

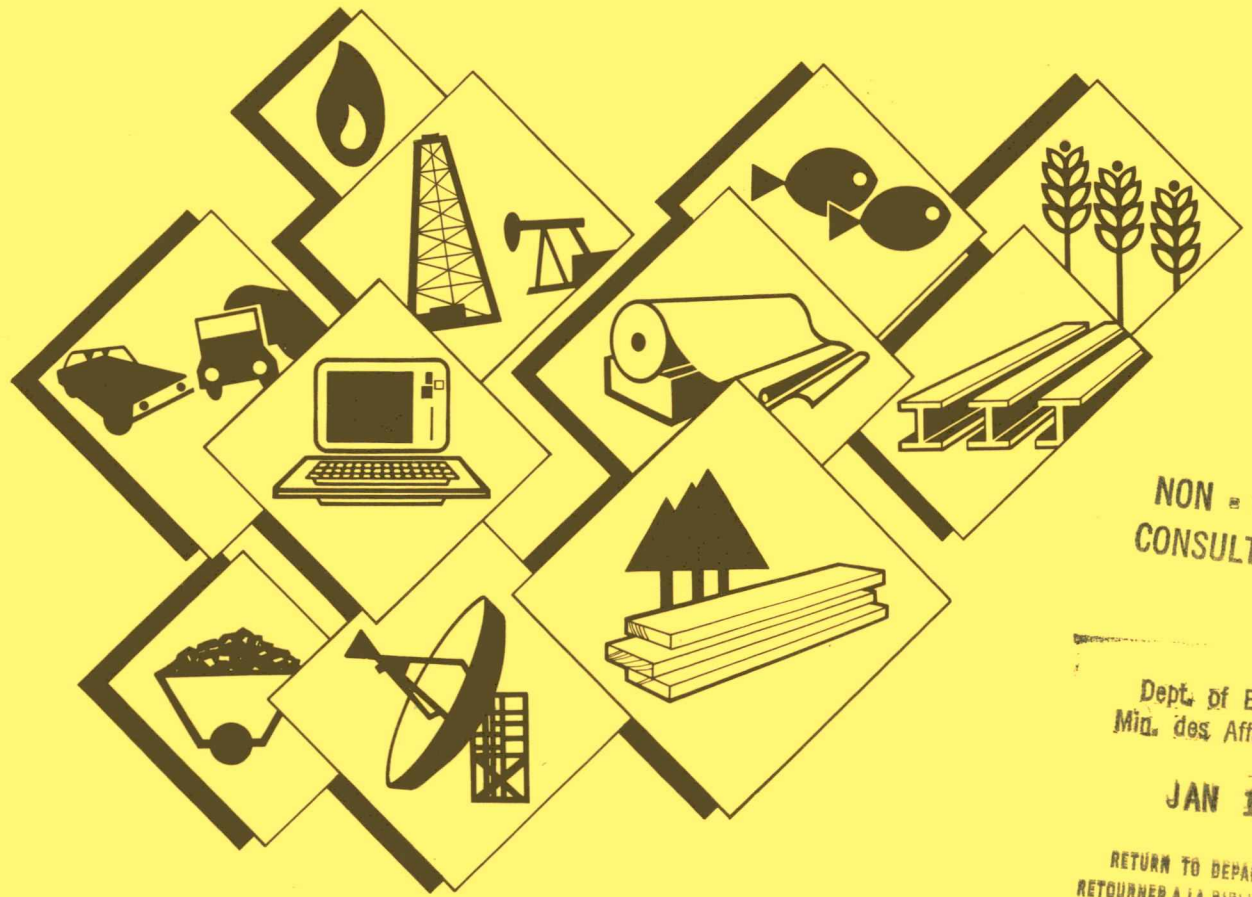
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External Affairs / Affaires extérieures
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**TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM
PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE**

**QUARTERLY ACTIVITY REPORT
RAPPORT TRIMESTRIEL DES ACTIVITÉS**

**UNITED STATES
ÉTATS - UNIS**



NON - CIRCULATING
CONSULTER SUR PLACE

Dept. of External Affairs
Min. des Affaires extérieures

JAN 14 1988

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APRIL - JUNE 1987
(1st QUARTER FY 1987-88)
AVRIL - JUIN 1987
(1er TRIMESTRE, AF 1987-88)



TO/À • GGB, FGB, RGB, LGB, UGB

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SUBJECT •
SUJET • QUARTERLY ACTIVITY REPORT

Security/Sécurité
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File/Dossier
Date
7 October 1987
Number/Numéro
TPP-0438

ENCLOSURES
ANNEXES

DISTRIBUTION

In the Department's continuing efforts to improve the management of the Export and Investment Promotion Program, I am pleased to see that we are now able, in this Quarterly Trade Tracking Report, to display the progress being made by posts in the execution of the planned activities as outlined in the export and investment promotion plans submitted by each post last fall. This review of progress will improve our ability to keep abreast of developments in your posts in a more disciplined fashion. This report will enable you and your officers to monitor the progress of program implementation in your posts by comparing planned activities in priority sectors with quarterly activity highlights and results. It joins the Quarterly Results and Activity Report which has been, and will continue to be sent to you.

On the whole I am pleased with the quality of the progress reports submitted by the posts. Some missions have taken particular care to set out precise activity statements in their plans which have made their quarterly activity and results summaries in this report very effective program evaluation tools. I would hope that those posts who have not yet indicated a commencement of their planned activities will be more forthcoming in their next report.

Our ability to continue to defend and build upon our current level of trade and investment resources abroad will be increasingly dependent upon the reliability of information your posts provide to identify their activities, workload and results which the tracking system was designed in part to accomplish.


G.E. Shannon
Deputy Minister
International Trade

TO/À • GGB, FGB, RGB, LGB, UGB

FROM/DE • DMT

REFERENCE •
RÉFÉRENCE

SUBJECT •
SUJET • RAPPORT TRIMESTRIEL SUR LES ACTIVITÉS

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ENCLOSURES
ANNEXES

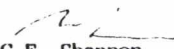
DISTRIBUTION

Je suis heureux de constater que, dans le cadre des efforts que le Ministère ne cesse de déployer pour améliorer la gestion du Programme de promotion des exportations et des investissements, nous sommes maintenant en mesure, dans le présent rapport trimestriel sur les activités et les résultats, d'indiquer les progrès accomplis par chacune des missions dans la réalisation des activités prévues dans les plans de promotion des exportations et des investissements qu'elles ont présentés l'automne dernier. En raison de cet examen des progrès, nous serons mieux en mesure de nous tenir au courant, de façon plus disciplinée, des développements qui surviennent dans vos missions. Grâce au rapport, vos agents et vous pourrez comparer les activités prévues dans les secteurs prioritaires aux activités qui se sont déroulées et aux résultats qui ont été obtenus au cours d'un trimestre et, par conséquent, surveiller les progrès réalisés en ce qui concerne la mise en oeuvre du programme dans vos missions. Ce rapport s'ajoute au Rapport trimestriel sur les activités et les résultats qui vous a été envoyé jusqu'ici et qui continuera de vous être transmis.

