND CRAFTS OPPORTUNITIES IN NEW ENGLAND.

DEVELOP MARKETING STRATEGY INFORMATION FOR
THIS SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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

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

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

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

QUARTER: 3 New Exporters to Border States seminar organized
for Rimouski area firms to Jackman,Me.
New Exporters to Border States seminar for
Atlantic Canada firms in conjunction with Build
Boston 88.

22 companies participated mostly in consumer
products sector.
24 firms from Atlantic Canada NB 10,NF 5,PEI 9
in construction sector participated in seminar
and attended Build Boston Show.

QUARTER: 4 A) Sponsored 3 buyers to Cdn Intl. Womens Wear
Show in Mtl. B) Sponsored 1 Buyer to Atl Cda
Crafts Show, Halifax. C) Sponsored 3 buyers
Toronto Furniture Market. D) Sponsored 4 buyers
Toronto Intl. Boat Show.

Follow up on all shows will take place during
next quarter.

REPORT 4
89/10/10

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

POST :601-BOSTON

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

- | | |
|---|--|
| ASSIST IN CONSTRUCTION PRODUCTS REVIEW, MAGAZINE PROMOTION OF CANADIAN PRODUCTS | DEVELOP ALTERNATIVE METHODS TO RAISE PROFILE OF CANADIAN COMPANIES |
| COMMISSION SURVEY OF NEW ENGLAND PRE-BUILT HOUSING MARKET | EXPAND SALES OF CANADIAN FIRMS BY \$10M.
IMPROVE THOROUGHNESS OF MARKET INFO. |
| PROMOTE PARTICIPATION OF NEW EXPORTERS TO BORDER STATES IN NEW ENGLAND MARKET. | -ESTABLISH 10 NEW CDN FIRMS IN MARKET
-ASSIST 20 OTHER FIRMS |
| ASSESS PARTICIPATION IN AMERICA EAST AND THE BIG SHOW | DETERMINE MOST EFFICIENT LONG TERM METHOD OF INTRODUCING COMPANIES TO NEW ENGLAND MARKET |

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

- | | |
|---|---|
| QUARTER: 1 ----- | |
| QUARTER: 2 New Exporters to Border States Seminar on construction industry in New England. | 30 companies representatives in construction sector attended the seminar in Burlington organized by Post. |
| QUARTER: 3 ----- | |
| QUARTER: 4 A) Participation of 18 firms in America East
B) Info Booth at Northeast Construction Expo
C) Organized NEBS mission in Construction Sector | A)42 Cdn, firms exhibited at show 18 of which were in Cdn. pavillion. Hosted 12 NB Industrial Commissioners at show. B) Hosted 2 Cdn firms in booth. C) NS/NB NEBS with 9 firms in sector briefed. Followup continuing. |

REPORT 4
89/10/10

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

POST :601-BOSTON

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

3 COMPANIES TO ENTER N.E. MARKET.

HIRE NEW COMMERCIAL OFFICER.

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

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

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

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

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

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

INCREASE KNOWLEDGE OF CDN FISHERIES CAPABILITIES/ENVIRONMENT.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 Provide marketing advice and information to Canadian firms.

12 Canadian firms participated in Show.

QUARTER: 4 Organized Canadian reception during Boston Seafood Show & provided market advice to 85 Canadian companies at show occupying 15% of show space.

1300 attended Cdn. reception which is most important reception at event. Held meetings with U.S. gov't & BC Salmon Growers Association. Consulate to be key player in fisheries marketing in New England.

601 - BOSTON

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ADVANCED TECH. PROD. & SERV

??????

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

TWO INVESTMENT LEADS.

EDUCATION, MEDICAL, HEALTH PROD

HOSP. & MEDICAL EQUIP, INSTRUM.

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

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

EDUCATION, MEDICAL, HEALTH PROD

PHARMACEUTICALS, BIOTECHNOLOGY

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

ONE INVESTMENT LEAD IN 88/89.

NON SECTORALLY ORIENTED ACTIVITIES

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

BETTER KNOWLEDGE OF CDN INVESTMENT CLIMATE
ADDITIONAL PORTFOLIO INVESTMENT.

601 - BOSTON

UNITED STATES OF AMERICA

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

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

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

QUARTER : 2

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

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

QUARTER : 3

- 1. Continue program to identify companies in bio-technology sector which could expand operations in Canada.
- 2. Organize Consulate General sponsored Investment Seminar on Biotechnology Highlights.

- 1A. One local bio-tech company has received \$3 million package offer to set up research & production facilities in Montreal. 1B. One local bio-tech co is discussing joint R&D program on enzymes engineering with Biotech Research Institute in Montreal.
- 2. Canadian speakers have been selected for Feb. 23, 1989 seminar to be held in Cambridge.

QUARTER : 4

Organized biotechnology seminar on subject of "AIDS Research, Commercialization & Funding in Canada"

Six Canadian firms & labs presented their capabilities to seminar attended by 45 representatives of biotech companies, research centers & joint venture firms. This was first such event sponsored by a foreign gov't. held in this region. Followup continuing.

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

POST :601-BOSTON

Significant resources allocated during first month of reporting period to deal with inquiries regarding implementation of FTA. Several trips to speak to Cdn businessmen and subject as well.

Post organized second annual Taste of Canada Solo Food Show. 61 Cdn firms exhibited before 3100 visitors to one day event. On site sales \$180K with 2 year projection of 12M.

REPORT 4
89/10/10

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :613-BUFFALO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

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

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

QUARTER: 3 -----

QUARTER: 4 P.R.O.F.I.T. Mission March 14-15, 1989

Sponsored by Ontario Department of Agriculture
with local assistance from the consulate. For-
mat of program, info provided and guest speaker
were well received. Tour of Premier Cheese &
Gourmet Food Inc. provided new potential to many

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :613-BUFFALO

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 Toronto Boat International Show, January 12-13,
1989.

Eleven companies were represented from the
Upstate New York Region with on-site sales of
\$191,000.

613 - BUFFALO

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

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

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

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

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

NON SECTORALLY ORIENTED ACTIVITIES
No proposed activities indicated

613 - BUFFALO

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

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

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

QUARTER : 2

QUARTER : 3

QUARTER : 4

The Consulate's Investment Promotion Program has
been responsive. As a result, the post has
referred the investment enquiries to

Companies at the present time are investigating
their respective investment possibilities.

- (i) Investment Canada
- (ii) Investment Counsellor ITC Toronto
- (iii) Civic Development Agency if identified.

FURNITURE & APPLIANCES

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

SALES REPRESENTATIVES REPRESENTING INCREASED SALES OF \$100,000

10 NEW AGENTS AND 20 NEW SALES CONNECTIONS WILL BE REPORTED

3 NEW COMPANIES WILL LOCATE AGENTS/DISTRIBUTORS AS RESULT OF DISTRIBUTION OF STUDY TO CANADIAN INDUSTRY

INCREASED EXPOSURE OF CANADIAN PRODUCTS THROUGH IMPROVED ADVERTISING

ACTION IS BEING TAKEN TO IMPROVE TRADE TO TRADE ASSOCIATION

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

POST :613-BUFFALO

Economic Development Meeting, Munroe County, Rochester,
New York, January 5/89.

Eastman Kodak Company, Rochester, New York, January 5/89.

NEBS Seminar, Buffalo, February 6-7/89.

Can-Am Business Council Meetings (3) January, February,
March/89.

Export Trade Seminar - Oakville, Ontario, February 8/89.

New York State Farm Show, Syracuse, New York, February 23.

U.S./Canada FTA Seminar, Syracuse Chamber of Commerce,
March 2.

FTA - Rubber/Plastics Seminar, Buffalo, March 7.

Ambassador Burney's visit to Buffalo, March 14.

Free Trade Gala, Planning Meetings, Small Business Adminis-
tration (January, February, March).

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POST :602-CHICAGO

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

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

APPOINT 3 NEW REPRESENTATIVES

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

ACTION 20 CDN/35 LOCAL INQUIRIES FOR MARKET ASSISTANCE.

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

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

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

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

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

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

LEISURE PROD. TOOLS HARDWARE

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

INFORMATION FOR CANADIAN INDUSTRY.

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

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

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

20 NEW AGENTS AND 20 NEW SALES CONNECTIONS WILL BE REPORTED

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

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

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

INCREASED EXPOSURE OF CANADIAN PRODUCTS TO AN INFLUENTIAL AUDIENCE.

FURNITURE & APPLIANCES

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

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

POST :602-CHICAGO

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	FURNITURE & APPLIANCES	
	CONTINUE MONITORING/SUPPORTING ANY CANADIAN INTEREST IN RESTAURANT/INTERIOR DESIGN SHOW, MARCH 1989.	TO BE DETERMINED
	SUPPORT INCOMING BUYERS PROGRAM FOR CONTRACT FURNITURE (IIDEX 11/88 - TORONTO) AND RESIDENTIAL MONTREAL FURNITURE FAIR 6/88.	RECRUIT 10 BUYERS TO IIDEX. RECRUIT 6 BUYERS TO MONTREAL FURNITURE. INCREASE EXPOSURE TO CANADIAN CAPABILITY.
	ASSIST IN IMPLEMENTATION OF NATIONAL STAND AT NATIONAL CASUAL FURNITURE MARKET 9/88 AS DISCUSSED WITH H.W. GUY, JOANNE LEGAULT AND ANGELE LEDUC	APPOINT 20 AGENTS AND 40 NEW SALES AGREEMENTS AGGREGATING \$1 MILLION
	RECEPTION HOSTED BY CCG/CHICAGO EXHIBITORS AT NEOCON	INCREASE SALES BY RAISING OVERALL PROFILE. ASSIST AND PROMOTE OLD AND NEW INDUSTRY PLAYERS.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 AD INSERT IN THE SPORTING GOODS DEALER. INCOMING BUYERS MISSION, MONTREAL FURNITURE FAIR 22-24 JUNE 88. ATTENDED NSGA MANAGEMENT CONFERENCE, 15-18 MAY, FOR RESEARCH ON MARKET STUDY ON SPORTING GOODS INDUSTRY.	6 CDN COMPANIES BOUGHT AD SPACE IN INSERT, TOTAL INSERT 16 PAGES, DISTRIBUTED TO 28,000 SPORTING GOODS RETAILERS. RECRUITED 6 BUYERS AND REPS TO ATTEND.
	QUARTER: 2 Mt1 Pret & Collections Int'l recep. 27 July 88 Incoming buyers mission, 2-4 Oct. 1988 - Apparel National Hardware Show	56 buyers & press members attended - recvd press coverage in Chicago newspapers 2. Recruited 8 buyers 3. 27 co. exhibited in National Stand; 42 Cdn companies attended independently
	QUARTER: 3 National Stand:National Sporting Goods Assoc., World Sports Expo	22 coys exhibited;30 reps registered
	QUARTER: 4 Housewares Show, National Stand - 15 Cdn.coys exhibited. National Home Center Show, National Stand - 22 Cdn.coys exhibited.	20 reps registered;35 export leads generated; \$200,000 on site sales reported. 20 reps registered; 40 export leads generated; \$633,000 on site sales reported.

POST :602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MEATS & MEAT BY-PRODUCTS

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

ACTION 5 CANADIANS/5 LOCAL INQUIRIES

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

REPORT ON FINDINGS FROM 2 OUT CALLS

SEMI & PROCESSED FOOD & DRINK

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

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

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

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

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

ACTION 50 CDN/40 LOCAL INQUIRIES

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

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

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

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

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

WILL SUBMIT FINDINGS AND RECOMMENDATIONS IN REPORT FORM.

AGRICULTURE MACH, EQUIP, TOOLS

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

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

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

10 CANADIAN INQUIRIES/4 LOCAL INQUIRIES 2 OUT CALLS

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

RECOMMENDATIONS FOR MAXIMIZING CDN PRESENCE

REPORT 4
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POST :602-CHICAGO

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	FOOD HANDLING, PROCESSING EQUIP	
	AS FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO TRADE INQUIRIES	ACTION 20 CANADIAN/5 LOCAL INQUIRIES
	TO ASSIST IMPLEMENTATION OF NRA NATIONAL STAND IN 1988	TARGET RESULTS ARE 5 REPS TO BE APPOINTED & \$1 MILLION IN EQUIPMENT SALES.
	ATTEND AND MONITOR EQUIPMENT/PROCESSING SHOWS...I.E.THE AMERICAN MEAT INSTITUTE IN 10/88, DAIRY & FOOD EXPO 9/88, FOOD MARKETING INSTITUTE 5/88 (ONTARIO GOV.STAND), INTERBEV 10/88	RECOMMENDATIONS FOR MAXIMIZING CDN.PARTICIPATION AND PRESENCE

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 NATIONAL STAND AT NRA SHOW 21-25MAY 88 FEATURING INSTITUTIONAL FOOD EQUIPMENT MANUFACTURERS. WESTERN CANADA FARM PROGRESS SHOW/REGINA/ 21-24 JUNE 88.	12 COMPANIES PARTICIPATED. REPS REGISTERED - 77 ESTIMATED POTENTIAL FUTURE SALES \$3 MILLION. RECRUITED 6 INCOMING BUYERS, DEALERS, DISTRIBUTORS.
	QUARTER: 2 Int'l Fancy Food & Confection Show - July 1988 Western Canada Farm Progress Show, Regina, Sask. Incoming buyers mission	6 co. in National Stand; on site sales \$23.5 mil 700 inquiries generated. 2. 5 reps/distributors of ag equip. attended event; 3 rep agreements established on-site; 6 rep agreements currently pending
	QUARTER: 3 In support of Peat Marwick study re: fish prod. planned to provide detailed information on fish buyers and wholesalers in territory.	Canvassed and detailed information of 30 major fish buyers wholesalers
	QUARTER: 4 FMI National Stand approved; Post recruited 7 coys to date. Created WIN retrieval system for local buyers and reps for food products.	

REPORT 4
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POST :602-CHICAGO

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

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

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

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

POST :602-CHICAGO

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

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	<p>QUARTER: 3 Pack Expo - National Stand Construction World 88-Info Booth</p>	<p>14 coys exhibited 300 serious inquiries-\$1.4 million on site sales 500 serious inquiries generated</p>

QUARTER: 4 Recruiting and show preparation for Waste Expo,
Paint Con and Design Engineering shows.

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89/10/10

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

POST :602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

AEROSPACE & MARINE

CONTINUED FOLLOW UP WITH PARTICIPANTS IN POST INITIATED AEROSPACE SEMINAR HELD IN ST. LOUIS IN DECEMBER 1985. 3 INCREMENTAL BUYING CONNECTIONS/ \$5 MILLION

PARTICIPATE ACTIVELY IN DEA/AVSCOM DDSP JOINT WORKING GROUP TO IDENTIFY AND SECURE \$25 MILLION IN NEW DDSP PROJECTS OVER 5 YEARS.

DEVELOP DEFENSE INDUSTRIAL PROCUREMENT LIST TO INCLUDE SUBCONTRACTOR SOURCING REQUIREMENTS IN ST. LOUIS AREA. TO ESTABLISH 5 BUYING CONNECTIONS LEADING TO \$5 MILLION PER YEAR.

TO ORGANIZE AN INCOMING AVSCOM SURVEY MISSION TO TORONTO, MONTREAL MAY 1988. TO ESTABLISH 3 NEW BUYING CONNECTIONS.

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

ARMAMENTS & VEHICLES

IDENTIFY AND EVALUATE OPPORTUNITIES FOR CANADIAN SUPPLIERS TO DEAL WITH SUBCONTRACTORS. FIVE BUYING CONNECTIONS TO LEAD TO \$5 MILLION INCREMENTAL EXPORT SALES.

DEVELOP CLOSE WORKING RELATIONSHIP WITH MILITARY COMMANDS TO ENSURE PERSONNEL ARE AWARE OF CANADIAN CAPABILITIES AND PRODUCTS AND TO FOLLOW UP ON BEHALF OF CANADIAN COMPANIES. INCREASE POTENTIAL FOR SALES AND PROVIDE FEEDBACK TO CANADIAN COMPANIES

PRODUCE SUMMARY OF PROJECT AND EQUIPMENT REQUIREMENTS ON A COMMAND-BY COMMAND BASIS. INCREASE CANADIAN AWARENESS OF OPPORTUNITIES VIA WIDE DISTRIBUTION IN CANADA.

ELECTRICAL & ELECTRONIC

LIAISE WITH MILITARY COMMANDS IN TERRITORY TO DETERMINE POTENTIAL INCREASED AWARENESS OF CANADIAN CAPABILITY.

INCREASE EFFORTS TO IDENTIFY AND EVALUATE OPPORTUNITIES TO SUPPLY SUBCONTRACTORS. FIVE BUYING CONNECTIONS RESULTING IN \$3 MILLION IN SALES.

OTHER DEFENSE PROD & SERV.

CONTINUED LIAISON WITH RELEVANT MILITARY COMMANDS. IMPROVE ACCESS FOR CANADIAN SUPPLIERS.

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

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
???????		
	ORGANIZE INCOMING TROSCOM SURVEY TO TORONTO AND MONTREAL, MAY 1988	TO ESTABLISH THREE BUYING CONNECTIONS.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	CONTINUED FOLLOW-UP WITH PARTS I DEC 85 AERO-SPACE SEM. HELD IN ST. LOUIS. FOLLOW-UP WITH PARTS OF FEB 88AVSCOM SEM. PART'D IN DEA/AVSCOM DDSP JOINT WORKING GROUP. AVSCOM SURVEY MISSION TO TRNTO AND MTL. LIAISE W/MILITARY COMMANDS	4 BUYING CONNECTIONS. ADD'L \$4.298 MN SALES REPORTED. 2 LOCAL AGENTS HIRED, \$160,000 SALES REPORTED. PROJ. VALUED AT \$1.6 MN APPROVED. POSTPONED-US ARMY LACKS FUNDS UNTIL 31OCT88. ALL COMMANDS VISITED, CALLS MADE ON KEY CONTACTS.
QUARTER: 2	AVSCOM Competition Advocates mission to Canada. Continued liaison with military commands. Follow-up to Feb. 88 mission to St. Louis 2. 4 Nov 88 outgoing mission to AVSCOM	AVSCOM group participated in Western HITECH. 2 commands visited 3 times ea. during period. 1 agency agreement signed; 1 source approval in progress. 2. Planning has commenced
QUARTER: 3	Avscom Specifier to Western High Tech Troscom Specifier to Western High Tech Outgoing Mission to Avscom Sustained visits to Commands	Completed-34 \western Cdn coys interviewed Completed-21 Western Cdn coy interviewed 9 reps/7 coys participated-2 agents signed 1 coy source approved-1 additional source approval in process.
QUARTER: 4	Outgoing Mission to AVSCOM; Produce Summary of U.S. Army Requirements; Identify opportunities to supply subcontractors; Develop list of defence related coys; liaison with military commands; produce Guide to U.S. Military Market	3 buying connections established. Subcontractor list sent to HQ and all ITCs in Cda. AVSCOM to participate in Hitec 89.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
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POST :602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

CONTINUE TO DEVELOP AGENTS,REPS & DISTRIBUTORS IN AFTERMARKET SALES & DISTRIBUTION NETWORK AND ENCOURAGE THEM TO DEAL WITH CANADIAN FIRMS.

IDENTIFY 15 NEW POTENTIAL AGENTS,REPS,AND DISTRIBUTORS FOR CANADIAN COMPANIES.

IDENTIFY KEY BUYERS IN THE AUTOMOTIVE AFTERMARKET FOR CANADIAN COMPANIES TO CALL ON

IDENTIFY TEN NEW POTENTIAL BUYERS

ASSIST IN IMPLEMENTATION OF CANADIAN GOVERNMENT PARTICIPATION IN APAA,AUGUST 88 AND AUTOFACT, OCTOBER 88, TRADE SHOWS & FOLLOW-UP WITH RESPONSIVE WORK LOAD ARISING FROM SHOWS.

10 NEW SALES ARRANGEMENTS AND 10 NEW AGENCY/ REP APPOINTMENTS

SURVEY CURRENT REQUIREMENTS OF TERRITORY MANUFACTURERS FOR USE BY CANADIAN COMPONENT MANUFACTURERS, HIGHLIGHTING AREAS OF OPPORTUNITY

2 BUYING CONNECTIONS ARRANGED

PROMOTE CONSULATE GENERAL AND WIN AS AN "AID IN SOURCING" FOR PURCHASING AGENTS THROUGH THE CHICAGO PURCHASING MANAGEMENT ASSOC

GENERATE 100 LOCAL SOURCING ENQUIRIES FROM PURCHASING AGENTS TO BE FOLLOWED UP BY CDN EXPORTERS.

URBAN TRANSIT

ST.LOUIS LIGHT RAIL PROJECT HAVING TROUBLE GETTING FUNDING RELEASED BY US DOT

\$36 M CAR ORDER EXPECTED AUGUST 88

ONGOING CONTACT AT RTA AND CTA ABOUT RETROFITTING RAIL CARS AND REPLACEMENT FOR CHICAGO PROPERTIES

\$10 M ORDER TO RETROFIT RAIL CARS TO ALLOW HANDICAP ACCESS.

MARINE INDUSTRIES

MARKET GUIDE PROVIDING DISTRIBUTION CHANNELS, AGENTS & DISTRIBUTORS WAS RESEARCHED. DOCUMENTATION IS STILL CURRENT AND GUIDE SHOULD BE COMPLETED.

TEN CANADIAN COMPANIES TO APPOINT NEW AGENTS AND DISTRIBUTORS. \$300,000 NEW BUSINESS INFLUENCED.

SEND BUYERS TO TORONTO BOAT SHOW

FIVE CANADIAN COMPANIES TO MAKE SALES AGGREGATING \$300,000 NEW BUSINESS.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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008-TRANSPORT SYS,EQUIP,COMP,SERV.
UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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

RECRUITED 6 INCOMING BUYERS.

QUARTER: 2 Automotive Parts and Accessories Assn Show

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

QUARTER: 3 Incoming buyers to APTA meeting-Montreal.

2 buyers attended. Pending orders include \$500 million in Chicago and \$40 million in St.Louis

QUARTER: 4 Big I Show National Stand; 8 Cdn. coys exhibited.
Monitored CTA-St.Louis rail car procured.

2 agents/ reps appointed; 11 agents/ reps pending; 142 serious enquiries; \$3,850,000 est.potential sales.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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005-ADVANCED TECH. PROD. & SERV
UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 4 Recruiting and show preparation and planning
for COMDEX/MACDEX

1. RECRUITING AND SHOW PREPARATION AND PLANNING FOR COMDEX/MACDEX

2. RECRUITING AND SHOW PREPARATION AND PLANNING FOR COMDEX/MACDEX

3. RECRUITING AND SHOW PREPARATION AND PLANNING FOR COMDEX/MACDEX

4. RECRUITING AND SHOW PREPARATION AND PLANNING FOR COMDEX/MACDEX

5. RECRUITING AND SHOW PREPARATION AND PLANNING FOR COMDEX/MACDEX

1. RECRUITING AND SHOW PREPARATION AND PLANNING FOR COMDEX/MACDEX

2. RECRUITING AND SHOW PREPARATION AND PLANNING FOR COMDEX/MACDEX

3. RECRUITING AND SHOW PREPARATION AND PLANNING FOR COMDEX/MACDEX

4. RECRUITING AND SHOW PREPARATION AND PLANNING FOR COMDEX/MACDEX

5. RECRUITING AND SHOW PREPARATION AND PLANNING FOR COMDEX/MACDEX

QUARTERLY RESULTS REPORTED:

1. RECRUITING AND SHOW PREPARATION AND PLANNING FOR COMDEX/MACDEX

2. RECRUITING AND SHOW PREPARATION AND PLANNING FOR COMDEX/MACDEX

3. RECRUITING AND SHOW PREPARATION AND PLANNING FOR COMDEX/MACDEX

QUARTERLY RESULTS REPORTED:

1. RECRUITING AND SHOW PREPARATION AND PLANNING FOR COMDEX/MACDEX

2. RECRUITING AND SHOW PREPARATION AND PLANNING FOR COMDEX/MACDEX

3. RECRUITING AND SHOW PREPARATION AND PLANNING FOR COMDEX/MACDEX

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UNITED STATES OF AMERICA

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

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UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

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

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

QUARTER : 2

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

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

QUARTER : 3

AVSCOM mission to High Tech Vancouver
TROSCOM mission to High Tech Vancouver
Outgoing mission to AVSCOM Nov 88
Sustained visits to military commands
Autofact (CAD/CAM/CIM machine tooling)-post participated with IDP booth 31Oct-02Nov/88

Completed-34 interviews,resulted in Manitoba mission
Completed-21 interviews,awareness increased
Completed-2 agency approved;1 additional source approval request in progress
Show attendance over 20,000-18 investment leads generated-reps from CIBC,Trnto,Prov.Ont,ISTC ott,AECL,Mississauga-3 municipal industrial development officers.

QUARTER : 4

1. FMI: Planning and scheduling for investment promotion activities at this major food equipment industry expo.
2. Advertising promotion seeking proposals relating to technology transfers.
3. ASHRAE: Investment Booth with participation of economic development officers, banks and provincial and federal government personnel.

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

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Ace Hardware Lumber & Building Materials show. 2 Cdn.coys.
25 export leads generated.

ASHRAE Show, national stand. 121 export generated, 10 reps
registered.

Hardware Sem,inar on U.S. market attended by 100 Cdn. mfrs.

Millwork Seminar on U.S. market attended by 15 Cdn. mfrs.

Buyers mission to Toronto-Leathermark '89 apparel trade
show. Recruited 5 buyers.

Buyers mission to Montreal-Canadian Womenswear Show.
Recruited 8 buyers.

Buyers mission to Toronto Furniture Fair. Recruited 4 buyers

Buyers to Toronto Intl. Boat Show. Recruited 1 buyer.

Biotechnology Mission to St. Louis planning,preparation and
mailings. Mission subsequently deferred to future date.

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POST :603-CLEVELAND

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

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

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 INFORMATION BOOTH AT OHIO AUTOMOTIVE WHOLESALERS SHOW	PROJECT CANCELLED.
	QUARTER: 2 North American Sail and Power Boat Show	Four Canadian boat builders participated in event
	QUARTER: 3 National RV Trade Show	8 Canadian companies exhibited at event
	QUARTER: 4 1. Mid America Truck Show, Louisville, KY March 30-April 1. 2. Toronto Boat Show, Jan. 12,13. 3. Mid-America Boat Show, Cleveland, OH Jan. 20-29.	1. Visited show, met with Cdn. exhibitors and show mgt. regarding a national stand for 1990. 2. Recruited three buyers and attended show. Met with 8 companies interested in mid-west market. 3. Assisted exhibitors representing Cdn products

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :603-CLEVELAND

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

<p>PLANNING: ACTIVITIES PROPOSED IN POST PLAN:</p> <p>DEVELOP MARKET INFORMATION ON STEEL SECTOR CAPITAL EQUIPMENT REQUIREMENTS.</p> <p>MARKETING STUDY ON THE BUYING PATTERNS OF SELECTED LOCAL COMPANIES FOR INDUSTRIAL MACHINERY.</p>	<p>ANTICIPATED RESULTS:</p> <p>SELECTION OF COMPANIES FOR AISE SHOW.</p> <p>WILL ALLOW POST TO RECOMMEND APPROPRIATE ACTIONS & PROMOTION TO CANADIAN COMPANIES WISHING TO EXPAND INTO TERRITORY</p>
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<p>TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:</p> <p>QUARTER: 1 INFORMATION BOOTH AT TRI STATE INDUSTRIAL SHOW. RECRUITED EXHIBITORS FOR NATIONAL INDUSTRIAL FASTENER SHOW. SME TOOL & MFG. CONFERENCE & EXPO-INFO BOOTH</p> <p>QUARTER: 2 Hazardous Technology Expo - HAZTECH</p> <p>QUARTER: 3 A. Great lakes Industrial Show B. pittsburgh Industrial Show</p>	<p>QUARTERLY RESULTS REPORTED:</p> <p>QUEBEC GOVT. AND 1 COMPANY EXHIBITED AT POST'S BOOTH. FOUR CANADIAN EXHIBITORS RECRUITED. PROJECT CANCELLED.</p> <p>Two Canadian companies exhibited at event</p> <p>A. 1 Cdn coy exhibited at this show. Consulate had info booth-125 inquiries received. B. Consulate had info booth-50 inquiries recvd.</p>
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REPORT 4
89/10/10

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

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

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

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



TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

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

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

QUARTER: 3 Meet with Canadian companies in Western Canada, following "Western Hi Tec" to discuss marketing opportunities in Ohio.

Met with 6 small cos located in Vanc.,N.Vanc.and Burnaby,to learn of their interests & capabilities & to suggest mkt areas worth pursuing. 7 R&D opportunities have been sent to 2 of these companies by this post.

QUARTER: 4 Air Industries Association of Canada Mission to the Aeronautical Systems Division and the Wright Research Development Centre of the Wright Patterson Air Force Base, Dayton OH, March 28-31

Sixteen companies participated in the mission. Activities included briefings to 85 Base staff, and visits to various laboratories including, propulsion, flight dynamics, materials, avionics electronics, & cockpit technology.

REPORT 4 QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :603-CLEVELAND 005-ADVANCED TECH. PROD. & SERV
UNITED STATES OF AMERICA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
ALL SUB-SECTORS		
	WESTINGHOUSE VENDOR DAY IN MONTREAL - PITTSBURG.	SOURCING OF PCB REQUIREMENTS AND POWER SUPPLY
	MARKET IDENTIFICATION OF BUSINESS/INDUSTRIAL SOFTWARE USERS	BASE SOLO SHOW IN 89/90 ON FINDINGS.
	MARKETING STUDY ON THE BUYING PATTERNS OF SELECTED LOCAL COMPANIES FOR WORKPLACE AUTOMATION PRODUCTS	WILL ALLOW POST TO RECOMMEND APPROPRIATE ACTION AND PROMOTIONS TO CANADIAN COMPANIES WISHING TO EXPAND IN TERRITORY.
	REVIEW OF REQUIREMENTS OF MAJOR BUYERS IN AREA.(CINCINNATI BELL, AT & T, CABLE OPERATORS)	INCREASE THE NUMBER OF CANADIANS BIDDING ON PROJECTS.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	INFORMATION BOOTH AT ELECTRO'88. INFORMATION BOOTH AT INSTRUMENT SOCIETY OF AMERICA SHOW.	PROJECT CANCELLED. THREE FIRMS EXHIBITED AT POST'S BOOTH.
QUARTER: 3	Micro Electronics Mission	2 Canadian companies participated exhibiting products at Hewlett-Packard regional trade show.
QUARTER: 4	Instrument Society of America(ISA) Exhibition Pittsburgh, PA, March 28.	Visited show and met with the 5 companies representing Canadian manufacturers. Also met with eight other exhibitors regarding representation of Canadian products.