Dans l'ensemble, je suis satisfait de la qualité des rapports d'étape qu'ont présentés les missions. Certaines missions ont pris bien soin d'établir des énoncés d'activités précis dans leurs plans, ce qui fait des résumés trimestriels sur les activités et les résultats que renferme le rapport susmentionné des outils très efficaces d'évaluation du programme. J'ose espérer que les missions qui n'ont pas encore signalé avoir entrepris les activités qu'elles avaient prévues se montreront plus communicatives dans leur prochain rapport.

Notre aptitude à continuer de maintenir et d'accroître notre niveau actuel de ressources en matière de commerce et d'investissements à l'étranger reposera de plus en plus sur la qualité des renseignements que vos missions nous transmettent pour déterminer les activités, la charge de travail et les résultats pour lequel le système de suivi a, en partie, été mis sur pied.

Le sous-ministre
du Commerce extérieur,


G.E. Shannon

43-247-492 (C-7)
43-247-492 (P)

AVIS IMPORTANT

Nous avons voulu donner à ce nouveau rapport une présentation qui soit aussi lisible que possible et rectifier quelques irrégularités et problèmes liés à l'entrée des données et aux réponses présentées par les missions, ce qui a retardé la publication de la première édition.

Vous remarquerez que dans les pages suivantes, nombre de sections devant contenir les données des missions ont été laissées en blanc. C'est parce que celles-ci n'ont pas fait rapport de leurs activités trimestrielles dans les secteurs qu'elles ont identifiés dans leur plan comme étant des secteurs prioritaires (voir page 30 du Guide et les instructions sur le formulaire 'Rapport des activités et des résultats', sous la rubrique "Activités de promotion des exportations"). Autrement dit, le système est programmé uniquement pour comparer les activités et les résultats trimestriels avec les activités prioritaires énoncées dans le plan annuel de la mission. Un certain nombre de missions ont présenté des rapports d'activités trimestrielles pour des secteurs autres que ceux qui ont été identifiés dans leur plan annuel, de sorte qu'il devient impossible à leur Direction générale de surveiller les activités prioritaires planifiées pour la période.

Pour ce premier rapport seulement, nous avons présenté, dans la section 2, les activités réelles dont ont fait rapport les missions, contrairement aux instructions, afin d'indiquer qu'elles ont effectivement présenté des rapports d'activités trimestrielles.

La section "Activités spéciales dans le cadre du Programme de promotion des exportations et des investissements", telle que présentée par les missions dans leur rapport des activités et des résultats, figurera dans les éditions ultérieures. En outre, celles-ci seront publiées dans les 30 jours qui suivent la date limite de présentation des rapports trimestriels par les missions.

IMPORTANT NOTICE

The first edition of this new report has been delayed by efforts to configure the report in as readable a format as possible and to deal with some anomalies and teething problems associated with mission responses and data entry.

Readers will note that many of the sections for post inputs on the following pages are blank. This is a result of missions not providing quarterly activities on the sectors they identified in their plans as being their post priorities (see guide page 30; see Tracking report form instructions under "Export Promotion Activities). Put another way, the system is programmed only to compare quarterly activities and results with priority activities outlined in the post annual Plan. A number of posts provided quarterly activities statements for sectors other than those they identified in their annual plan, thereby making it impossible for their bureaux to monitor their intended priority activities.

For this first report only, the actual activities reported by posts who did not conform to instructions have been included as section 2 as an indication that those posts in fact submitted quarterly activity reports.

Future editions of this report will also include "Special Activities in Export and Investment Promotion Program" as submitted by posts in their quarterly tracking reports. As well future editions will be published within thirty days of the cut off date for the submission of quarterly reports by missions.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
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

IDENTIFY MILITARY COMMANDS WITH SIGNIFICANT OPPORTUNITIES FOR
PROCUREMENT AND R & R ACTIVITY AND OBTAIN VISIT CLEARANCES.

FOLLOW-UP ON MARTIN-MARIETTA PROCUREMENT MISSION TO CANADA.

FOLLOW-UP ON MINE COUNTERMEASURES MISSION FROM CANADA TO US NAVY
MINE WARFARE COMMAND.

UPDATE AND EXPAND LIST OF CONTACTS IN MILITARY COMMANDS, DEFENSE
PRIME AND SUB CONTRACTORS.

PREPARE DIRECTORY OF MARKETING REPRESENTATIVES FOR DEFENSE
COMPONENTS.

IDENTIFY MOST PROMISING DEFENSE SUBSECTORS AND ORGANIZE NTS OR
PEMD FUNDED MISSION OF CANADIAN SUPPLIERS.

FACILITATE ACCESS TO MILITARY INSTALLATIONS
TO IDENTIFY MARKET OPPORTUNITIES.

INSURE THAT CANADIAN COMPANIES RECEIVE RFQS
ON MARTIN-MARIETTA REQUIREMENTS.

ARRANGE FOLLW-UP VISITS FOR CANADIAN
SUPPLIERS AS REQUIRED.

INCREASE INFORMATION ON MARKET OPPORTUNITIES
AND IMPROVE ACCESS FOR CANADIAN EXPORTERS.

IMPROVE ABILITIES TO RESPOND TO INQUIRIES FM
CDN COMPANIES. INCREASE NUMBER OF EXPORTERS
REPRESENTED IN TERRITORY.

DEVELOP SUBCONTRACT OPPORTUNITIES FOR
CANADIAN SUPPLIERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A. IDENTIFY SIGN. MILITARY COMMANDS IN TERRITORY
AND ESTABLISH CONTACTS. B. FOLLOW-UP ON MARTIN-
MARIETTA MISSION. C. IDENTIFY PROMISING SECTORS
FOR INCOMING MISSIONS.

A. VISITED 8 MILITARY COMMANDS, WORKING WITH CDN
CO. ON POTENTIAL \$10MN SALE. B. TWO NEW M-M BUY-
ING MISSIONS ARRANGED, QUARTERLY SALES \$3.5MN TO
M-M. C. DEVELOPING PLANS FOR 3 INCOMING MISSIONS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 619-ATLANTA

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 IMPLEMENT CANADIAN PARTICIPATION IN COMDEX
SPRING '87.

ON-SITE SALES \$143,000, 12-MONTH PROJECTED
SALES \$51.7 MILLION.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
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	
	FOLLOW-UP ON TWO BUILDING MATERIALS SHOWS HELD IN TERRITORY DURING PREVIOUS YEARS.	INSURE THAT CANADIAN COMPANIES OBTAIN SUITABLE REPRESENTATION IN THE TERRITORY.
	DEVELOP CURRENT INFORMATION ON BUILDING MATERIAL AGENTS AND DISTRIBUTORS IN TERRITORY.	OBTAIN REPRESENTATION IN TERRITORY FOR AT LEAST TEN NEW CANADIAN EXPORTERS OF BUILDING MATERIALS.
	ORGANIZE PARTICIPATION BY SIX CANADIAN BUILDING PRODUCTS SUPPLIERS IN TWO PIPP-FUNDED TRADE SHOWS.	OBTAIN REPRESENTATION AND INCREASE EXPORTS OF CANADIAN SUPPLIERS.
	UPGRADE QUANTITY AND QUALITY OF CANADIAN SUPPLIERS AND REGIONAL CONTACTS (COMPANIES, AGENTS, REPRESENTATIVES, DISTRIBUTORS, ETC.) ON WIN EXPORT.	INCORPORATE ONE THOUSAND CONTACTS (FIRMS) ON WIN EXPORT.

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

REPORT 4
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
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POST : 619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

TRAVEL TO VISIT POTENTIAL USERS, DISTRIBUTORS, AGENTS AND GOVERN-
MENT CONTACTS.

ENHANCED ACCEPTANCE OF CANADIAN PRODUCTS,
BETTER CONTACTS. BETTER APPRECIATION OF SALES
OBJECTIONS ETC.

EFFORTS TO DISCOVER HOW DISTRIBUTION CHANNEL WORK, IDENTIFY
LARGEST AND/OR BEST DISTRIBUTORS ETC.

NEW MARKETING METHODS FOR CANADIAN COMPANIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ORGANIZE AND IMPLEMENT CANADIAN PARTICIPATION IN
PUERTO RICO INDUSTRIAL SHOW.

CANADIAN PARTICIPANTS ESTABLISHED 4 NEW AGENTS,
ON-SITE SALES \$200,000, PROJECTED 12 MONTH SALES
\$1.5 MILLION. POST IDENTIFIED 102 NEW AGENTS
AND DISTRIBUTORS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
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POST 019-ATLANTA

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	UNDERTAKE LIMITED STUDY OF SALT FISH CONSUMPTION IN FLORIDA AND GEORGIA AREAS "HISPANIC" MARKET.	IDENTIFICATION OF NEW MARKET SEGMENT FOR CANADIAN SUPPLIER OF THIS PRODUCT.

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

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

POST : 619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

IN-STORE PROMOTION IN PUBLIX SUPER MARKETS, TAMPA, FLORIDA

IMPLEMENTATION OF AN IN-STORE PROMOTION (CANADA WEEK) IN JANUARY 1988 FOR MINIMUM ONE HUNDRED AND FORTY STORES IN THE CHAIN.

ARRANGE MEETINGS IN ATLANTA FOR SPECIALIST IN THE SEED AND TABLE STOCK POTATO SECTORS VISITING ATLANTA.

EXPAND KNOWLEDGE OF SPECIAL INTEREST, PROBLEMS IN TERRITORY.

TRAVEL TO ORLANDO TO A) VISIT THE UNITED FRESH FOOD AND VEGETABLE SHOW AND B) VISIT DISNEY WORLD AND EPCOT FOOD BUYERS.

IDENTIFY CDN EXHIBITORS FOR FUTURE PROJECTS, IDENTIFY DISTRIBUTORS, ESTABLISH PERSONAL CONTACT WITH BUYERS.

INCLUDE MORE PERTINENT INFORMATION REGARDING AGENTS, DISTRIBUTORS, MARKETS AND ACTIVITIES OF CANADIAN COMPANIES IN POST COMPUTER DATA BANK.

HAVE IMMEDIATE INFORMATION AVAILABLE FOR PLANNING AND MARKETING PURPOSES.

FLORIDA INTERNATIONAL FOOD SERVICE SHOW, OCTOBER, 1987.

INTRODUCE FOUR COMPANIES TO THE MARKET. SALES OF 1.5 MILLION (CDN) OVER TWELVE MONTHS.

CONTACT AND VISIT DAIRY/DAIRY CATTLE CONTACTS.

ESTABLISH PERSONAL CONTACTS. INTRODUCE FOUR NEW CANADIAN COMPANIES TO THE TERRITORY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A. DEVELOP CONCRETE PLANS FOR PUBLIC SUPER-MARKETS IN-STORE PROMOTION. B. PARTICIPATE IN PUERTO RICO FOOD AND EQUIPMENT EXPO.

A. DEFINED SCOPE OF PROMOTION, ESTABL. DEADLINES TO BE MET, DRAFTED CONTRACT FOR CONSULTANT.
B. INTRODUCED 10 COMPANIES TO MARKET, IDENTIFIED 10 NEW AGENTS, GENERATED \$1 MILLION SALES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT #5
87/10/13

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

page A

619 - ATLANTA
PLANNING:

UNITED STATES OF AMERICA
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
ENGAGE IN DIRECT MAILINGS & CORPORATE LIAISON VISITS WITH PHARM. AND
BIOTECH FIRMS HEADQUARTERED IN AREA, AND USE TRADE FAIRS AND MISSIONS
TO IDENTIFY INVESTMENT INTEREST.

GENERATE INVESTMENT INQUIRIES.

COMM. & INFORM. EQP. & SERV COMPUTERS, SOFTWARE & SYSTEMS
ENGAGE IN DIRECT MAILINGS AND CORPORATE LIAISON VISITS WITH COMPUTER
FIRMS HEADQUARTERED IN AREA, AND USE TRADE FAIRS AND MISSIONS TO
IDENTIFY INVESTMENT INTEREST.

GENERATE AND FOLLOW-UP ON INVESTMENT
INQUIRIES.

DEFENCE PROGRAMS, PRODUCTS, SERV ELECTRICAL & ELECTRONIC
ENGAGE IN DIRECT MAILINGS AND CORPORATE LIAISON VISITS WITH ELECTRONIC
FIRMS HEADQUARTERED IN AREA, AND USE TRADE FAIRS AND MISSIONS TO
IDENTIFY INVESTMENT INTEREST.

GENERATE INVESTMENT, JOINT VENTURE OR
TECHNOLOGY TRANSFER INQUIRIES.

ELECTRONICS EQUIP. & SERV ALL SUB-SECTORS
ENGAGE IN DIRECT MAILINGS AND CORPORATE LIAISON VISITS WITH ELECTRONIC
FIRMS HEADQUARTERED IN AREA, AND USE TRADE FAIRS AND MISSIONS TO
IDENTIFY INVESTMENT INTEREST.

TO INCREASE AWARENESS OF CANADA AS A PLACE
TO DO BUSINESS AND MAKE LONG-TERM, JOB-
CREATING INVESTMENTS IN ELECTRONICS
INDUSTRY.

NON SECTORALLY ORIENTED ACTIVITIES

TO INCREASE AWARENESS, IN THE IDENTIFIED SECTORS OF CANADA AS A PLACE
TO DO BUSINESS AND MAKE LONG-TERM, JOB-CREATING INVESTMENT.

GENERATE INVESTMENT INQUIRIES.

REPORT #5
87/10/13

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

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619 - ATLANTA
TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

CONTINUE DIRECT MAIL CAMPAIGN TO MANUFACTURING FIRMS HEADQUARTERED IN TERRITORY.
RECRUIT BUSINESS WRITERS TO PREPARE POSITIVE ARTICLES ON CANADIAN INVESTMENT CLIMATE.
REPORT ON RESULTS OF INVESTMENT CONSULTANT'S ACTIVITIES.
UNDERTAKE SERIES OF TECHNOLOGY INFLOW PROJECTS.
FOLLOW-UP ON PRIME INVESTMENT PROJECTS IDENTIFIED BY CONSULTANT.

LETTERS AND INVSTMT BROCHURES SENT TO 500 FIRMS IN SOUTH CAROLINA; FLORIDA MAILING IN PROCESS.
RECRUITED 2 WRITERS WHO WILL VISIT CDA & PREPARE 4 ARTICLES FOR LOCAL BUSINESS MAGAZINES.
REPORT PREPARED AND SENT.
REPORT ON PROJECTS PREPARED AND SENT.
FOLLOWED UP ON 36 PROSPECTS. TEN INVESTORS PLAN-
NING INVESTMENTS DURING NEXT 2 YEARS, VALUED AT \$7.2 MILLION AND CREATING 150 NEW JOBS.