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UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ADVANCED TECH. PROD. & SERV

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

MAKE DIRECT VISITS TO 25 MAJOR INDUSTRIES IN TERRITORY.

ADVANCED TECH. PROD. & SERV

??????

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

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

TRANSPORT SYS, EQUIP, COMP, SERV.

AUTOMOTIVE

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

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

??????

ALL SUB-SECTORS

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

DEVELOP A SHORT LIST OF POTENTIAL INVESTORS.

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

603 - CLEVELAND

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

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

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

QUARTER : 2

Organized and hosted "Canada Day" in Cincinnati

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

QUARTER : 3

QUARTER : 4

1. Organized & co-hosted with Pittsburgh National Bank and the Government of Ontario an investment seminar in Pittsburgh. The Seminar which was attended by 100 guests featured John Crispo of the University of Toronto as the main speaker.
2. Organized and co-hosted with Peat Marwick, Goodmann Carr, Toronto and Hahn Loeser & Parks, Cleveland an FTA seminar in Cleveland. 70 guests attended the event which featured speakers from each of the sponsors.

Received a total of 8 investment inquiries from the seminars which are being followed up.

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

POST :603-CLEVELAND

1. Recruited 9 buyers for the Toronto Furniture market, held Jan. 10-13.
2. Organized information booth at the Mid America Home Modernization Expo. 3 Cdn. firms exhibited at this show.
3. Mission officers spoke at 4 FTA seminars, Pittsburgh, Erie, Sandusky, Youngstown.
4. Conceived and implemented Leathermark, held in Toronto Feb. 13,14. 18 designers and 85 buyers involved.
5. Hosted 2 seminars for mfr agents in Columbus & Cincinnati. Of the 400 firms invited 110 expressed interest in Cda.
6. Recruited 5 buyers for Canadian International Womenswear, held in Montreal March 4-6.
7. Visited National Farm Machinery Show, Louisville Feb. 13-17. Met with Cdn exhibitors(13) & show mgt re nat'l stand
8. Organized Cdn. pavillion at Sports Show in Cleveland, March 10-19. 85 Cdn lodges/outfitters & 5 mfrs. exhibited
9. Information booth and outgoing mission(20 members) in the Nat'l Assn Remodling Industry Expo, Cleveland March 10-12
10. Recruited 2 buyers for the Festival of Canadian Fashion, held in Toronto March 29-30.

REPORT 4
89/10/10

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

POST :604-DALLAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
PERIODIC MEETINGS WITH KEY TRANSIT STAFF AND BOARD MEMBERS IN AUSTIN, HOUSTON, NEW ORLEANS, CORPUS CHRISTI AND OTHERS TOTAL 6 PER YEAR	ONGOING MARKET INTELLIGENCE FOR GOVERNMENT/ INDUSTRY SOURCES.
PARTICIPATION IN REGIONAL TRANSPORTATION CONFERENCES AND SEMINARS (SWTA, TXPT).	INCREASED EXPOSURE FOR CDN GOODS AND SERVICES
ON GOING LIASON AND MEETINGS WITH DALLAS (DART) IN RELATION TO ANTICIPATED EQUIPMENT PURCHASES.	SALES AND FINACING OF CDN LIGHT RAIL EQUIPM- ENT AND SERVICES (APPROXIMATELY \$100 MILLION) IN THE MEDIUM TERM.
TRADE SHOWS ARE A VITAL ELEMENT IN IDENTIFYING AND MAXIMIZING EXPOSURE TO BOTH DOMESTIC & FOREIGN CLIENTS. OUR ACTIVITIES WILL INCLUDE: PARTICIPATION OTC 88 WITH TARGET OF EXPANDING EXHIBITION PARTICIPATION TO MORE THAN 40.	TO IDENTIFY NEW & EXISTING PROJECTS WHERE CA- NADIAN MANUFACTURERS HAVE AN OPPORTUNITY TO BE ADDED TO THE QUALIFIED PARTS LIST.
WORK BOAT SHOW PARTICIPATION TO INCLUDE 10 CANADIAN FIRMS. -A PROGRAM OF CALLS ON OFFSHORE DRILLING CONTRACTORS AND MULTINATIONAL OIL COMPANIES. -WE WILL BE CONCENTRATING ON OPPORTUNITIES IN THE PROPULSION.	TO INCREASE SALES AND AGENTS.
PROGRAM OF CALLS ON THIRD COUNTRY PROCUREMENT OFFICES TO ENCOURAGE CANADIAN SOURCING.	TO INCREASE SALES AND AGENTS.
POST INITIATED FAIRS AND MISSIONS ARE A MAJOR FACTOR IN MAXIMIZING BUSINESS OPPORTUNITIES AND INDUSTRY EXPOSURE. NATIONAL BUSINESS AIRCRAFT ASSOCIATION SHOW: OUT TARGET IS TO RECRUIT 8 NEW EXHIBITORS FROM CANADIAN INDUSTRY.	TO INCREASE SALES OF CANADIAN MANUFACTURED AIRCRAFT AND PARTS. INCREASE NUMBER OF CDN COMPANIES REPRESENTED IN THE TERRITORY.
HELICOPTER ASSOCIATION INTERNATIONAL SHOW: OUR TARGET IS TO HAVE AT LEAST 10 NEW CDN EXHIBITORS FOR THIS SHOW. WE WILL BE MAKING A SERIES OF CALLS ON COMMERCIAL AEROSPACE MANUFACTURERS AND SUPPLIERS.	TO INCREASE THE NUMBER OF CANADIAN COMPANIES ON THE MANUFACTURERS SPECIFICATION SHEETS.
PURCHASING AGENTS CONVENTION - WICHITA, KANSAS.	TO MEET THE MAJOR PURCHASING DECISION-MAKERS IN THE BUSINESS, DRAW UP A USEFUL AEROSPACE CONTACT LIST AND ADVISE CANADIAN COMPANIES OF CONTACTS AND OPPORTUNITIES.

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

POST :604-DALLAS

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1 OFFSHORE TECHNOLOGY CONFERENCE,HOUSTON,TX, MAY 2-5/88 WITH TARGET OF EXPANDING EXHIBITOR PARTICIPATION TO MORE THAN 40.	CDA HAD 45 COS IN THE NAT'L STAND. SITE SALES OF \$401,000 WITH 12 MONTH PROJECTIONS IN EXCESS OF \$20 MILLION. 150 PLUS VISITORS FROM CANADA.
QUARTER: 1 PARTICIPATION IN REGIONAL TRANSPORTATION CONF. AND LIAISON AND MEETINGS WITH DART OFFICIALS. PURCHASING AGENTS CONVENTION WICHITA,KS MAY/88.	ORG INFO BOOTH AT TX PUBLIC TRANSP CONF IN DAL- LAS & DISTR LITERATURE FM 8 CDN COS. PERIODIC MTGS WITH DART & LIAISON & REPORTING ON DART BOND REFERENDUM(JUNE 88).DID NOT PARTICIPATE DUE TO OTHER CONCURRENT COMMITMENTS.
QUARTER: 2 Helicopter Assoc. Int'l Show, New Orleans, LA, Jan. 15-17/89. 2. Work Boat Show, New Orleans,LA Dec. 1-3/88. 3. Liaison & mtgs. w/key transit officials	Prelim. planning for the show. 2. Preliminary planning for the show. 3. Mailing to 25 transit boards re Mtl APTA Conf.. Liaison w/DART & sev. transit authorities re APTA conference
QUARTER: 3 Liaison and meetings with key transit officials.	Attended Southwest Transit Assoc.Planning Conf. in San Antonio & Dallas officials. Visit to New Orleans regarding RTA developments. Contact with local officials regarding APTA Conf.'88 in Mtl.& 1990 conference in Houston.
QUARTER: 4 1.Participation in regional transportation conf & liaison with DART in relation to financing. 2.Organize and recruit for the Offshore Technology Conference, Houston, TX May 1-4/89. 3.Purchasing Agents Convention, Wichita, KS	1.Participated in SWTA Annual Conf and met with key transit properties.Discussions with Bombardier.2.Liaised with SPE in recruiting Cdn. minister to attend OTC.Assisted UTW in recruiting.3.Conv. did not take place.

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

POST :604-DALLAS

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 4 1.National Exhibit at 3i Agr. Mchy. Show, Garden City, KS April/89
- 2.Organize & recruit companies for Texas Retail Grocers Assn Show, Dallas, TX June 11-13/89

- 1.Assisted UTE in recruiting, logistics, advertising & public relations for 3i show.
- 2.Spoke to 25 coys about participating in TRGA89 Contract for 1000 sq. ft.Liaison with show org. re advertising, booth set-up, etc.

REPORT 4
89/10/10

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

POST :604-DALLAS

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

<p>PLANNING: ACTIVITIES PROPOSED IN POST PLAN:</p> <p>A COMPREHENSIVE SURVEY OF THE DEFENCE INDUSTRY, AEROSPACE AND ELECTRONICS, IN KANSAS, OKLAHOMA AND TEXAS.</p> <p>2 OUTGOING MISSIONS TO POST TERRITORY AND 1 INCOMING BUYER MISSION.</p>	<p>ANTICIPATED RESULTS:</p> <p>INVENTORY OF SECTOR CONTACTS IN 3 STATES. OVERVIEW OF DEFENCE INDUSTRY IN 3 STATES.</p> <p>INCREASED THE NO. OF CN FIRMS BIDDING & ELIGIBLE TO BID AT U.S. LOGISTICS BASES IN REGION & TO PRIME & SUB-PRIME CONTRACTORS. INITIATE NEW SALES BOTH IN QTY & RANGE & INCREASE OVE/</p>
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<p>TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:</p> <p>QUARTER: 1 TWO OUTGOING MISSIONS TO TERRITORY AND 1 INCOMING BUYERS MISSION TO BE ARRANGED.</p> <p>QUARTER: 2 Two outgoing missions to territory and one incoming buyers mission to be arranged</p> <p>QUARTER: 3 -----</p> <p>QUARTER: 4 1.Organize two outgoing missions to post territory and one incoming buyers mission. 2.Survey of the defence, aerospace and electronics industry in Kansas, Oklahoma and Texas</p>	<p>QUARTERLY RESULTS REPORTED:</p> <p>SUCCESSFULLY COMPLETED DEFENCE/AEROSPACE REPAIR AND OVERHAUL MISSION TO KANSAS AND OKLAHOMA. 10 SIGNIFICANT SUBCONTRACT LEADS AND \$500,000 SUB-CONTRACTED SALES OVER THE NEXT YEAR.</p> <p>Preliminary participant lists and tentative dates have been established</p> <p>1.Completed two outgoing missions. The Precision Machining Mission, Wichita/Dallas Nov 27-30/88 generated \$2 million in RFQ's. 2.Survey completed. Entered over 800 companies into electronic database for sourcing.</p>
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :604-DALLAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

EXPAND THE NUMBER OF CANADIAN COMPANIES SUPPLYING NASA SUBCONTRACTORS.

ENCOURAGE ACTIVE PARTICIPATION (6-8 COMPANIES) IN THE POST INITIATED/PST ORGANIZED SPACE TELECOM SHOW AND THE INSTRUMENT SOCIETY OF AMERICA SHOW.

INCREASED NUMBER OF LOCAL REPRESENTATIVES FOR CANADIAN COMPANIES. INCREASED SALES.

SUPPORT CANADIAN COMPANIES IN NEW EFFORTS TO OVERCOME ACCESS PROBLEMS.

INCREASED SALES.

A SYSTEMATIC PROGRAM OF MAILINGS AND FOLLOW UP CALLS ON MAJOR ELECTRONICS, COMPUTER AND OFFICE MACHINE MANUFACTURERS.

INCREASED SALES OF CANADIAN COMPONENTS. IDENTIFICATION OF POTENTIAL INVESTORS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

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

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

QUARTER: 3 -----

QUARTER: 4 1.Meet with Johnson Space Center-NASA officials.
2.Increased sales of Canadian components and identification of potential investors.

1.Met with JSC Purchasing and Legal department to discuss and clarify role of CCC and payments.
2.Completed a systematic program of mailings and follow-up calls on major electronics, computer and office machine manufacturers.

REPORT 4
89/10/10

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

POST :604-DALLAS

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

<p>PLANNING: ACTIVITIES PROPOSED IN POST PLAN:</p> <p>PROGRAM OF CALLS ON MAJOR U.S. GAS TRANSMISSION, PIPELINE AND END-USER COMPANIES TO DISCUSS FTA ENERGY PROVISIONS.</p> <p>SOLICIT 6-8 CANADIAN PARTICIPANTS/EXHIBITORS FOR THE 1988 SOCIETY OF PETROLEUM ENGINEERS SHOWS.</p> <p>RECRUIT INCOMING BUYERS TO THE NATIONAL PETROLEUM SHOW.</p> <p>DISCUSS WITH MAJOR U.S. FIRMS THE VALUE OF CANADIAN SOURCING FOR TURNKEY PROJECTS USING CCC, CIDA AND EDC.</p>	<p>ANTICIPATED RESULTS:</p> <p>INCREASED SALES OF NATURAL GAS.</p> <p>NEW AGENCIES AND SOFTWARE SALES.</p> <p>MAJOR CANADIAN EQUIPMENT AND SERVICES SOURCING FOR THIRD COUNTRY PROJECTS.</p>
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<p>TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:</p> <p>QUARTER: 1 THIRD COUNTRY PROCUREMENT OFFICE CALLS.</p> <p>QUARTER: 2 Society of Petroleum Engineers Show, Houston, TX Oct. 2-5, 1988. 2. Recruit product literature for Society of Petroleum Engineers Show</p> <p>QUARTER: 3 -----</p> <p>QUARTER: 4 Program of calls on major US gas transmission, pipeline and end-user companies to discuss FTA energy provisions.</p>	<p>QUARTERLY RESULTS REPORTED:</p> <p>ACCOMPANIED 6 OIL & GAS EQUIP BUYERS TO NAT'L PETROLEUM SHOW IN CALGARY. AT LEAST 15 NEW AGENT/REPRESENTATIVE AGREEMENTS WERE CONCLUDED AS A DIRECT RESULT.</p> <p>Preliminary planning for show 2. Literature received from 18 Canadian firms</p> <p>Follow-up to presentations in New Mexico June/88 and Oklahoma Dec/88.</p>
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REPORT 4
89/10/10