QUARTER : 2

QUARTER : 3

QUARTER : 4

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
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POST : 601-BOSTON

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	EXPAND MARKET INTELLIGENCE OF NEW ENGLAND FIRMS PURCHASING THIS EXPERTISE ALONG WITH IDENTIFYING THE COMPETITION, BOTH DOMESTIC AND FOREIGN	EXPAND THE PARTICIPATION OF CANADIAN FIRMS IN THE NEW ENGLAND MARKET.
	PUBLISH NEWS BULLETIN ON THE ELECTRONIC INDUSTRY, MAJOR PROGRAMS, CONTRACT AWARDED AND ORGANIZATIONS INVOLVED.	ABILITY TO TARGET THEIR EXACT MARKET NICHE, ABILITY TO DIRECT THE MKTG FUNCTION AT SPECIFIC ELECTRONIC FIRMS AND NOT THE INDUSTRY AS A WHOLE.
	CONTACT LOCAL AGENTS AND MANUFACTURERS REPS. WITH LISTING OF CDN FIRMS LOOKING TO PENETRATE THE TERRITORY.	INCREASE THE NUMBER OF CDN FIRMS IN THE MARKETPLACE WITH QUALIFIED REPRESENTATION.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
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004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

REVITALIZE CDA/ESD WORKING GROUP

ADVISING CANADIAN COMPANIES OF CBD ACTIVITY IN REGION.

ANTICIPATED RESULTS:

ENHANCE R. & D. OPPORTUNITIES IN COMMUNICATIONS AND ELECTRONICS.

MORE BIDS FROM CANADIANS ON U.S. MILITARY CONTRACTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 HELD SEMI-ANNUAL CDA/ELECTRONIC SYSTEMS DIVISION WORKING GROUP MEETING.

QUARTER: 1 CANADA-U.S. SUBCONTRACTORS CONFERENCE MONTREAL, CANADA JUNE 16 - 17, 1987.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

POSSIBLE SHARED DEVELOPMENT PROJECTS IDENTIFIED.
-GROUNDWORK LAID FOR BRIEFINGS ON AIR TRAFFIC CONTROL.

17 BUYERS FROM 6 DEFENCE PRIME CONTRACTORS IN THE NEW ENGLAND TERRITORY VISITED CANADIAN MANUFACTURERS IN MONTREAL FOR THE PURPOSE OF EXPANDING THEIR VENDOR BASE.

REPORT 4
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	PREPARE CATALOGUE SHOW PRE-BUILT HOUSING.	EXPOSE CANADIAN PRODUCERS TO U. S. MARKET.
	PROMOTE BOSS SYSTEM TO CONSTRUCTION INDUSTRY.	EXPAND PENETRATION OF MARKET.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	-----	
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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016-INDUSTRIAL MACHIN, PLANTS, SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CONTACT LOCAL DISTRIBUTION OUTLETS/MANUFACTURERS REPS. WITH LISTINGS OF CANADIAN FIRMS INVOLVED WITH MATERIAL HANDLING PRODUCTS. REQUEST FEEDBACK ON WILLINGNESS TO FORM AN ASSOCIATION WITH A CAN. MANUFACTURER.

INCREASE CDN EXPOSURE TO THE N. E. MARKET-PLACE. INVITE CDN MFTRS TO N. E. TO MEET WITH THESE DISTRIBUTION OUTLETS.

PRIVATE CANADIAN EXPERTISE DIRECTLY TO THE LUMBER OUTLETS IN N. E. ALONG WITH THE SUPPLIERS OF THE LUMBER PRODUCTS.

HOPE TO INCREASE DIRECT PURCHASE TO THE CANADIAN MANUFACTURER OF FORK LIFT TRUCKS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

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QUARTER: 4 -----

REPORT 4
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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002-FISHERIES, SEA PRODUCTS & SERV.
UNITED STATES OF AMERICA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	SUPPORT BOSTON FISH SHOW BY MAKING SURE PARTICIPANTS ARE MEETING GOOD BUYERS DURING SHOW.	PARTICIPANTS MEET GOOD BUYERS.
	TRADE AND MARKET OVERVIEW MEETINGS WITH CANADIAN COMPANIES BASED IN NEW ENGLAND	UNDERSTANDING OF MARKETPLACE.
	KEEP CLOSER CONTACT WITH NEW ENGLAND INDUSTRY AND TO MAKE SURE OTTAWA IS APPRAISED OF ANY MOOD CHANGES IN LOCAL INDUSTRY.	UP-TO-DATE UNDERSTANDING OF MARKETPLACE.

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

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

PAGE : 13

POST : 601-BOSTON

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

KEEP MANUFACTURERS INFORMED ON BIDDING PROPOSALS FOR OFFICE FURNITURE.

NEW OPPORTUNITIES FOR CANADIAN MANUFACTURERS.

CONTACTING AGENTS AND DISTRIBUTORS WITH LISTING OF AVAILABLE CANADIAN LINES.

INCREASE CANADIAN PRESENCE IN THE MARKET UTILIZING AGENTS AND DISTRIBUTORS.

INFORM CANADIAN MANUFACTURERS OF NEW DESIGN TRENDS IN THE MARKET-PLACE FOR RESIDENTIAL FURNITURE.

CANADIAN MANUFACTURERS WILL BE ABLE TO BETTER ADAPT TO MARKET CONDITIONS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT #5
87/10/13

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

page A

601 - BOSTON
PLANNING:

UNITED STATES OF AMERICA
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV COMPUTERS, SOFTWARE & SYSTEMS
VISITS AND TARGETTED MAILINGS TO REGION'S HIGH-TECH INDUSTRIES
FOLLOWED BY SPECIFIC ONE-ON-ONE PRESENTATIONS MADE BY CANADIAN
COMPANIES TO U. S. A. COUNTERPARTS.

INFORMATION DISSEMINATION TO OVER 300 COS
PLUS VISITS TO SOME 30 COS FOLLOWED BY 8
ONE-ON-ONE PROMOTIONS.

EDUCATION, MEDICAL, HEALTH PROD HOSP. & MEDICAL EQUIP, INSTRUM.
IDENTIFY AND UNDERTAKE SELECTED MAILINGS TO OVER 150 NEW ENGLAND
MEDICAL TECHNOLOGY COMPANIES.

IDENTIFY TEN MOST LIKELY PROSPECTS FOR
INVESTMENT TO CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

WORK WITH REGION'S FINANCIAL AND INVESTMENT COMMUNITY TO MAKE THEM
AWARE OF CANADIAN ECONOMIC CIRCUMSTANCES AND SPECIFIC INVESTMENT
OPPORTUNITIES.

DISTRIBUTION OF PERTINENT INFORMATION TO
MANY MANAGERS AND SPECIFICALLY IDENTIFY
VENTURE CAPITALISTS WILLING TO GO TO
CANADA.

ASSIST INVESTMENT DEVELOPMENT PROGRAMS INITIATED ON A REGULAR BASIS BY
QUEBEC, ONTARIO AND MARITIMES.

HELP ORGANIZE AND PARTICIPATE IN 4
REGIONALLY SPECIFIC INVESTMENT EVENTS.

REPORT #5
87/10/13

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

page B

601 - BOSTON
TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

PARTICIPATION IN SEMINAR IN AUGUSTA, ME
JUNE 10, 1987 TO DISCUSS FREE TRADE AND
INVESTMENT OPPORTUNITIES. PARTICIPATION
IN NEW HAMPSHIRE TRADE EXPO IN MANCHESTER
MAY 19, 1987 WITH PRESENTATION AND LITERATURE
ON INVESTMENT OPPORTUNITIES PRECEDED BY PRESS
ANNOUNCEMENT ON INVESTMENT/TRADE THEME IN
N. H. PRESS.

30-35 CONTACTS MADE WITH MAINE COMPANIES, ONE
OF WHICH IS SERIOUS INVESTMENT PROSPECT.
30 CONTACTS MADE WITH LOCAL COMPANIES. TWO
POTENTIAL INVESTMENT PROSPECTS.

QUARTER : 2

QUARTER : 3

QUARTER : 4

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 613-BUFFALO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

THROUGH THE INCREASINGLY POPULAR NEB PROGRAM JOINTLY SPONSORED BETWEEN BUFFALO AND THE PROVINCES OF ONTARIO AND QUEBEC IDENTIFY NEW AND POTENTIAL PROCESSED FOOD EXPORTERS.

OBTAIN UP TO DATE LISTING OF ALL FOOD BUYERS IN 5 MAJOR GROCERY CHAINS.

UPDATE UPSTATE NEW YORK FOOD MARKET PROFILE.

A MINIMUM OF 10 NEW EXPORTERS INTO THE TERRITORY AND AT LEAST \$1-2 MILLION INCREMENTAL SALES.

PROVIDE MORE ACCURATE & BROADER RANGE OF BUSINESS CONTACTS FOR UP TO 300 NEW EXPORTERS EXPECTED TO VISIT THE POST TERRITORY IN NEXT 12 MONTH.

EXPANSION & UPDATING OF EXPORTERS INFORMATION VIS-A-VIS INFORMATION ON LABELLING, FDA APPROVALS ETC. ENABLING EXPORTERS TO BETTER MEET MARKET ACCEPTANCE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
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POST : 613-BUFFALO

010-MINE, METAL, MINERAL PROD & SRV
UNITED STATES OF AMERICA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	METALS, PRIMARY & FABRICATED	
	ARRANGING KODAK INTERVIEWS IN CANADA. REF: CDN SUPPLY CAPABILITIES	\$10 - 50 MILLION OF NEW EXPORTS.
	HAD DEFENCE MISSION TO G. E. SYRACUSE 06/86. NEXT, WE HOPE TO ASSIST G. E. TO INCREASE SIGNIFICANTLY ITS SOURCING IN CANADA (NEW STRATEGY).	\$2 - 10 MILLION OF NEW BUSINESS.
	VISIT ONE OR TWO OTHER MAJOR UPSTATE CORPORATIONS TO TRY TO GET THEM TO SOURCE IN CANADA.	\$1 - 2 MILLION.

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

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 613-BUFFALO

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



REPORT #5
87/10/13

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

page A

613 - BUFFALO
PLANNING:

UNITED STATES OF AMERICA
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

MULTIPLE SECTORS ALL SUB-SECTORS
FOLLOW UP ON PENDING INQUIRIES FROM ALL SECTORS AND NEW ONES TO COME.

4-5 UPSTATE NEW YORK FIRMS TO LOCATE IN
CANADA OR EXPAND THEIR CANADIAN PLANTS.

NON SECTORALLY ORIENTED ACTIVITIES

HOLD INVESTMENT SEMINARS (AT LEAST 3).

FOLLOW-UP BY THOSE U.S. COMPANIES INDICAT-
ING EARNEST AND SERIOUS INFORMATION ON
INVESTMENT OPPORTUNITIES IN CANADA.

LUNCHEON FOR AT LEAST 12 CEO'S AND POLITICIANS IN JAMESTOWN APRIL 87
TO EXPLAIN THE INVESTMENT CLIMATE IN CANADA.

AT LEAST 25% OF THE CEO'S TO BE VISITED
AND HOLD DISCUSSION ON SPECIFIC SECTORIAL
INVESTMENT OPPORTUNITIES.

HOST A "DOING BUSINESS IN CANADA" SEMINAR AND BUSINESS LUNCHEON.
OCTOBER 87.

GENERATE INVESTMENT PROSPECTS ESPECIALLY
IN THE BUFFALO AND BINGHAMPTON AREAS.

REPORT #5
87/10/13

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

page B

613 - BUFFALO
TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

JAMESTOWN INVESTMENT LUNCHEON.

POSTPONED DUE TO LACK OF TIME (COMMERCIAL DIVISION HAD A PERSONNEL CUT OF 20%, I. E. 1 OFFICER AND 1 SECRETARY). RESULTS: TWO FIRMS WHO HAD ATTENDED OUR BUFFALO INVESTMENT SEMINAR ESTABLISHED OFFICES IN CANADA AND A ROCHESTER FIRM STARTED A SMALL METAL MANUFACTURING JOINT VENTURE IN FORT ERIE.

QUARTER : 2

QUARTER : 3

QUARTER : 4

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 602-CHICAGO

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

LEISURE PROD. TOOLS HARDWARE

DEVELOP MARKET DISTRIBUTOR GUIDEBOOK FOR SPECIFIC HARDWARE PROD.

7 NEW EXPORTERS WILL BECOME ESTABLISHED IN MARKET

DEVELOP MARKET DISTRIBUTOR GUIDEBOOK FOR SPECIFIC SPORTING GOODS PRODUCTS.

3 NEW EXPORTERS WILL BECOME ESTABLISHED IN MARKET.

DEVELOP MARKET DISTRIBUTOR GUIDEBOOK FOR SPECIFIC HOUSEWARES PRODUCTS.

5 NEW EXPORTERS WILL BECOME ESTABLISHED IN MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 REGISTER AGENTS & DISTRIBUTORS AT CANADIAN PRODUCTS SHOWCASE AT NATIONAL HOUSEWARES SHOW, APRIL 5-9, 1987.

25 NEW AGENTS REGISTERED AND IDENTIFIED FOR CONSULATE FILES.
3 INVESTMENT LEADS IDENTIFIED \$15,000 ON SITE SALES.

QUARTER: 1 COMPILE BASIC INFORMATION ON WOOD HEAT INDUSTRY OBTAINED AT TRADE SHOW IN ST. LOUIS.