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

POST :604-DALLAS

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

<p>PLANNING: ACTIVITIES PROPOSED IN POST PLAN:</p> <p>RECRUITMENT OF INCOMING BUYERS TO CANADA FOR MONTREAL INTERNATIONAL FUR FAIR (MAY 1988).</p> <p>RECRUITMENT OF BUYERS FOR CANADIAN FESTIVAL OF FASHION (MARCH 1989).</p> <p>EXPAND CONTRACTS WITH AGENTS AND SALES REPRESENTATIVES ON BEHALF OF CANADIAN APPAREL AND TEXTILE COMPANIES THROUGH SYSTEMATIC PROGRAM OF CALLS IN DALLAS AND OTHER CITIES.</p> <p>THIS MKT IS FUNDAMENTALLY TIED TO SHOWS & MISSIONS. WE INTEND TO EXPAND THE NUMBER OF BUYERS THROUGH INCOMING MISSIONS AND BY USE OF THE AD BUYERS THROUGH INCOMING MISSIONS AND BY USE OF THE AD BUYER VISIT PROGRAM TO CDN FACILITIES AS OPPORTUNITIES ARISE.</p>	<p>ANTICIPATED RESULTS:</p> <p>NEW EXPORT SALES AND NEW AGENCY AGREEMENTS TO BE SIGNED.</p> <p>NEW AGENCY AGREEMENTS TO BE SIGNED.</p> <p>NEW AGENCY AGREEMENTS AND DIRECT SALES TO RETAIL LEVEL.</p> <p>TO MAINTAIN AND EXPAND SOLID FOOHOLD IN THE U.S. SOUTHWEST.</p>
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<p>TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:</p> <p>QUARTER: 1 TO MAINTAIN & EXPAND A SOLID FOOHOLD(FURNITURE) IN THE U.S.SOUTHWEST THROUGH A NUMBER OF INCOMING BUYER MISSIONS & VISITS.</p> <p>QUARTER: 2 Expand contacts w/agents & sales reps. 2. To maintain & expand a solid foothold (furniture) in the U.S. southwest through a number of incoming buyer missions and visits</p> <p>QUARTER: 3 To maintain & expand a solid foothold(furniture) in the U.S. Southwest Through incoming buyer missions and visits. Expand contacts with agents and sales representatives.</p> <p>QUARTER: 4 1.Recruitment of buyers for Canadian Festival of Fashion, Toronto March/89 2.Expand contact with apparel agents & sales reps through a systematic program of calls in Dallas.3.Ad hoc furniture buyer visits.</p>	<p>QUARTERLY RESULTS REPORTED:</p> <p>2 BUYERS RECRUITED - MONTREAL FURNITURE MARKET JUNE 19-22/88. HOME GOODS RETAILING MAGAZINE MAILING SENT TO 33 HOME FURNISHING/RETAILERS.</p> <p>On-going discuss. w/local men's & ladies reps. & specialty stores. Mailing out info. re upcoming footwear & men's wear shoes to 20 local contacts 2. Started recruitment of 20 buyers to IIDEX'88 (Toronto)</p> <p>Recruited 15 architects,specifiers,and designers for IIDEX'88 Show - Toronto. On-going discussions w/local men's & ladies' wear reps separately & relative to specific Cdn enquiries. Commencement of recruitm.for Mtl Pret</p> <p>1,2.Timing for Toronto apparel show conflicted with Dallas Fall Market show dates. Through on-going contacts and calls with sales reps able to recruit 11 buyers for Montreal Int'l Womenswear show.3.Contacts with reps on periodic basis.</p>
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REPORT #5
89/10/06

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

604 - DALLAS

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

AGRI & FOOD PRODUCTS & SERVICE

MACHINERY AND EQUIPMENT

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

3 NEW INVESTMENTS IN CANADA BY MARCH 1989.

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

IDENTIFICATION OF 10 REAL POTENTIAL INVESTORS IN CANADA.

EDUCATION, MEDICAL, HEALTH PROD

PHARMACEUTICALS, BIOTECHNOLOGY

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

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

NON SECTORALLY ORIENTED ACTIVITIES

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

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

604 - DALLAS

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

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

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

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

147 ATTENDEES AT DAY-LONG CONFERENCE.

QUARTER : 2

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

Mail-out complete

QUARTER : 3

QUARTER : 4

QUARTER : 1
1. Recruitment of buyers for Export at Festival of London, August 1988-
2. Expand contacts with potential agents & sales reps through a systematic program of calls in Dallas. Ad. exp. facilities have visited.

1.2. Planning for Toronto annual show completed with Dallas Fall Market show dates. Through on-going contacts and calls with sales reps able to secure 11 buyers for Houston Fall Market. International show contacts with reps in periodic calls.

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

POST :604-DALLAS

Arranged meetings with GSA in Ft.Worth and visited with Tor & Mtl Reg. Off. & Bfalo Cons re NEXUS/GSA mission in Spring 89
Arkansas liaison trip (1 week) in preparation for Consul General's official corporate liaison visit.

Assisted PERPA with monitoring and reporting on legislation in Texas legislature on foreign investment restrictions.

Worked with Greater Houston C of C in organizing seminar for 70 companies on doing business in Canada and FTA.

Staged a reception at the Dallas Consulate for the INFOCOMM Int'l Trade Show in which 22 Canadian companies attended.

With Ontario Office/Dallas organized and funded the first Texas-Ont Tech. Exchange Roundtable.

Staged a reception in conjunction with the Helicopter Show in New Orleans in which over 200 CDN/US coys attended.

Staged two receptions in Wichita and Dallas in conjunction with a defence electronics mission - 70 US coys attended.

Upgrade the Consulate's trade division computer system to a 286 standard configuration.

Participated in a military visit to Texas Instruments with respect to Canadair's/DND's Sentinel Drone Project.

REPORT 4
89/10/10

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

POST :605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

INCREASED SUBCONTRACTING OPPORTUNITIES FOR CANADIAN COMPANIES.

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

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

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

10% ADDITIONAL SALES OPPORTUNITIES.

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

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

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

INCREASED CANADIAN AWARENESS OF MARKET POTENTIAL.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

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

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

QUARTER: 3 General Dynamics (GDLS) Incoming Sourcing Mission.

Complete 12 - city(NFLD to B.C.),9-Prov.Mission. Over 400 Cdn cos attended session. GDLS has completed profiles on and provided parts catalogues to over 300 cos. Several have visited GDLS HQ for further discussions.

QUARTER: 4 Corporate Liaison Visit to Naval Avionics Center Indianapolis

Naval Avionics Center agreed to provide Mission with copies of all unrestricted bid documents. Will also ensure Canadian participation at next industry day in Autumn 1989.

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

POST :605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

UPDATE OF DETROIT GROCERY PRODUCT MARKET.

EXPECTED TO BE COMPLETED BY FIRST
QUARTER 1988.

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

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

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

3 NEW WINE PRODUCTS INTRODUCED INTO TERRITORY

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

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

Now proceeding with four of the Canadian
companies canvassed

QUARTER: 3 Michigan & Great Lakes Food Service Regional
Trade Show, Cobo Hall, Detroit, Michigan, Oct. 2-3,
1988. Recruited 8 Canadian companies to partici-
pate in conjunction with Post.

10,000 food industry purchase influencers visi-
ted show. - Catelli Foods won honorable mention
-best booth award, Bluebird Ind. secured rep for
Mich. area. Cdn Shield Springwater sold \$28,000
U.S. of products to Great Scott Supermarkets

QUARTER: 4 Post organized tasting of Cdn wines held at Con-
gen. February 5, 1989. 19 wineries participated
in tasting which attracted 350 plus wine influ-
encers.

Inniskillin secured distributor in territory.

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

POST :605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

EQUIPMENT AND MACHINERY

N/A

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

\$100,000. IN NEW BUSINESS.

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

6 NEW APPOINTMENTS.

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :605-DETROIT

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUE UPGRADING CONTACTS IN RESIDENTIAL AND CONTRACT FURNITURE INDUSTRY.

CONTINUING PROMOTION OF IIDEX. SUCCESSFULLY RECRUITED THREE COMPANIES TO MONTREAL FURNITURE MARKET, TWO NEW TO THE SHOW.

QUARTER: 2 -----

QUARTER: 3 Recruited buyers & attended annual IIDEX Contract Furniture Show in Toronto, Nov.3-6,1988 with recruited buyers. - Recruited boat dealers in Post territory to visit Toronto Int'l Boat Show, Jan.11-13,1989.

Recruited quota of 10. Report to follow in next quarter.

QUARTER: 4 -----

605 - DETROIT

UNITED STATES OF AMERICA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN	ANTICIPATED RESULTS
-----	-----	-----
INDUSTRIAL MACHIN, PLANTS, SERV.	MANUFACT & MATERIAL PLANT, EQP. EXPOSURE TO AUTOMOTIVE SECTOR I.E. INVESTMENT SEMINAR IN REGION (DETROIT, INDIANAPOLIS).	NEW INVESTMENT ESTABLISHED IN CANADA (IDENTIFY 2ND TIER SUPPLIERS).
TRANSPORT SYS, EQUIP, COMP, SERV.	AUTOMOTIVE CONDUCT INTERVIEWS WITH SENIOR EXECUTIVES OF AUTO INDUSTRY (BOTH PARTS MANUFACTURERS & ASSEMBLERS) TO SOLICIT THEIR VIEWS & COMMENTS RE TRADE POLICIES, POTENTIAL IRRITANTS, ETC.	DOCUMENTED REPORTS TO BE FORWARDED TO OTTAWA REGARDING REACTION FROM INDUSTRY TOWARDS CANADA.
ADVANCED TECH. PROD. & SERV	?????? ENCOURAGE POTENTIAL JOINT VENTURES IN CONJUNCTION WITH CANADIAN FORCES TANK ACQUISITION PLANS AND IN DEVELOPMENT OF ARMORED FAMILY OF VEHIC- LES FOR USA ARMY.	IDENTIFICATION OF SEVERAL POTENTIAL JOINT VENTURE ARRANGEMENTS.
ADVANCED TECH. PROD. & SERV	?????? PARTICIPATE IN FOUR DETROIT BASED TRADE SHOWS BY SETTING UP INFORMA- TION BOOTH IN CONJUNCTION WITH INVESTMENT CANADA PERSONNEL.	IDENTIFY POTENTIAL PROSPECTS & INCREASE AWARENESS OF NEW DEVELOPMENTS IN AUTO INDUSTRY IN CANADA.
DEFENCE PROGRAMS, PRODUCTS, SERV	ARMAMENTS & VEHICLES MAILING CAMPAIGN DIRECTED AT THE COMPUTER AND ELECTRONICS INDUSTRY IN TERRITORY.	IDENTIFY DIRECT INVESTMENT AND POTENTIAL JOINT VENTURE PARTNERS.
NON SECTORALLY ORIENTED ACTIVITIES		
	CONSULTANT'S STUDY AS TO HOW TO EXPAND INVESTMENT IN CANADA OF CROSS- BORDER INVESTMENT FUND FLOW FROM FINANCIAL INSTITUTIONS IN TERRITORY.	DEVELOPMENT OF AN INVESTMENT DEVELOPMENT PROGRAM SPECIFICALLY AIMED AT FINANCIAL INSTITUTIONS IN TERRITORY.
	MAINTAIN REGULAR CONTACT WITH LAYERS, ACCOUNTANTS, BROKERS, PORTFOLIO MANAGERS IN ORDER TO KEEP THEM APPRISED OF CHANGES IN INVESTMENT POLI- CY.	ENHANCED AWARENESS OF CANADA'S INVESTMENT CLIMATE & OPPORTUNITIES AVAILABLE TO THEIR OWN CLIENTS.
	CONDUCT SERIES OF INTERVIEWS BETWEEN CORP. SENIOR EXEC. IN TERRITORY AND HOM/STC TO EXCH. VIEWS RELATING TO TRADE PROM. INDUSTRIAL DEVELOP., BUSI- NESS STRATEGY, EXPORT ACTIVITIES & OTHER PERTINENT ISSUES.	GATHER MKT INTELLIGENCE WHICH WILL BE FOR- WARDED TO OTT. & OTHERS AS USEFUL BACKGROU- ND INFO. IN FORMULATING APPROPRIATE POLICY TO PROMOTE CDN INTEREST.

605 - DETROIT

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

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

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

QUARTER : 2

QUARTER : 3

QUARTER : 4

1-three IDP funded seminars planned, four actua-
lly completed this quarter. Sectors targetted
included Industrial Machinery, Plant & Process
Equipment and Advance Technology Products and
Related Services Format was identical for all
four events--three hour total time involved; re-
source person panel and pertinent info available
for dispersion.

2. Investment Seminar "Doing Business in Canada"
Indianapolis, Indiana, March 13/89

1-Over 250 confirmed and attended the four func-
tions located in Ann Arbor, Southfield, Toledo
and Flint. Southfield Michigan was included in
quarter for no cost to Post as Michigan Techno-
logy Council decided to use format for their own
breakfast briefing event. Two investment leads
have developed at this earlier stage. We will
monitor and advise.

2-178 people in attendance.
3-142 people in attendance.

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

POST :606-LOS ANGELES

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	BUYERS' MISSION TO CDN INTERNATIONAL AUTOMOTIVE SHOW, MONTREAL, APRIL 17-19/88.	INTRODUCED 3 AUTOMOTIVE AFTERMARKET REPS/DISTRIBUTORS TO CDN MFTRS. THEY MADE CONTACT WITH MFTRS AND ARE PRESENTLY NEGOTIATING WITH APPROX 10 CDN COMPANIES.
QUARTER: 2	Completed recruitment of 9 Cdn exhibitors for SEMA/AI Trade Show, Las Vegas, Nevada, 2. Organized Transit Mission to Vancouver, APTA Mt1, Ott & Toronto. Participants are 12 mbrs of RPTA Phoenix, Arizona. (Regional Public Tran. Auth)	To be reported
QUARTER: 3	Participated in SEMA/AI Trade Show in Las Vegas with 9 Canadian exhibitors. Headed Transit Mission to Vancouver, APTA Montreal, Ottawa, Toronto, with 12 members of RPTA Phoenix.	Extremely successful part'n resulting in on site sales of approx. 1.5 mn, with projected sales over next 12 mths of 2 mn. Feedback rec'd registered enthusiasm;praise for educ'n in Cdn transit capab. UTDC/excel.shot/Light Rail Project.
QUARTER: 4	1-Visited Transit Districts in Tucson & Phoenix. Both are planning urban tranist systems.	1-Phoenix deciding on a transit system. Funding to be decided on shortly. Tucson in early stages of planning.

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

POST :606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE & MARINE

DIRECT MAIL PROGRAM TO MAJOR U.S. PLAYERS

INCREASE U.S. AWARENESS OF CANADIAN SUPLIERS

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

INCREASE CDN AWARENESS OF U.S. CONTACTS.

COLLECT AND MAINTAIN A SUPPLY OF CANADIAN COMPANY BROCHURES.

INCREASE NUMBER OF LOCAL REPS OF CANADIAN FIRMS

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

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

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

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

ELECTRICAL & ELECTRONIC

DIRECT MAIL PROGRAM TO MAJOR U.S. PLAYERS.

INCREASE US AWARENESS OF CANADIAN SUPPLIERS

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

INCREASE CANADIAN AWARENESS OF US CONTACTS.

COLLECT AND MAINTAIN A SUPPLY OF CANADIAN COMPANY BROCHURES.

INCREASE NUMBER OF LOCAL REPS OF CANADIAN FIRMS.

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

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

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

ATTEND US INDUSTRY VENDOR DAYS AND SUPPLY RELEVANT LITERATURE.

ALL SUB-SECTORS

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

TARGET - 1 OR 2 DEVELOPMENT PROJECTS.

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

TARGET - 1 OR 2 DEVELOPMENT PROJECTS.

REPORT 4
89/10/10

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

POST :606-LOS ANGELES

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 Electronic Warfare Briefing at Old Crows Assn Exh. Attend Military Communications Conference (MILCOM). Briefings to Naval Ocean System Center (NOSC) Program Offices.

7 cos. part. & presented to 50 reps fm local ind. 25 trade inq. rec'd. Briefed 10 cos on Cdn capability in military commun'ns. 10 Cdn cos briefed on their activities & specific projs relevant to R&D areas of interest to NOSC.

QUARTER: 4 1- Host 10 small Cdn cos at exhibition & conference of American Institute of Aeronautics & Astronautics.
2- AFCEA Western Conference.

1- Only 4 cos attended, but slack was taken up by Airshow Cda presence. Attendance was down 50% this FY.
2- 8 cos new to military market place were introduced to prime contractors in territory.

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

POST :606-LOS ANGELES

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ATTENDANCE OF TRADE FAIRS AND BOATING EVENTS.

TO MAINTAIN KNOWLEDGE OF NEW PRODUCTS IN THE MARKET. DEVELOP MORE CONTACTS WITHIN THE INDUSTRY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 AMERICAN BOOKSELLERS ASSOCIATION CONVENTION EXHIBIT.

SUCCESSFUL PARTICIPATION ON THE PART OF 43 CDN PUBLISHERS RESULTING IN SEVERAL HUNDRED THOUSAND DOLLARS OF ORDERS.

QUARTER: 1 MONTREAL FURNITURE SHOW - INCOMING BUYERS.

PROJECTED PURCHASES BY THE BUYERS INVITED ARE 1,605,000.

QUARTER: 2 1. American Fish & Tackle Mfrs Assn. 2. The Home Trade Show 3. World of Toys Expo 4. Pacific Jewelry Show 5. The Home & Garden Show 6. Int'l Beauty Show West 7. Purchase of U.S. Industrial Outlook 88

1 - 6 ATTENDED
7. Increased awareness of info. on industrial sectors for availability to Canadian manufacturers/suppliers

QUARTER: 3 -----

QUARTER: 4 1-Toronto Furniture Market, Incoming Buyers
2-Montreal Pret, Incoming Buyers Program
3-108th California Gift Show. (PIPP)

1-10buyers, agents attended, 30,000 immediate, 200,000 12 months.
2-9 buyers, on-site sales 63,000, 300,000 12 mos
3-6 1st time coys exhibited, 15700 on-site, 950,000 12 months.

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

POST :606-LOS ANGELES

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	MARKET REPORT ON VERTICAL SOFTWARE.	
	REPORT ON OS/2 ADOPTION IN S. CALIFORNIA	INFORMATION ON OS/2 ADOPTION TO BETTER TARGET BUSINESS ACTIVITY.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	-----	
QUARTER: 2	-----	
QUARTER: 3	Participated in Wescon '88 Trade Show (Info booth & Canadian exhibitors).	Interest and leads created at show (120 leads) were impressive. Info booth activity is deemed to be important and should be continued. Sales by Canadian exhibitors were projected in excess of 10 million \$.
QUARTER: 4	1-San Diego Electronics Show. 2-SME/TMS Exhibit. 3-CANEXPO 89, commenced planning & promo activities, exhibition in Santa Clara and Long Beach.	1-Distributed brochures/data from 14 mftrs to 5100 attendees. Sales \$300,000. 2-Met with reps of 10 coys offering mining equpt & services. Attendance 7012. Sales \$ 700,000. 3-Coordinated recruiting, planned strategies.

606 - LOS ANGELES

UNITED STATES OF AMERICA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN	ANTICIPATED RESULTS
	ADVANCED TECH. PROD. & SERV ALL SUB-SECTORS IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLIGENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS).	IDENTIFY INTEREST IN INVESTING IN CANADA.
	DEFENCE PROGRAMS, PRODUCTS, SERV ALL SUB-SECTORS IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLIGENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS).	IDENTIFY INTEREST IN INVESTING IN CANADA.
???????	?????? ALL SUB-SECTORS IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLIGENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS).	IDENTIFY INTEREST IN INVESTING IN CANADA.
	EDUCATION, MEDICAL, HEALTH PROD ALL SUB-SECTORS IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLIGENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS).	IDENTIFY INTEREST IN INVESTING IN CANADA.
	INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP. IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLIGENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS).	IDENTIFY INTEREST IN INVESTING IN CANADA.
	CHEM PROD & PETROCHEM, EQP, SERV PLASTICS PRODUCTS, EQUIP, SERVIC IDENTIFICATION OF PROSPECTIVE INVESTOR FIRMS VIA COMMERCIAL INTELLIGENCE GATHERING (INCLUDING CORPORATE LIAISON CALLS).	IDENTIFY INTEREST IN INVESTING IN CANADA.
NON SECTORALLY ORIENTED ACTIVITIES		
	TAX REFORM - BRIEFING OF INVESTMENT INTERMEDIARIES AT TIME OF LEGISLATION.	BETTER APPRECIATION BY PROSPECTIVE INVESTORS OF CDN BUSINESS CLIMATE.
	VIP VISITS - E.G. HON. DONALD MACDONALD	BETTER APPRECIATION BY PROSPECTIVE INVESTORS OF CDN BUSINESS CLIMATE.

REPORT #5
89/10/06

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

506 - LOS ANGELES

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

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

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

QUARTER : 2

QUARTER : 3

1. Project #2184 unnamed event -WESCON/88, Nov.
15-17, 1988, Anaheim, California. Direct pros-
pecting at industry expositions providing
Investment Canada visibility.
2. Priority 1 Industry Exposition Investment
Prospecting Direct Mail Campaign (DM).

1. 15 investment inquiries received.
2. 10 responses.

QUARTER : 4

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

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

POST :606-LOS ANGELES

RIMTECH - MAR 29-31, 1989, WOODLAND HILLS

SPEECH TO UCLA - JAN 11, 1989

SPEECH TO PALM SPRINGS - FEB. 14, 1989

SPEECH TO IMMIGRATION LAWYERS - FEB. 21, 1989

REPORT 4
89/10/10

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

POST :618-MINNEAPOLIS

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

<p>PLANNING: ACTIVITIES PROPOSED IN POST PLAN:</p> <p>IN COOPERATION WITH WESTERN CDN. DRIE OFFICES, DEVELOP EDUCATIO- NAL SEMINARS/NEBS MISSIONS FOR PROSPECTIVE FOOD PRODUCTS EXPORT- ERS.</p> <p>EXPLORE POSSIBILITIES OF FOOD SALES TO MILITARY THROUGH SUPER VALU DISTRIBUTION SYSTEM.</p> <p>AGRICULTURE MACH,EQUIP,TOOLS</p> <p>FARM EQUIPMENT SEMINAR MINOT, NORTH DAKOTA, JAN'88.</p>	<p>ANTICIPATED RESULTS:</p> <p>ENHANCED EXPORT READINESS FOR SMALL MANUFAC- TURERS.</p> <p>MARKET PENETRATION.</p> <p>INCREASED EFFECTIVENESS OF FARM EQUIPMENT MANUFACTURERS PARTICIPATION IN THE NORTH DAKOTA MARKET.</p>
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<p>TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:</p> <p>QUARTER: 1 ORGANIZATION OF SOLO FOOD AND BEVERAGE SHOW, APRIL 19, 1988. PLANNING AND RECRUITMENT FOR HUSKER HARVEST DAYS, SEPTEMBER 13-15, 1988.</p> <p>QUARTER: 2 Info. booth at World Ag Expo, Amana, Iowa, National Stand at Husker Harvest Days, Grand Island, Nebraska. Participated in Food Pacific Marketplace, Vancouver</p> <p>QUARTER: 3 30 Canadian companies participated in Northern Farm show, St.Paul, MN. Consulate had informa- tion booth</p> <p>QUARTER: 4 11 CO'S PARTICIPATED IN NATL STAND AT TRIUMPH OF AG, OMAHA. SPONSORED 3 BUYERS TO CDN INTL FARM EQUIP SHOW, TRNTO. INFO BOOTHS AT ND AG EXPO & MATE. FARM MACH NEBS FOR 16 CO'S TO ND. PORK BUYERS TO MANITOBA. UPPER MIDWEST HOSP. SHOW</p>	<p>QUARTERLY RESULTS REPORTED:</p> <p>41 CANADIAN FIRM PARTICIPATED, ESTIMATED SALES \$2 MILLION. 13 PARTICIPANTS HAVE BEEN RECRUITED TO DATE.</p> <p>87 export enquir. recvd at World Ag Expo, 27 Cdn co. particip. in Nat. Stand at Husker. On site sales \$240,000; 12 mo. sales projections over 2 million. Interviewed over 30 firms; reports of sales over \$100,000</p> <p>200 inquiries received;number of Cdn. manufactu- rers generated serious leads, wrote orders, or established new buying connections. Survey of supermarket meat buyers re: Alberta beef promotion.</p> <p>SALES PROJECTIONS \$706,000; 8 REPS/DISTRIBUTORS APPOINTED, 19 AGENTS PENDING. U.S. BUYERS APPTD. BY 2 CDN CO'S. 4 BUYERS PARTICIPATED IN PORK BUYERS MISSION SALES AVERAGING 40,000 PER MO. 5 FOOD/BEV EXHIB. IN UPS SHOW, PROJ SLS \$2 MIL.</p>
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POST :618-MINNEAPOLIS

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

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

INCREASE BUYER AWARENESS OF CDN. FASHION.

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

PROMOTE SALES OF CDN. FASHION AND FURS TO CONSUMERS.

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

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

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

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

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

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

GENERATE DIRECTORY OF RETAILERS IN MNPLS. POST TERRITORY.

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

LEISURE PROD. TOOLS HARDWARE

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

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

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

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

COMPILE DIRECTORY OF HARDWARE RETAILERS IN POST TERRITORY.

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

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

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

FURNITURE & APPLIANCES

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

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

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

POST :618-MINNEAPOLIS

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

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

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

QUARTER: 3 IIDEX Show, Toronto

Organized and accompanied mission of 31 incoming buyers to IIDEX show.

QUARTER: 4 CNTRCT FURN SOLO SHOW; FURN I.B.M. TO WESTERN CDN; FLIC FOOTWR SHOWING; APPAREL IBM TO MONTL PRET; CDN GIFT SOLO SHOW RPT; VISIT CDN GIFT SHOW (TRNTO); IBM TO CSGA SHOW; INFO BOOTH AT NURS/LANDSCAPE SHOW.

10 CO'S, 3 AGENTS APPTD. SALES \$1 M.; 8 BUYERS, SALES \$2 M.; 5 BUYERS; 7 BUYERS, SALES \$50 K; RPT. TO ASSIST W/RECRUITMENT FOR '89 SHOW; MET 50 NEW CDN CO'S; 2 BUYERS, SALES \$25 K.; MET 75 LOCAL CONTACTS.

REPORT 4
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :618-MINNEAPOLIS

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
ALL SUB-SECTORS	DEVELOP TRADE INFORMATION MAILING ON REGULAR PERIODIC BASIS USING "NEWSLETTER" FORMAT.	INTRODUCE CDN VENDORS AS AN OPPORTUNITY FOR SALES REPS. TO INCREASE BUSINESS AND FIRMS TO OBTAIN COMPETITIVE SOURCES.
	HOLD SALES REPRESENTATIVE CONFERENCE IN IOWA AND NEBRASKA.	INCREASE THE NUMBER OF SALES REPS/AGENTS CARRYING CANADIAN LINES.
	DEVELOP SEMINAR ON UTILIZING CANADIAN SOURCES FOR PRESENTATION TO TWIN CITY PURCHASING MGNT. ASSOC.	INCREASE NUMBER OF COMPANIES USING CANADIAN SOURCING.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	COORDINATE CANADIAN EXHIBIT AT MIDWEST ELECTRONICS EXPO '88, MAY 4 - 5, 1988.	12 CDN COS EXHIBITED, PLUS AN INFO BOOTH. HOSTED BREAKFAST ATTENDED BY MANUF. REPS. & CANADIAN EXHIBITORS. NEGOTIA'NS STARTED FOR 3 REP AGREEMENTS. ON-SITE SALES OF ABOUT \$20,000 (U.S.).
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	COORDINATE OUTGOING MISSION FROM ALBERTA AND MANITOBA OF SOFTWARE DEVELOPMENT COMPANIES TO MINNEAPOLIS, MINNESOTA.	MISSION CONSIDERED TO BE VERY SUCCESSFUL WITH 22 CDN FIRMS PARTICIPATING. ACTIVITIES INCLUDED RECEPTION W/MN SOFTWARE ASSOC. WITH 80 ATTENDEES PLUS TOUR OF SOFTWARE PRODUCTION FACILITIES ON THE FOLLOWING DAY.

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

POST :618-MINNEAPOLIS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

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

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

HOLD PROCUREMENT SEMINAR FOR HONEYWELL DEFENCE PRODUCTS DIVISION.

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

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

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

QUARTER: 3 Coordinating NEBS mission to Strategic Air Com-
mand Base (U.S.A.F.) at Minot, North Dakota.

About 20 Canadian companies participated in mee-
tings with U.S.A.F. procurement and engineering
personnel.

QUARTER: 4 -----

REPORT #5
89/10/06

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

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UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ADVANCED TECH. PROD. & SERV HOSP. & MEDICAL EQUIP, INSTRUM.
FOLLOW-UP ON LEADS RESULTING FROM INDUSTRY VISITS, DIRECT MAIL CAM-
PAIGN AND MEDICAL ALLEY MEETING & RECEPTION HELD NOV. 12, 1987 AT
CONSULATE.

5-10 SERIOUS INVESTMENT OR TECHNOLOGY
TRANSFER INQUIRIES.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
FOLLOW-UP ON LEADS RESULTING FROM INDUSTRY VISITS, DIRECT MAIL CAM-
PAIGN AND MEDICAL ALLEY MEETING & RECEPTION HELD NOV. 12, 1987 AT
CONSULATE.

5-10 SERIOUS INVESTMENT OR TECHNOLOGY
TRANSFER INQUIRIES.

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

5 SERIOUS INVESTMENT INQUIRIES.

AGRI & FOOD PRODUCTS & SERVICE SEMI & PROCESSED FOOD & DRINK
PURCHASE OF AGRI-BUSINESS MARKETING LIST FOLLOWED BY: 1. DIRECT MAIL
CAMPAIGN AND 2. CALLS ON COMPANIES RESPONDING POSITIVELY TO CAMPAIGN.

10-15 SERIOUS INVESTMENT INQUIRIES.

AGRI & FOOD PRODUCTS & SERVICE FEED, FERTILIZER & VET PRODUCTS
PURCHASE OF AGRI-BUSINESS MARKETING LIST FOLLOWED BY: 1. DIRECT MAIL
CAMPAIGN AND 2. CALLS ON COMPANIES RESPONDING POSITIVELY TO CAMPAIGN.

10-15 SERIOUS INVESTMENT INQUIRIES.