REPORT COMPLETED AND BEING SEND TO 2 RELEVANT U.S. POSTS WHO WILL HOST WOOD HEAT SHOWS IN NEXT YEAR.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST : 602-CHICAGO

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

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

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST : 602-CHICAGO

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	AEROSPACE & MARINE	
	FOLLOW-UP WITH AVSCOM/TROSCOM PARTICIPANTS AT US/CANADA AEROSPACE SEMINAR HELD IN ST. LOUIS, DECEMBER 1985 AND AVSCOM INCOMING MISSION.	\$10M ADDITIONAL EXPORTS PER YEAR.
	PARTICIPATE IN JOINT US/CDA WORKING GROUP TO BE ESTABLISHED TO EXPLORE AVSCOM DDSP OPPORTUNITIES AND INITIATE R&D PROJECTS.	\$25M DDSP PROJECTS OVER 5 YEARS.
	DEVOTE MORE EFFORT TO SUBCONTRACTING OPPORTUNITIES FOR CANADIAN MANUFACTURERS OF COMPONENTS, PARTICULARLY IN ST. LOUIS AREA. (SEE ALSO TRANSPORTATION SECTOR.)	\$10M ADDITIONAL EXPORTS PER YEAR.
	ARMAMENTS & VEHICLES	
	DEVOTE MORE EFFORT TO SUBCONTRACTING OPPORTUNITIES FOR CANADIAN MANUFACTURERS OF COMPONENTS. (SEE TRANSPORTATION SECTOR.)	\$5M ADDITIONAL EXPORTS PER YEAR.
	ELECTRICAL & ELECTRONIC	
	DEVOTE MORE EFFORT TO SUBCONTRACTING OPPORTUNITIES FOR CANADIAN MANUFACTURERS OF COMPONENTS.	\$5M ADDITIONAL EXPORTS PER YEAR.
	OTHER DEFENSE PROD & SERV.	
	EXPLORE DDSP OPPORTUNITIES, IN PARTICULAR DEFENSIVE CHEMICAL EQUIPMENT AND SECURITY PRODUCTS.	INITIALLY MODEST, BUT BETTER THAN NOTHING AS NOW.

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

REPORT 4
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST : 602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

PREPARE MARKET GUIDE FOR CDN SOFTWARE EXPORTERS THAT WILL INCLUDE NAMES FOR POTENTIAL AGENTS DISTRIBUTION CHANNELS AND MAJOR TRADE SHOWS.

INCREMENTAL SOFTWARE SALES IN 86/87 EXPECTED TO BE \$1 MILLION.
5 NEW AGENTS APPOINTED
6 PROGRAMMED OUTCALLS

ROBOTICS & ARTIFICIAL INTELL.

CATALOGUE ADVANCED MANUFACTURING TECHNOLOGY COMPANIES IN TERRITORY.

IDENTIFICATION OF POTENTIAL DIRECT INVESTMENT AND TECH TRANSFER LEADS.

UNDERTAKE DIRECT MAIL PROGRAM TO HI-TECH FIRMS TO SEEK OUT TECH TRANSFER AND DIRECT INVESTMENT OPPORTUNITIES.

3 TECH TRANSFER AND 1 DIRECT INVESTMENT.

ANALYSIS MARKET DEMAND FOR ROBOTICS AND PREPARE REPORT FOR DISTRIBUTION TO CANADIAN COMPANIES

8 NEW BUYING CONNECTIONS AND \$1 MIL. SALES IN 2 YEARS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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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 POLLUTION CONTROL EQUIPMENT AND UNDERTAKE
POST PRODUCED MARKET STUDY.

IDENTIFICATION OF NEW MARKET OPPORTUNITIES
LEADING TO \$1 MIL. IN NEW BUSINESS WITHIN
2 YEARS.

UNDERTAKE TO PRODUCE DIRECTORY OF CANADIAN WATER POLLUTION
CONTROL COMPANIES USING ADVERTISING SUPPLEMENT IN KEY TO
WATER POLLUTION MAGAZINE.

BROAD PROMOTING OF CANADIAN SUPPLY CAPABILI-
TIES LEADING TO NEW BUSINESS OPPORTUNITIES.

MAKE CALLS ON 10 PUBLIC AND PRIVATE SECTOR FIRMS TO DETERMINE
WHAT THEY PURCHASE AND FROM WHOM, INCL. REP LOCATOR PROGRAM
PURSUANT TO CHICAGO MATS HANDLING SHOW, FEB/87.

AT LEAST 3 NEW BUYER CONNECTIONS RESULTING
IN \$1 MIL. IN NEW BUSINESS WITHIN 2 YEARS.

TOOLS & HARDWARE

FOLLOW-UP PROGRAM TO DEPARTMENTAL SPONSORED TOOL, DIE AND MARKET
STUDY.

10 NEW BUYING CONNECTIONS AND \$500,000 IN NEW
BUSINESS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT #5
87/10/13

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

page A

602 - CHICAGO
PLANNING:

UNITED STATES OF AMERICA
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV WORK WITH DRIE, INVESTMENT CANADA, PROVINCES AND CANADIAN AND LOCAL INDUSTRY ASSOCIATIONS TO PREPARE FOR VISITS WITH SELECTED FIRMS IN COMM. & INFORM., EQPT. & SERVICES SECTOR.	COMPUTERS, SOFTWARE & SYSTEMS	1)LEADS GENERATED: 200 2)LEADS IDENTIFIED: 20
ELECTRONICS EQUIP. & SERV WORK WITH DRIE, INVESTMENT CANADA, PROVINCES AND CANADIAN AND LOCAL INDUSTRY ASSOCIATIONS TO PREPARE FOR VISITS WITH SELECTED FIRMS IN ELECTRONICS EQPT. & SERVICES SECTOR.	INSTRUMENTATION	1)LEADS GENERATED: 200 2)LEADS IDENTIFIED: 20
AGRI & FOOD PRODUCTS & SERVICE WORK WITH DRIE, INVESTMENT CANADA, PROVINCES AND CANADIAN AND LOCAL INDUSTRY ASSOCIATIONS TO PREPARE FOR VISITS WITH SELECTED FIRMS IN AGRI. & FOOD PRODUCTS & SERVICES SECTOR.	FOOD HANDLING, PROCESSING EQUIP	1)LEADS GENERATED: 200 2)LEADS IDENTIFIED: 20
INDUSTRIAL MACHIN, PLANTS, SERV. WORK WITH DRIE, INVESTMENT CANADA, PROVINCES AND CANADIAN AND LOCAL INDUSTRY ASSOCIATIONS TO PREPARE FOR VISITS WITH SELECTED FIRMS IN INDUSTRIAL MACHINERY, PLANTS, SERVICES SECTOR.	TOOLS & HARDWARE	1)LEADS GENERATED: 200 2)LEADS IDENTIFIED: 20
COMM. & INFORM. EQP. & SERV WORK WITH DRIE, INVESTMENT CANADA, PROVINCES AND CANADIAN AND LOCAL INDUSTRY ASSOCIATIONS TO PREPARE FOR VISITS WITH SELECTED FIRMS IN COMM. & INFORM. EQPT. & SERVICES SECTOR.	ROBOTICS & ARTIFICIAL INTELL.	1)LEADS GENERATED: 200 2)LEADS IDENTIFIED: 20

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

REPORT #5
87/10/13

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

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602 - CHICAGO
TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

INVESTMENT DEVELOPMENT INFO BOOTH, THE ROBOTS
XI SHOW, APRIL 28-30, 1987.
INVESTMENT DEVELOPMENT INFO BOOTH, NATIONAL
COMPUTER CONFERENCE, JUNE 15-18, 1987.
"BUSINESS ACTIVITY FORMS" (4) ON INVESTMENT
TRANSACTIONS.
SEMINAR "COOPERATIVE TECHNOLOGY TRANSFER TO
EXPAND MARKETING OPPORTUNITIES IN THE DAIRY
PRODUCTS INDUSTRY" APRIL 8, 1987.