NON SECTORALLY ORIENTED ACTIVITIES

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

IMPROVE KNOWLEDGE BASE OF PROFESSIONALS
ADVISING COMPANIES ON INVESTMENT DECISIONS

1. EVENT COMPLETED; NIGHTLY SUCCESSFUL; 142 CO'S
REGISTERED FOR ATTACHED NUMBER HIGH QUALITY
LEADS DEVELOPED
2. POSTPONED DUE TO PRESSURE OF OTHER
ACTIVITIES WILL TAKE PLACE NEXT QUARTER

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UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

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

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

QUARTER : 2

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

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

QUARTER : 3

Commence planning and organization for Invest-
ment seminar to be held in Minneapolis in March
1989.
Direct mail campaign to Nebraska manufacturing
firms/breakfast meetings.
Doing Business with Canada seminar in Duluth,
Minnesota.
Agri-business direct mail campaign.

Planning well underway; event to take place
March 16.
Response to mailing was poor; only 17 replies we-
re received of which 11 expressed interest in
investing in Canada. Only 3 cos were able to at-
tend breakfast meeting.
Successful event - 45 cos attended seminar. Sep-
arate reception drew 150 people. Several promi-
sing leads developed.
Stickers received. Mailing to take place next qt

QUARTER : 4

1. INVESTMENT SEMINAR - MNPLS, MARCH 22/89
2. AGRI-BUSINESS DIRECT MAIL CAMPAIGN

1. EVENT COMPLETED; HIGHLY SUCCESSFUL. 142 CO'S
REGISTERED, 102 ATTENDED. NUMEROUS HIGH QUALITY
LEADS DEVELOPED.

2. POSTPONED DUE TO PRESSURES OF OTHER
ACTIVITIES. WILL TAKE PLACE NEXT QUARTER.

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

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

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POST ORGANIZED SUCCESSFUL IN HOUSE SEMINAR FOR U.S. & CDA
CUSTOMS OFFICIALS AND MN TRADE REPS TO DISCUSS IMPL. OF FTA
REQUESTS TO SPEAK AT FTA RELATED EVENTS/SEMINARS CONTINUED
AT HIGH LEVEL & CONSUMED GREAT DEAL OF H.O.M. & S.T.C. TIME.

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

POST :608-NEW YORK, CONSULATE GENERAL

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

TAP HAS DECIDED TO CONTINUE BUYER IDENTIFICATION PROGRAM.

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

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

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

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

TO INCREASE CANADIAN PRESENCE IN ALBANY AND SURROUNDING AREAS.

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

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

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

QUARTER: 3 Participation at the first ever New York Seafood Show with an information booth co-sponsored by the Maritime provinces and Quebec.

Show was a worthwhile first effort, as many inquiries were received. We anticipate sales in excess of \$1 million in the coming year.

QUARTER: 4 Arrange program for group from Agriculture Canada to visit Hunts Point Market, N.Y. for meeting and discussions with wholesalers of produce and USDA officials, February 6, 7th.

There was a useful exchange of views. Canadian growers plan additional visits to Hunts Point Market. In addition, Agriculture Canada will arrange program to bring New York buyers to Canada.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :608-NEW YORK, CONSULATE GENERAL

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

AEROSPACE & MARINE

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

NEW BUSINESS OPPORTUNITIES WITH U.S. PRIMES.

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

NEW BUSINESS OPPORTUNITIES WITH U.S. PRIMES.

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

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

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

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

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

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

ELECTRICAL & ELECTRONIC

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

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

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

IMPROVED ACCESS OF CANADIAN COMPANIES TO KEY DECISION MAKERS.

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

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

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

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

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

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

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :608-NEW YORK, CONSULATE GENERAL 004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

??????

INTRODUCTION OF EIGHT NEW COMPANIES TO CECOM AND ARDEC.

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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

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

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

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

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

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

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

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

QUARTER: 3 Finalize arrangements & accompany Dr. Rubin, Chief Techn. Transfer, US Army Ardec, Dover, N.J. on a one week orientation mission to Canada. Aim of visit was to meet with Cdn defence cos with capabilities of interest to ARDEC.

Visit included calls on 10 def. electr. cos with techn. of potential interest to ARDEC. As a result of trip, several follow up visits are being arranged to ARDEC in 1989 & a number of unsolicited proposals will be submitted for evaluation

QUARTER: 4 Liaison with US Army ARDEC/CECOM to facilitate visit of companies which were seen by Dr. Rubin, Chief, Technology Transfer, US Army (ARDEC) on his visit to Canada Dec. 88

Co-ordinated visit of SPAR Aerospace to CECOM April 5th at which time SPAR gave briefing on company's capabilities in number of defence technologies.

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POST :608-NEW YORK, CONSULATE GENERAL

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

??????

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

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

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

INCREASE BUSINESS OPPORTUNITIES FOR CANADIAN SUPPLIERS THROUGH GREATER MARKET EXPOSURE.

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

INCREASED BUSINESS OPPORTUNITIES FOR CANADIAN ENTREPRENEURS.

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

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

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

PROVIDE CANADIAN SUPPLIERS WITH MORE INFORMATION ENHANCING THEIR SELLING STRATEGY.

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

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

??????

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

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

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

INCREASE MARKET OPPORTUNITIES FOR CANADIAN SUPPLIERS THROUGH GREATER MARKET EXPOSURE.

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

INCREASE BUSINESS OPPORTUNITIES FOR CDN ENTREPRENEURS.

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

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

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

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

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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

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

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

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

QUARTER: 3 Attendance at an evaluation of the Fall Computer
Unix & Info Shows with a view to determining ap-
propriate level of Cdn.government sponsored par-
ticipation in future.

The Unix show was recommended for govt partici-
pation in 1989 & approval has been given for 8
booths. Approval is also being sought for govt
participation at the INFO show

QUARTER: 4 Provide post support for exhibitors and local
Value Added Resellers (VAR's) at Interface Trade
Show March 13-16th. Organize reception at
Consulate General

Several important business contacts were made
during the show and the reception. Evaluation
of business activity is presently being underta-
ken and local database updated.

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

POST :608-NEW YORK, CONSULATE GENERAL

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

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

INCREASE IDENTIFIABLE BUSINESS INFLUENCE BY 20%.

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

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

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

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

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

INTRODUCE 10 COMPANIES WITH PRIVATE LABEL CAPABILITIES TO VIABLE USERS.

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

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

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

ADD SECTION TO MARKETING GUIDE.

FURNITURE & APPLIANCES

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

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

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

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

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

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

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

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

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

AEROSPACE & MARINE

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

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

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

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

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

QUARTER: 3 Create major Cdn impact at the Int'l Kids Wear
Show Oct 23-26th, by coordinating on site fashion
show featuring childrenswear by 25 Cdn exhibi-
tors.

28 Cdn exhb. were represented in (9) fashion shows
at event. 9 new cos were recruited. Video promo-
tion & reception were successful and on-site
sales were estimated in range of \$500,000 (12 cos
only)

QUARTER: 4 Recruit 20 residential furniture buyers to
attend the Toronto Furniture Show, Jan 15-18.

Buyers were pleased with show and new products
exhibited. We anticipate several million dol-
lars in sales over the next six months. Buyers
found cocktail reception hosted by Ext. Affairs
a useful opport. to broaden Cdn contacts

608 - NEW YORK, CONSULATE GENERAL UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN ANTICIPATED RESULTS

?????? ??????
FOCUS WILL SHIFT FROM LARGE SEMINARS TO SMALL TARGETTED SEMINARS BUILT AROUND LUNCH BREAKFAST OR SUPPER. WE WILL USE D&B LIST TO SELECT TARGET COMPANIES AND SET UP SECTORAL MEETING WITH 20-30 PEOPLE. WE EXPECT TO IDENTIFY 10 IMMEDIATE PROSPECTS FOR NEW BUSINESS & 10-15 MEDIUM TERM PROSPECTS.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
FOCUS WILL SHIFT TO IDENTIFYING TRADE ASSOCIATION OR BUSINESS ASSOCIATION IN THIS SECTOR IN SPECIFIC GEOGRAPHIC AREAS TO DEVELOP TARGET LISTS AND THEN PLAN TO HOLD SMALL SEMINARS BUILT AROUND LUNCH OR SUPPER. WE EXPECT TO IDENTIFY 5 IMMEDIATE PROSPECTS FOR NEW BUSINESS & 10-12 MEDIUM TERM PROSPECTS.

TRANSPORT SYS, EQUIP, COMP, SERV. AEROSPACE
LONG ISLAND & CONNECTICUT HAVE LARGE AEROSPACE BASE - WE WILL BUILD ON EXISTING EFFORTS & HOLD A SERIES OF LUNCHEON BREAKFAST/SUPPER SEMINARS IN 88-89 FOR THIS SECTION. WE EXPECT TO IDENTIFY 10 IMMEDIATE PROSPECTS FOR NEW BUSINESS & 10-12 MEDIUM TERM PROSPECTS.

ADVANCED TECH. PROD. & SERV ??????
IMPLEMENTATION OF D&B LISTS TO SELECT TARGET COMPANIES BY MAIL PHONE AND PERSONAL VISITS AND MEETINGS - LUNCHEON. WE EXPECT TO IDENTIFY 3 IMMEDIATE PROSPECTS FOR NEW BUSINESS & 5-8 MEDIUM TERM PROSPECTS.

CHEM PROD & PETROCHEM, EQP, SERV ALL SUB-SECTORS
PROGRAM TO IDENTIFY SUPPLIERS TO MAJOR PETROCHEMICAL & CHEMICAL CORPORATIONS WHO ARE CURRENTLY IN CANADA TO BE DEVELOPED. TO IDENTIFY 2 IMMEDIATE PROSPECTS AND 3 MEDIUM TERM PROSPECTS.

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
SMALL TARGET SEMINARS BUILT AROUND LUNCH OR SUPPER WILL BE SET UP TO DISCUSS AUTOMOTIVE ORIENTED OPPORTUNITIES IN CANADA - WILL TARGET SUPPLIERS TO CANADIAN AUTOMAKERS. TO IDENTIFY 5 IMMEDIATE PROSPECTS AND 10 MEDIUM TERM PROSPECTS.

NON SECTORALLY ORIENTED ACTIVITIES

CORPORATE LIAISON - PRIVATE LUNCHEONS FOR SELECTION CEOS CFOs COOS WITH PM CALLS ON SENIOR EXECUTIVES IN 15 MAJOR CORPORATIONS; USE OF DIRECT MAIL AS PER MARKETING PLAN SUBMITTED FY 87-88. SERIES OF LUNCHEONS/SUPPERS WITH CEOS USING SEMINAR FORMAT. DEVELOP & ENHANCE POSITIVE VIEWS TOWARD CDA BY SENIOR EXECUTIVES & DEVELOP & CLOSE 10 PROSPECTS.

INSTITUTIONAL INVESTORS: PLAN ONE MAJOR EVENT FOR INSTITUTIONAL INVESTORS IN NY. ONE IN HARTFORD & 1 MISSION TO OTT. IN FALL 88. SPEICAL EMPHASIS ON LARGE NUMBER OF JAPANESE FINANCIAL INSTITUTIONS. THESE EVENTS WILL EXPAND CONTACTS WITH INSTITUTIONAL INVESTORS & INCREASE THEIR INTEREST IN CDA. ALSO IMPROVED FOLLOWUP WILL HELP IDENTIFY SPECIFIC INTEREST.

VENTURE CAPITAL DATA BASE TO BE BUILT AND MATCHED WITH INVESTMENT OPPORTUNITIES IN CANADA. IDENTIFY AT LEAST 10 VENTURE CAPITAL CORPORATIONS WHO WOULD BE WILLING TO INVEST IN CANADIAN OPPORTUNITY.

REPORT #5 QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
89/10/06 TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

608 - NEW YORK, CONSULATE GENERAL

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

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

QUARTER : 2

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

QUARTER : 3

QUARTER : 4

High technology seminar to promote technology transfer and direct investment in Canada.	ves from manufacturing sector and lawyers and accountants who represent or are interested in clients who conduct business in Canada
Long Island Defense Industry luncheon cosponsored by the Long Island Defense Community to explain and promote defense activity with Canada.	Luncheon was an information exchange meeting and provided a basis for dialogue with Long Island investment community and Canadian representative

Seminar was attended by 90 senior level executi-

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

POST :608-NEW YORK, CONSULATE GENERAL

Visit of Premier Frank McKenna of New Brunswick

Arrival of new Consul General and org. of orientation program and meetings

Liaison visit to Bermuda March 29,30 to assist in advance preparation for Trade Show sche.to take place April 17-19.

Survey of dealers in southern New Jersey to recruit buyers for the Toronto Boat Show

Visit of Wendy Dobson, ADM Finance, Ottawa to meet with banking/investment executives in New York

Departure of Senior Investment Counsellor mid-February

One and a half days devoted to assisting PERPA with interviews for new Academic Relations Officer

Editing and preparation of new brochure on Consulate General services.

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

POST :610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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FOLLOW-UP WITH LOCAL FIRMS WHICH ATTENDED MICROWAVE/MILLIMETER PRESENTATION.OPPORTUNITIES EXISTS IN COMMERCIAL SATELLITE MARKETS

FIND POSSIBLE CONTRACTS FOR CANADIAN COMPANIES.

PROMOTE CANADIAN CAPABILITIES WITH LARGE LOCAL TELECOMMUNICATIONS COMPANIES FOR CONSIDERATION AS ALTERNATIVE SOURCE FOR COMPONENTS.

INCREASE AWARENESS OF CANADIAN STRENGTHS IN TELECOM INDUSTRY.

PROMOTE RECENT CANADIAN DEVELOPMENTS IN THE AREA OF DIGITAL SWITCHING AND INTEGRATED SERVICES DIGITAL NETWORKS (ISDN)

ISDN IS IMPORTANT TECHNOLOGICAL DEVELOPMENT WHICH WILL PROVIDE NUMEROUS MARKET OPPORTUNITIES.

DEVELOP MARKETING ARRANGEMENTS WITH LOCAL FIRMS TO ASSIST CANADIAN COMPANIES IN SECURING PROPER SALES AND DISTRIBUTIONS NETWORKS.

REDUCE THE COST OF CLOSING BUSINESS IN CALIFORNIA BY PROVIDIDNG STRATEGIC ALLIANCNES WITH COMPLIMENTARY LOCAL COMPANIES.

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CONTINUED QUALIFICATION OF LOCAL REPS TO ASSIST CANADIAN FIRMS.

WITH MORE LOCAL REPS AWARE OF CANADIAN FIRMS, THERE WILL BE MORE LOCAL EXPOSURE FOR CDN PRODUCTS.

MEET WITH PROCUREMENT OFFICIALS OF MAJOR COMPUTER MANUFACTURERS IN SILICON VALLEY.

DEVELOP UNDERSTANDING OF SOURCING OPPORTUNITIES FOR CANADIAN FIRMS.

DISCUSS SOURCING OPPORTUNITIES FOR CANADIAN FIRMS WITH CANADIAN SUBS. OF LARGE LOCAL MANUFACTURERS.