80 INVESTMENT LEADS, 5 EXPORT SOURCING LEADS (RE
SHOW REPORT YFTD1326 SUBMITTED TO UTE 15 MAY 87)
APPROX. 30 INVESTMENT LEADS, 5 EXPORT SOURCING
LEADS (REPORT NOT YET FINISHED AND RESULTS STILL
BEING ANALYZED).
SEE ATTACHED.
APPROX. 200 MEMBERS OF AMERICAN DAIRY PRODUCTS
INSTITUTE INFORMED ON CANADIAN TECHNOLOGY
TRANSFER OPPORTUNITIES (RE SHOW REPORT YFTD1043
15 APR. 87 TO UTW).

QUARTER : 2

QUARTER : 3

QUARTER : 4

REPORT 4
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
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POST : 603-CLEVELAND

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

BUYER PROCUREMENT SEMINARS FOR SPECIFIC MAJOR U.S. CORP. AND
INDUSTRIES. PREPARATION OF CSN CAPABILITY GUIDE TO MATCH SPECIFIC
COMPANY AND INDUSTRY NEEDS TO BE DEVELOPED IN COOPERATION
WITH DRIE.

ANTICIPATED RESULTS:

INCREASED PURCHASING ACTIVITY DIRECTED TO
SPECIFIC CDN COMPANIES LISTED IN THE POST/
DRIE DEVELOPED CAPABILITY GUIDE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 POST TO PARTICIPATE IN FOUR BUYER PROCUREMENT
SEMINARS: A) WESTINGHOUSE VENDOR DAYS, B) CANADA/
US SUBCONTRACTORS CONFERENCE, C) US/CANADA
WORKING GROUP (WPAFB), D) ON-SITE REVIEW (WP)

QUARTERLY RESULTS REPORTED:

A) 30 FIRMS MET WITH WESTINGHOUSE-7 PLANT TOURS
ARRANGED. B) 75 FIRMS MET WITH 25 U.S. FIRMS. ON-
SITE SALES \$102,000. C) NEUTRON DIFFRACTION COST-
SHARED AGREEMENT SIGNED. D) 12 WRIGHT AERONAUTI-
CAL LAB OFFICIALS VISITED CMC & CAE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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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:

BUYER PROCUREMENT SEMINARS FOR SPECIFIC MAJOR U.S. CORP. AND INDUSTRIES. PREPARATION OF CDN CAPABILITY GUIDE TO MATCH SPECIFIC COMPANY AND INDUSTRY NEEDS TO BE DEVELOPED IN COOPERATION WITH DRIE.

INCREASED PURCHASING ACTIVITY DIRECTED TO SPECIFIC CDN COMPANIES LISTED IN THE POST/DRIE DEVELOPED CAPABILITY GUIDE.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 POST TO PARTICIPATE IN THE OHIO AUTOMOTIVE WHOLESALERS SHOW WITH INFORMATION BOOTH.

ONE CANADIAN FIRM EXHIBITED THEIR PRODUCTS AT THE CONSULATE'S BOOTH.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
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POST : 603-CLEVELAND

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	INSTIGATE MARKET STUDY ON OUTERWEAR TO SUPPORT NEEDED IN-HOUSE OUTERWEAR SHOW WITH VARIOUS CANADIAN MANUFACTURERS -CLEVELAND	IDENTIFY DISTRIBUTORS/BUYERS.
	VISIT MAJOR DEALERS AND REPS IN TERRITORY TO SEEK MARKET DATA RE: MARKETING OF CANADIAN RESIDENTIAL FURNITURE.	UP-DATED INFO ON NATURE OF MARKET.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	A. INCOMING BUYERS MISSION TO INTERNATIONAL FUR FAIR. INCOMING BUYERS MISSION TO RESIDENTIAL FURNITURE SHOW. POST TO PARTICIPATE IN PITTSBURG & CLVND BUSINESS AFTER HOUSE WITH INFO BOOTH.	A. RECRUITMENT NIL DUE LAST MINUTE WITHDRAWAL OF INVITEE. B. ONE BUYER RECRUITED. ON-SITE SALES TOTALLED \$10,000. C. ACTIVITY CANCELLED DUE TO STAFF REDEPLOYMENT.
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	-----	

REPORT 4
87/09/25

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AS FOLLOW-UP TO YEARLY SOLO FOOD SHOW POST WILL CONTINUE TO
SUPPORT INDIVIDUAL CO'S THROUGH SEARCHES AND INTRODUCTION OF
FOOD BROKERS/DISTRIB. & CHAIN STORES WITH VIEW TO MAKING
APPROPRIATE MATCHES.

INCREASED BUYING CONNECTIONS , SALES
DISTRIBUTION AGREEMENTS AND ESTABLISHMENT
OF PRODUCTS IN STORES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE TO DEVELOP CLOSER CONTACTS WITH DISTRIBUTION NETWORK IN
COMMUNICATIONS AND INFORMATICS.

IMPROVE ACCESS FOR CANADIAN PRODUCTS.

IMPLEMENT AGENT LOCATOR SERVICE FOR COMMUNICATIONS/INFORMATICS.

INCREASE NUMBER OF REPRESENTATIVES PROMOTING
CANADIAN PRODUCTS.

WORK WITH DEPT. OF COMMERCE & WORLD TRADE GROUPS TO DEVELOP
EFFECTIVE PROGRAMS INVOLVING CANADIAN HIGH TECHNOLOGY, TECHNOLOGY
TRANSFERS, AND JOINT VENTURES.

ENHANCE CANADIAN PRESENCE IN THIS IMPORTANT
AREA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INFORMATION BOOTH AND PRESENTATION AT THE
INVESTMENT SOCIETY OF AMERICA CONVENTION.

ACTIVITY NOT CARRIED FORWARD DUE TO REDEPLOYMENT
OF STAFF RESOURCES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT #5
87/10/13

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

page A

603 - CLEVELAND
PLANNING:

UNITED STATES OF AMERICA
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV. ROBOTICS & ARTIFICIAL INTEL.
CORPORATE LIAISON CALLS ARE ONE OF THE MOST USEFUL METHODS OF LEARNING
ABOUT CORPORATE PROPOSED MEDIUM AND LONG TERM PLANS FOR EXPANSION OF
OPERATIONS IN COMM. AND INFORM. EQPT. AND SERVICE (ROBOTICS)
INDUSTRIES.

MAKE DIRECT VISITS TO 25/50 MAJOR
INDUSTRIES IN TERRITORY.

COMM. & INFORM. EQP. & SERV. COMPUTERS, SOFTWARE & SYSTEMS
OPENING OF PITTSBURGH OFFICE WILL PERMIT CONCENTRATING OUR EFFORTS IN
THE GROWING INFORMATICS SECTOR IN THAT AREA. JOINING THE ADVANCED
TECH. ASSOC. WILL PROVIDE A QUICK EXPOSURE.

PROVIDE AN ACCURATE PROFILE OF POTENTIAL
TARGET COMPANIES IN THE AREA.

PETROCHEM & CHEM PROD, EQP, SERV. PLASTICS PRODUCTS, EQUIP, SERVIC
A STUDY OF THE POLYMER INDUSTRY PLANNED UNDER OUR NORMAL TRADE
ACTIVITIES WILL ASSIST US IN IDENTIFYING THOSE COMPANIES LOOKING TO
INVEST OR ENTER INTO A JOINT VENTURE PROGRAM.