INITIATE DIALOGUE BETWEEN CANADIAN SIDE AND HEADQUARTER OPERATIONS OF NEED TO INCLUDE CANADIAN COMPANIES IN COMPETITIVE BIDDING PROCESS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 One of most significant software promotions for Cdn companies that has been run in the territory

Re:success for exmple.1 firm obtained a contrac for %m on-site. Major press actively resulted in # of articles on Cdn software capability.Major seminar ran concurrently resulted in partnership w/consortium of US hrdwre vndrs such as digital.

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

POST :610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

DEVELOP BETTER CONTACTS WITH BUYERS AT LARGE. US DEFENCE ELECTRONICS CONTRACTORS IE LOCKHEED, FORD, AVANTEK AND APPLIED TECHNOLOGY.

WITH BETTER UNDERSTANDING OF LARGE AND CONFIRMING BUYER NETWORK, POST CAN BETTER ASSIST CANADIAN EXPORTERS.

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 Defence mission to Colorado and Utah Prime Defence contractors to intensify potential sub-contracting opportunities for Cdn defence product manufacturers and to meet with Hill AFB.

Obtained "shopping lists" from Martin Marietta, Ball, Texas Instruments, Hercules, Morton Thiokol & E-Systems that identified key items which could translate into sub-contracts. Post has done initial matching with Cdn capabilities.

QUARTER: 4 -----

POST :610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

URBAN TRANSIT

FOLLOW-UP ON RECENT HAWAIIAN URBAN TRANSIT MISSION TO VANCOUVER.

HONOLULU IS SERIOUSLY CONSIDERING PURCHASE IN NEXT 18-24 MONTHS OF US\$850 M ADVANCED LIGHT RAIL SYSTEM.

MEET WITH URBAN TRANSIT OFFICIALS IN SALT LAKE CITY TO DETERMINE THEIR SHORT RANGE PLANS FOR URBAN TRANSIT SYSTEM.

DEVELOP CLOSER TIES WITH CITY OFFICIALS AND ASSIST CANADIAN EXPORTERS WITH THEIR MARKETING OF LIGHT RAIL SYSTEMS.

MEET WITH URBAN TRANSIT OFFICIALS FROM ALAMEDA COUNTY TO DISCUSS THEIR PLANS FOR 1/2 CENT GAS TAX EXPENDITURES.

ALAMEDA IS CONSIDERING LIGHT RAIL ALTERNATIVE TO BART EXTENSION. INFORMATION ON CANADIAN CAPABILITIES MAY IMPACT ON DECISION MAKING AT THE EARLY STAGES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.ORG MISS TO VNCVR BY BART OPERATORS & BOARD TO REVIEW SEL AUTO TRAIN CONTROL/UTDC CARS.(2)ASS STED UTAH TRANS AUTH TO PLAN 23 MAN TOUR OF LRV SYSTS IN PORTLAND,VNCVR & CLGRY.(3)ATTENDED APTA WEST CONFR & MTGS OF SFRAN CHAMBER TRANSIT FORUM

MONITOR ACTIVITY OF TRANSIT PLANNERS & REPORT FINDINGD TO CDN CONCERNS,INCREASE VISIBILITY OF CDN MFRS,SELL BENEFITS PECULIAR TO CDN PROD,EMPHASISE CDN COMMITMENT TO THE MKT,& POSITION CDN GOV'T AS TRUSTED ADVISOR & TRANSIT PARTNER.

QUARTER: 2 Participate in CalTrans Rail Steering Committee studying hi-speed rail corridor. Showed Bombardier's respon. to potent. customers. 2. Circul. MUNI's consul. requirements for auto train control. 3. HI,BART,MUNI,UTA Mission follow-ups.

Monitor activity of transit planners & report findings to Cdn concerns, incr. visib. of Cdn mfrs, sell benefits peculiar to Cdn products,emphasize Cdn commit. to mkt & position of Cdn govt. as trusted advisor & transit partner

QUARTER: 3 Participated in PRE-APTA Tour of Ontario based transit manfs. & properties. Attended APTA Conf. in Montreal. Began planning Denver RTD Tour of light rail facilities.

Formed closed relationships w/transit off.from SFO,Salt Lake City,Honolulu. Learned their concerns & assured suppl.of local supp. Demonstrated CDn Commitment to Urban Transit,learned issues facing todays transit properties.

QUARTER: 4 Position Canadian manufacturers to supply equipment for BART's (Bay Area Rapid Transit) planned expansions.

Met with BART General Manager to arrange incoming mission. Received "go ahead" for June Mission.

610 - SAN FRANCISCO

UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ADVANCED TECH. PROD. & SERV

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

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

ADVANCED TECH. PROD. & SERV

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

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

DEFENCE PROGRAMS, PRODUCTS, SERV

ELECTRICAL & ELECTRONIC

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

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

EDUCATION, MEDICAL, HEALTH PROD

PHARMACEUTICALS, BIOTECHNOLOGY

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

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

ADVANCED TECH. PROD. & SERV

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

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

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

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

NON SECTORALLY ORIENTED ACTIVITIES

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

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

610 - SAN FRANCISCO

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

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

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

QUARTER : 2

QUARTER : 3

QUARTER : 4

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

POST :610-SAN FRANCISCO

- Visit of Hon. John Crosbie, Minister of International Trade,
15-17 March
- Economic Reports on National Gas & California Market to EXT,
EMR, & Alta Energy
- Commerical Report Updating possible defense sub-contracting
opportunities for Cdn companies
- Arranged System to receive State of California Bid requests
and distribute to Cdn manufacturers
- Trial effort at promoting joint ventures with Cdn university
research centres across Canada

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

POST :611-SEATTLE

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	NEBS MISSION IN BOTH RETAIL AND O.E.M. PRODUCTS FOR THE AUTOMOTIVE AREA.	BETTER UNDERSTANDING OF MARKETS AND CONTACTS TO INCREASE SALE OPPORTUNITY.
	POSSIBLE SOLO TRADE SHOW IN HEAVY DUTY TRUCK MARKET. LATE/88.	\$100,000 IN SALES.
	MARINE INDUSTRIES	
	ONE DAY BUS TRIP TO VANCOUVER BOAT SHOW, 40 BUYERS FEB 4/88.	35-40 AREA COMPANIES EXPOSED TO CDN SUPPLY CAPABILITIES.
	ONE DAY BUS, BUYERS VISIT TO VANCOUVER, B.C. BOAT SHOW. INTRODUCTION OF CANADIAN RECREATIONAL BOAT INDUSTRY TO TERRITORY..	35-40 AREA COMPANIES EXPOSED TO CDN SUPPLY CAPABILITIES.
	INTRODUCTION OF CANADIAN SEAFOOD SUPPLIERS TO TERRITORY.	10-20 CDN COMPANIES EXPOSED TO WORK BOAT/ FISHING BOAT INDUSTRY.
	AEROSPACE	
	ONGOING PROMOTION OF BOEING OPPORTUNITIES FOR CANADIAN COMPANIES.	MAINTAIN CURRENT NUMBER OF BOEING APPROVED SUPPLIERS AS BOEING DECREASES ITS SUPPLIER BASE. AT SAME TIME ADD SEVERAL NON APPROVED CDN COS.TO BOEING'S SUPPLIER LIST.
	AD HOC GROUP VISITS TO BOEING.	EXPAND INVOLVEMENT OF CDN COMPANIES INTO A FULLER RANGE OF BOEING'S ACTIVITIES.
	SELECTED MISSIONS IN CO-OPERATION WITH BRITISH COLUMBIA.	EXPAND NETWORK OF B.C. COMPANIES SUPPLYING BOEING.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 QUEBEC BOEING MISSION, JUNE	6 QUEBEC AEROSPACE SUPPLIERS MET BOEING COMMERCIAL AIRPLANE'S SENIOR PROCUREMENT MANAGERS. 2 COMPANIES RECEIVED RFQ'S AND 1 COMPANY WILL BE INSPECTED FOR BOEING QUALIFICATION.
	QUARTER: 2 British Columbia Aerospace Mission to Boeing Commercial Airplane.	8 B.C. Companies met with key procurement staff at Boeing Commercial Airplane.
	QUARTER: 3 Alberta aerospace mission to boeing commercial airplane,03oct89.	10 Alberta cos met with key procurement staff at boeing commercial airplane hilltop. One of the participants received request for quotation on work in December
	QUARTER: 4 -----	

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

POST :611-SEATTLE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOOD PROCESSING

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

PACIFIC MARINE EXPO

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

SPECIALTY FOOD NEBS (SEPT 1988)

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

FOOD PACIFIC 88 (EXHIBITOR AND ATTENDEE RECRUITMENT).

STRONG ATTENDANCE AND EXHIBITOR PARTICIPATION IN LOCAL SHOWS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

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

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

QUARTER: 3 -----

QUARTER: 4 1. N.E.B.S. FOOD MISSION
2. SOLO FOOD SHOW - BELLEVUE

THIS SECTOR CONTINUES TO BE A HIGH PRIORITY. IN THE PAST QUARTER THESE TWO PROMOTIONS HAVE ENABLED THE POST TO ASSIST 56 CDN EXPORTERS ACHIEVE NEW BUSINESS AS WELL AS INTRODUCING 30 NEW WESTERN CANADIAN EXPORTERS ENTERING MARKET

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

POST :611-SEATTLE

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INCOMING BUYERS TO VANCOUVER FURNITURE SHOW - MAY 88

INTRODUCE 12 RETAILERS.

TWO NEBS MISSIONS

INTRODUCE 40 COMPANIES TO THE MARKET.

INTRODUCE CANADIAN FASHION EXPORTERS TO TERRITORY.

INTRODUCE 3 NEW BUYERS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECRUITMENT - VANCOUVER FURNITURE SHOW - MAY 88

4 BUYERS RECRUITED - FOLLOWING UP ON SALES RESULTS.

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

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

QUARTER: 3 IIDEX Show - Toronto

Recruited 16 commercial interior designers and architects to attend IIDEX Show. Organized factory and showroom tours to 7 Canadian office furniture manufacturers.

QUARTER: 4 1. TORONTO FOOTWEAR EXPOSITION
2. MONTREAL WOMEN'S WEAR SHOW
3. N.E.B.S. CONSUMER4 PRODUCTS MISSION

SEATTLE PROVIDED GOOD POTENTIAL BUYERS TO BOTH SHOWS IN CANADA AND BUSINESS IS PROJECTED IN EXCESS OF \$ 1.2 MILLION. 25 NEW EXPORTERS VISITED THE SEATTLE POST FROM ALBERTA.

REPORT 4
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :611-SEATTLE

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INTRODUCTION OF CANADIAN BUILDING SUPPLY EXPERTISE TO TERRITORY.

SIX COMPANIES INCREASE THEIR PENETRATION INTO THE NW MARKET.

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

SIX COMPANIES TO ENHANCE OR ESTABLISH THEIR MARKET POSITION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :611-SEATTLE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

PROMOTION OF DEFENCE/AEROSPACE OPPORTUNITIES.

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

ELECTRONICS COMPANIES NEBS TO NORTHCON 88, SEATTLE.

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 Northcon 88 - 04-06 Oct 88

22 British Columbia & Alberta companies partici-
pated in an electronic N.E.B.S. & visited North-
con on the following day. Post had an informa-
tion booth in trade show.

QUARTER: 4 -----

611 - SEATTLE

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ADVANCED TECH. PROD. & SERV ALL SUB-SECTORS
CONTINUATION OF CORPORATE LIAISON ACTIVITIES WHICH FOCUS ON THIS
SECTOR.

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

DEFENCE PROGRAMS, PRODUCTS, SERV AEROSPACE & MARINE
FOLLOW UP ON TECHNOLOGY TRANSFER SEMINAR FOR MARINE PRODUCTS.

TWO PROSPECTS TO BE IDENTIFIED.

NON SECTORALLY ORIENTED ACTIVITIES

CORPORATE LIAISON CALLS ON TEN COMPANIES.

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

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

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

REPORT #5
89/10/06

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

611 - SEATTLE

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

CORPORATE LIAISON CALL ON TEKTRONIK.

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

QUARTER : 2

QUARTER : 3

QUARTER : 4

POST :612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

AEROSPACE & MARINE

WORKING WITH NAVY & ASD WKG. GRP. & ADATS SUBCOMMITTEE TO IDENTIFY JOINT DEVELOPMENT OPPORTUNITIES.

INCREASED R&D PROJECTS LEADING TO EXPORT SALES, \$70 MILLION.

ENCOURAGE CAPABLE CDN FIRMS TO COMPETE IN THIS MARKET THROUGH INDIVIDUAL COUNSELLING, GROUP SEMINARS, HI-TECH CONFERENCE, ETC.

INCREASED EXPORT SALES, \$25 MILLION

MONITOR DEVELOPMENTS IN CONGRESS AND DOD AFFECTING CDN ACCESS TO US DEFENCE MARKET AND ATTEMPT TO ENSURE THAT CDN INTERESTS ARE ADEQUATELY CATERED

CONTINUED ACCESS TO US DEFENCE MARKET.

SERIES OF INDUSTRY PRESENTATIONS AT EMBASSY. (ONE OR MORE COMPANIES PER BRIEFING).

R&D CONTRACTS AND INCREASED SALES, VALUE \$14 MILLION.

COMPREHENSIVE INVESTIGATION OF SPACE-RELATED R&D AND PROCUREMENT OPPORTUNITIES WITH NASA, DARPA & US AIR FORCE.

INCREASED R&D CONTRACTS AND SALES, VALUE \$70 MILLION.

ARMAMENTS & VEHICLES

ESTABLISHMENT OF NEW DDSA WORKING GROUPS WITH MICOM, ARDEC, CRDC & BELVOIR RD CENTER.

INCREASED DDSA PROJECTS LEADING TO INCREASED SALES, VALUE \$70 MILLION.

CONTINUE TO WORK WITH MAJOR CANADIAN SUPPLIERS TO IDENTIFY AND SECURE MARKET ACCESS (EG. DIEMACO, BRISTOL, CANADAIR, CDC, GM, BOMBARDIER).

INCREASED SALES, \$300 MILLION.

FOLLOW UP TO PRECISION GUIDED MISSILE STUDY.

INCREASED SALES OF MISSILE COMPONENTS, \$250 MILLION.

SERIES OF INDIVIDUAL COMPANY PRESENTATIONS AT EMBASSY TO DOD OFFICIALS.

INCREASED SALES, \$65 MILLION.

ELECTRICAL & ELECTRONIC

COMPLETION OF SEVERAL MAJOR ONGOING DDSA PROJECTS IN THIS AREA AND SIGNING UP OF ADDITIONAL NEW PROJECTS.

SIGNIFICANT EXPORT SALES, \$45 MILLION.

ESTABLISHMENT OF NEW DDSA WORKING GROUP WITH NATICK.

INCREASE IN DDSA PROJECTS LEADING TO INCREASED SALES. \$12 MILLION.

INDIVIDUAL COMPANY REPRESENTATIONS TO DOD OFFICIALS AT EMBASSY.

- TO INTRODUCE CANADIAN COMPANIES TO KEY CONTACTS IN DOD.

- INCREASED SALES \$16 MILLION.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

INCREASED SALES, \$60 MILLION.

INVESTIGATION OF MARKET OPPORTUNITIES WITHIN DOD FOR CANADIAN
INFORMATICS COMPANIES.

INCREASED SALES, \$12 MILLION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

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

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

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

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

QUARTER: 3 Monitor, report and lobby against protectionist
legislation threatening defence trade. Monitor
and report on changes in defence procurement re-
gulations and procedures.

Provided reps of 5 Depts & 3 industry assoc. in
Ottawa with comprehensive briefings on upcoming
defence trade legislation, regulatory & admin. dev
of concern to Cda. Continued to track & report
on FY89 Def. Auth. & Appropriation Bills, Oakar

QUARTER: 4 1. Lobby protectionist def trade legislation, 2.
Help companies/Govt. re export controls/tech tran-
sfer issues, 3. Marketing assistance, 4. DDSA proj-
ects/DD/DPSA administration

1. Mtgs with 5 staffers; series of reports inc br-
iefing Ont Govt. 2. Various mtgs/reports 3. Present-
ations by PCI, Securplex, participation in Navy L.
& R. Officers Assoc shows; lobbied DOD to save
IRSTD funds/Matrox contract. 5 2 WG mtgs/Pints.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
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005-ADVANCED TECH. PROD. & SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

10 NEW FIRMS COMMITTED TO MARKETING IN THIS AREA.

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

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

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

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

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

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

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

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

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

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

ALL SUB-SECTORS

POST TO UPDATE AND FURTHER DEVELOP ITS COMPUTERIZED MANAGEMENT SYSTEM

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

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

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

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
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005-ADVANCED TECH. PROD. & SERV
UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 3 Continuing to advise Cdn firms on procedures and opportunities in selling to U.S. Federal Govt. Providing mkt info and sourcing assistance to Cdn industry (Mid-Atlantic private sector).

Hosted reception for 150 prospects of 17 Cdn exhibitors at Federal Computer Conf. Assisted in show logistics & promote Cdn capability at show info booth. Provided detailed info to 19 other coys(non-FCC)interested in selling to U.S.Fed.Gt

QUARTER: 4 Participated with an information booth at Comnet '89.

Distributed some 300 pcs.Gov.Sectorial Lit. as well literature from 40 cos.Made 25 contacts with equipment users interested in sourcing product from Canadian manufacturers.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
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POST :612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ESTABLISH A DATABASE OF PRODUCT-SPECIFIC DISTRIBUTORS IN FOOD SECTOR.	ANTICIPATED RESULTS: PROVIDE RELIABLE PRODUCT MATCHING INFORMATION FOR CANADIAN PRODUCERS.
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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTER: 1 EXPAND & UPDATE LISTS OF DEALERS, IMPORTERS, DISTRIBUTORS, MFURERS REPS IN MEAT PRODUCTS, PROCESSED FOODS & AGRICULTURAL MACHINERY SUBSECTORS. CONTINUING ASSISTANCE, ESPECIALLY TO NEW EXPORTERS IN OVERCOMING NON-TARRIFF BARRIERS. QUARTER: 2 Ongoing export promotion, utilizing recently expanded network of Post industry contacts in key subsectors QUARTER: 3 Ongoing export promotion utilizing recently expanded network of Post industry contacts in key subsectors. QUARTER: 4 Liaison with Extott, CGEC, and participating cos to coordinate national stand and information booth at regional foodservice show. Post provided briefing, contact lists and market data, and arranged appointments with buyers.	QUARTERLY RESULTS REPORTED: PURCHASED COMPUTERIZED FOOD TRADE LISTS FOR POST TERRITORY & ESTABLISHED NEW CONTACTS AT PENN FOOD MERCHANTS SHOW IN PITTSBURGH. ASSISTED 14 COMPANIES WITH ADVICE FROM U.S. FDA ON FOOD LABELLING. Counsellor 18 food producers on regional mkt oppor., promoted Food Pacific 88 by direct mail to 300 regional buyers; on-site presence at important agricultural machinery show in PA Monitored 3 reg food shows to expand Post contacts; provided 18 food cos with POC's for distribution of prod.; assisted NB Prov. Govt. potato promotion; provided POC's at USDA, DOC & area distributors to Quebec Prov. Govt. (NY); dev. profile \$12,000 on-site order; \$850,000 projected; distribution pending for 3 companies. All Cdn participants satisfied with results, exposure to new regional market, will support again in 1990.
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :612-WASHINGTON

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ESTABLISH A DATABASE OF PRODUCT-SPECIFIC APPAREL RETAILERS, BUYERS IN TERRITORY, IE. SHOES, LINGERIE, MENSWEAR, FURS, ACCESSORIES, ETC.

ASSIST CANADIAN MANUFACTURERS TO PENETRATE MARKET THROUGH QUALIFIED CONTACTS.

ARRANGE BUYERS LUNCHEON/RECEPTION AND SHOWROOM FOR SELECTED LINES , ACCESSORIES

PROMOTE AND SHOWCASE CANADIAN REGIONAL DESIGNERS/MANUFACTURERS

FURNITURE & APPLIANCES

CONTACT TERRITORY FURNITURE REPS TO DETERMINE THEIR POTENTIAL INTEREST/CAPABILITY TO HANDLE CANADIAN LINES.

ASSIST CANADIAN MANUFACTURERS TO PENETRATE MARKET AND PROMOTE PRODUCTS

ESTABLISH COMPUTERIZED DATABASE OF TERRITORY FURNITURE REPRESENTATIVES QUALIFIED/ABLE TO HANDLE CANADIAN LINES.

INCREASE NUMBER OF REPRESENTATIVES IN TERRITORY ABLE TO PROMOTE AND GENERATE SALES FOR CANADIAN MANUFACTURERS.

ARRANGE POST-INITIATED INCOMING FACTORY TOUR FOR TERRITORY AGENTS /DISTRIBUTORS

INCREASE AWARENESS OF CANADIAN PRODUCT AND POTENTIAL FOR EXPANDED SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 EXTEND CONTACT LISTS OF SECTOR-SPECIFIC RETAILERS, REPS, ETC, IE APPAREL; ASSIST TERRITORY BUYERS IN IDENTIFYING CDN FURNITURE SUPPLIERS.

PURCHASED APPAREL DIRECTORIES & DEvised BUYER PROFILE QUESTIONNAIRE FOR PURPOSE OF ESTABLISHING DATABASE ON CDN INDUSTRY PRESENCE IN POST MARKETPLACE(MAILING NEXT QTER); RECRUITED 7 COS FOR MTL FURN.SHOW RESULTING IN 6 BUYING CONNECT-

QUARTER: 1 PROVIDING MARKET INFO TO CDN INDUSTRY; FURNISHING REGULATORY/CUSTOMS ASSISTANCE AS REQUIRED.

BRIEFED FURNITURE INDUSTRY PARTICIPANTS ON MITT NEBS MISSION RE. U.S.COUNTRY OF ORIGIN MARKING REGS.

QUARTER: 2 Providing mkt info to Cdn industry; furnishing regulatory/customs assistance as required

Notified EXTOTT of pending GDA proced. for perishable sampling & persuaded FDA to ppone implem of this proced. for 30 days to permit Cdn export concerns re NTB to be resolved; assisted 18 co. with advice on food labeling

QUARTER: 3 Providing mkt info to Cdn industry on new regulations & regulatory trends; furnishing assistance re. U.S. Customs requirements.

Assisted 35 Cdn firms with Federal regulatory requirements of U.S. Customs, EPA, Fed. Communications Commission.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
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POST :612-WASHINGTON

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 4 (1) Toronto Furniture Market, Jan 1989.
- (2) Leathermark Mission, (apparel) Tor. Feb 1989
- (3) East-South Show (foodservice) WSHDC Mar 1989
- National Stand;(4) CIWS, (apparel) Mt1, Mar 1989
- (5) Festival of Fashion, Tor, Mar 1989.

- (1) \$20,000 on-site sales
- (2) \$56,000 on-site sales
- (3) \$12,000 on-site order; \$850,000 projected
- (4) \$52,000 on-site sales
- (5) Pending

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

POST :612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Continuing detailed assistance to industry to ensure U.S. regulatory compliance

Assisted 3 firms with medical device FDA approval procedures, and 2 firms with OTC drug issues

QUARTER: 3 Continuing detailed assistance to industry to ensure U.S. regulatory compliance.

Assisted 5 companies with procedures for U.S. Food & Drug Admin pre-market approval and device review. Made contact for Cdn Aids education video within U.S. Public Health Service

QUARTER: 4 -----

REPORT #5
89/10/06

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

612 - WASHINGTON

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

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COVER A NUMBER OF ELECTRONICS/INSTRUMENTATION TRADE SHOWS TO IDENTIFY MAJOR SUPPLIERS AND DEVELOP EXPANSION PLAN/MARKET INTEREST PROFILES

IDENTIFY GOOD PROSPECTS & FOLLOW-UP WITH INVESTMENT INFORMATION. ADVISE HEADQUARTERS AND ESTABLISH LIAISON LINES AS APPROPRIATE

INDUSTRIAL MACHIN, PLANTS, SERV.

MANUFACT & MATERIAL PLANT, EQP.

THROUGH CORPORATE LIAISON CALLS ON TERRITORY FIRMS HAVING KNOWN EXPORT BUSINESS IN CDA., POST WILL ENCOURAGE THE ESTABLISHMENT OR EXPANSION OF SUBSIDIARY OPERATIONS AND/OR THE ADDITION OF CANADIAN CONTENT TO MARKETING EFFORTS IN CANADA.

ESTABLISH A DIALOGUE WITH A NUMBER OF TERRITORY CORPORATIONS WITH EXPANSION POTENTIAL

NON SECTORALLY ORIENTED ACTIVITIES

CONTINUE PROGRAM OF EDUCATION & INFORMATION DIRECTED AT INVESTMENT "INFLUENCERS" SUCH AS INT'L BANKERS, PORTFOLIO MANAGERS, INVESTMENT BROKERS AND ANALYSTS, INTERNATIONAL LAWYERS, ETC.

INFLUENCE INVESTORS THROUGH THEIR PRINCIPAL ADVISERS

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UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

CORPORATE LIAISON VISITS AIMED AT ENCOURAGING
NES INVESTMENT IN CANADA.
SERVICING OF INVESTMENT ENQUIRIES FROM TERRITORY

FIVE COMPLETED.
21 SERIOUS AND 25 GENERAL INVESTMENT ENQUIRIES
WERE DEALT WITH;RESULTS PENDING.

QUARTER : 2

Servicing of investment enquiries from territory

20 serious and 35 general investment enquiries
were dealt with; results pending

QUARTER : 3

Servicing of investment enquiries from territory
Post-FTA promotional mailout to IDP contacts in
territory.
Co-sponsorship of major FTA/investment seminar
in Philadelphia, November 2

7 serious & 10 general investment enquiries were
dealt with;results pending.
118 businesspersons in attendance;three Provin-
ces participated;follow-up letter encouraged
further investment consideration.

QUARTER : 4

Organized and co-sponsored major business semina
rs in two Virginia locations (Richmond, Arling-
ton) Mar 1-2. Combined audience of 240 heard spe
akers from InvestCan and the Provinces (Hon. B.
Andrew/Sask) extoll virtues of establishing
north of the border; investment literature dis-
tributed.

reported on

Five speaking engagements were conducted to busi
ness audiences in territory which promoted an
investing in Canada message

Two personalized corporate liaison calls on Fort
une 500 firms in territory were undertaken and

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

POST :612-WASHINGTON

Liaison and visits with Assn of Biotechnology Companies prior to participation by Cdn delegation at annual meeting. Arranged attendance by ABC Board of Directors at roundtable meeting and hospitality functions on behalf of Cdn delegates. Attended roundtable and ABC hospitality functions, staffed information booth and reported on positive results from Cdn govt and industry participation in this advanced medical technology and healthcare sector. Organized US speakers and made presentations in Cdn Export Assn seminars across Canada on US fed govt. Coordinated education, hospitality, and booth presence for Canadian participants in Federal Office Systems Expo 9/3/89. Participation as Embassy observer at US/Cda bilateral discussions on FTA tariff reduction acceleration. On short notice, coordinated three city visit program for Otawa-based architectural consultants; calls were designed to lay groundwork for subsequent arch services mission from Cda in April. Five TID speaking engagements accepted in territory. Embassy's Commercial Section relocated to new facilities which resulted in short-term disruption of program operations.

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

POST :706-WASHINGTON, OAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :706-WASHINGTON, OAS

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

P
PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

??????

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

FIVE NEW FIRMS COMMITTED TO MARKETING IN THIS
AREAS.

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

TWO FIRMS TO MAKE TOTAL \$200,000 IN SALES.

MONITOR DEVELOPMENTS IN FEDERAL GOVERNMENT COMMUNICATIONS PROCURE
MENT POLICY & PROJECTS, ADVISE CDN INDUSTRY OF SIGNIFICANT
CHANGES, AND ENSURE U.S. OFFICIALS AWARE OF CDN INTERESTS.

CDN GOVERNMENT & INDUSTRY AWARE OF MARKET
ENVIRONMENT & ARE NOT ADVERSELY AFFECTED BY
PROTECTIONIST MEASURES.

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

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

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

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

PRODUCE ANALYSIS OF MARKET OPPORTUNITIES CREATED BY MAJOR PRO-
JECTS TO BE CONDUCTED BY NASA (SPACE STATION) & DEPT. OF COMMERCE
(SATELLITE-BASED WEATHER PROGRAM & REMOTE-SENSING FOR VARIOUS
USES).

CDN INDUSTRY PROVIDED WITH ACCURATE & IN-
DEPTH INFORMATION AS TO NEW MARKETS
AVAILABLE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :706-WASHINGTON, OAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

UPDATE OF AFRICAN RAILWAY OPPORTUNITIES.

RAISE AWARENESS OF IFI OPPORTUNITIES.

DETAILED STUDY OF CHINA RAIL OPPORTUNITIES.

DETERMINE WHY CANADA HAS NOT SUCCEEDED IN THIS MARKET AS IT COULD/SHOULD.

PRESENTATION IN CANADA OF IFI OPPORTUNITIES TO CANADIAN RAIL SECTOR.

RAISE AWARENESS OF IFI OPPORTUNITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :706-WASHINGTON, OAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

IMPORT AND EXPORT ADMINISTRATION OF EXPORT OF FISH MADE AVAILABLE
BY AMERICAN/US AT MISSION TO THIS SECTOR.

PROVIDE TECHNICAL ASSISTANCE AND TRAINING ON OPPORTUNITIES WITHIN FISH
INDUSTRY IN ORDER TO IMPROVE PRODUCTION.

CONDUCT RESEARCH ON MARKET OPPORTUNITIES CREATED BY NAFTA AND
OTHER TRADE AGREEMENTS BY WHICH (EXPORT STATISTICS) SUPPORT OF COMMERCE
DEPARTMENT'S TRADE RELATIONS PROGRAM & BENEFIT-SEEKING FOR VARIOUS
SECTORS.

COR COMMUNICATIONS TRAINING WILL BE PROVIDED
TO THE CONTRACTS IN ORDER TO IMPROVE QUALITY OF
THEir WORK AND TO IMPROVE THEIR TIME MANAGEMENT.

NO NEW FIRMS PROVIDED WITH LOGS/STIC - RETURN
FOR THE YEAR TO DATE AND OF ALL
OPPORTUNITIES.

CON INDUSTRIES PROVIDED WITH ACCURATE & IN-
DEPTH INFORMATION AS TO NEW MARKETS
AVAILABLE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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