IDENTIFYING PROSPECTS FOR FUTURE TARGET-
TING.

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
ATTEND A NUMBER OF LOCAL AUTOMOTIVE TRADE SHOWS WITH VIEW OF IDENTI-
FYING POTENTIAL PROSPECTS. SEEK OUT OPPORTUNITIES TO ADDRESS BUSINESS
GROUPS WHENEVER POSSIBLE.

DEEP IDEAS OF FUTURE EXPANSION PROSPECTS
IN MINDS OF INTERVIEWED COMPANIES.

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

REPORT #5
87/10/13

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

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603 - CLEVELAND
TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

A. MINISTER DRIE/TRADE TO ADDRESS CLEVELAND
WORLD TRADE ASSOC. ANNUAL MEETING.
B. MINISTER WORLD AFFAIRS COUNCIL IN CINCINNATI
C. INTERNATIONAL TRADE MINISTER - OPENING
PITTSBURGH OFFICE.

A. AWARENESS OF FREE TRADE NEGOT'NS HIGHTENED
AMONGST CLVND BUS. COMMUNITY AS RESULT OF CDN
GOVT. PART. IN MEETING. HON TOM HOCKIN GAVE
LUNCHEON ADDRES. AUDIENCE OF 500 RESPONDED
POSITIVELY TO HIS REMARKS; ADVANTAGES OF A FREE-
TRADE AGREEMENT. RECEPTION IN HIS HONOR ATTRACTED
APPROX 100 BUSINESS LEADERS. G. LAMBERT PART.
IN PANEL WHICH PROVIDED IN-DEPTH ANALYSIS OF
NEGOT'NS. B) WITHDREW DUE TO STAFF REDEPLOYMENT.
C) CANCEL. DUE TO MIN. 'S PRIOR COMMITMENTS.

QUARTER : 2

QUARTER : 3

QUARTER : 4

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	PERIODIC MEETINGS AND VISITS WITH KEY TRANSIT STAFF AND BOARD MEMBERS.	ONGOING MARKET INTELLIGENCE TO BE FORWARDED TO GOVERNMENT & INDUSTRY SOURCES TO FACILITATE BID/NEGOTIATIONG PROCESS.
	PARTICIPATION IN REGIONAL TRANSPORTATION CONFERENCE AND SEMINARS.	CONTINUED EXPOSURE FOR CANADIAN GOODS AND SERVICES.
	MAKE DETAILED ANALYSIS OF CURRENT PROCUREMENT PRACTICE OF WORK BOAT FLEET OPERATORS ALONG GULF COAST.	BE IN POSITION TO ADVISE CANADIAN COMPANIES CONCERNING FUTURE SALES TO THIS AREA.
AEROSPACE		
	MAINTAIN CONTACT WITH AEROSPACE CONTRACTORS.	UNDERSTANDING OF UP-COMING PROJECTS/ OPPORTUNITIES.
	MAKE SURVEY OF AEROSPACE INDUSTRY. DETERMINE EXTENT OF NEW PROJECTS IN AREA.	INTRODUCE 3 NEW EXPORTERS TO THE MARKET.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	PARTICIPATE IN REGIONAL TRANSPORTATION CONF. AND SEMINARS. PERIODIC MEETINGS AND VISITS WITH TRANSIT STAFF. INFO BOOTH AT TEXAS PUBLIC TRANSPORTATION CONFERENCE.	OBTAINED LITERATURE FM CDN COYS. ATTENDED TEXAS PUBLIC TRANSP. CONF. MET SEVERAL TEXAS TRANSIT OFFICIALS & DISCUSSED PROJS IN DALLAS, HOUSTON & CORPUS CHRISTI. ENCOURAGED CONSULTANTS TO BID ON CORPUS CHRISTI PROJECT.
QUARTER: 1	PARTICIPATE IN OFFSHORE TECHNOLOGY CONFERENCE.	THE OFFSHORE TECHNOLOGY CONFERENCE BROUGHT 26 EXHIBITORS TO THE CDN GOV'T STAND. THEY MADE \$1,357,500.00 IN ON-SITE SALES AND PROJECT OVER \$26,000,000.00 IN SALES DURING THE NEXT 12 MONTHS.
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	-----	

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

EXPAND CONTACTS WITH AGENTS AND DISTRIBUTORS ON BEHALF OF
CANADIAN FIRMS.

ESTABLISHMENT OF FIVE LOCAL REPRESENTATIVE
DISTRIBUTORS.

JEWELRY & GIFTWARE

INTRODUCE 8 NEW CANADIAN EXPORTERS TO THE MARKETPLACE.

5 SALES, 5 NEW AGENCIES ESTABLISHED.

PARTICIPATION WITH PRODUCT INFORMATION BOOTH IN NATIONAL SPA AND
POOL INSTITUTE SHOW.

INTRODUCTION OF 10 EXPORTERS TO THE U.S.
MARKETPLACE.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 EXPAND CONTACT WITH LOCAL SALES REPRESENTATIVES
AND DISTRIBUTOR.

ENCOURAGED 2 BUYERS TO ATTEND MTL. INT'L FUR
FAIR. DISCUSSED APPAREL MKTG. APPROACH WITH
CDN COYS & DALLAS MKT CENTER. ENCOURAGED 3 NEW
CDN COYS TO VISIT TERRITORY AND EXPLORE
OPPORTUNITIES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	PARTICIPATION WITH PRODUCT INFORMATION BOOTHS IN FT. WORTH FAT STOCK SHOW & PAN AMERICAN LIVESTOCK SHOW.	INCREASED SALES OF BREEDING STOCK.
	SEMI & PROCESSED FOOD & DRINK	
	INTRODUCE 10 NEW CANADIAN EXPORTERS TO THE MARKETPLACE.	5 NEW AGENCIES/10 NEW EXPORT CONTRACTS.
	AGRICULTURE MACH, EQUIP, TOOLS	
	FOLLOW-UP WORK TO PARTICIPATION WITH PRODUCT INFO BOOTH IN AMARILLO FARM & RANCH SHOW, NOV. 86	SEVERAL NEW AGENCY/DISTRIBUTOR AGREEMENTS SIGNED.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	PARTICIPATE IN 31 AG EQPT SHOW - THE PRIME DRY-LAND FARMING EQPT SHOW IN TERRITORY. RECRUIT FOR WEST. CDA FARM PROGRESS SHOW. PARTICIPATE IN TX RESTAURANT ASS'N SHOW WITH INFO BOOTH.	24 CDN SUPPLIERS IN NAT'L STAND PLUS 7 OTHERS ON THEIR OWN AT 31. ON-SITE SALES \$132,500-1 YEAR FORECAST \$1.8M. SENT 2 BUYERS TO WCFP SHOW, REGINA. SOLICITATED PROD. & LITERATURE FM 17 CDN COYS FOR BOOTH AT TRA. OBTAINED 51 SERIOUS LEADS.
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	-----	

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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005-COMM. & INFORM. EQP. & SERV
UNITED STATES OF AMERICA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	EXPAND CONTACTS WITH AGENTS AND DISTRIBUTORS ON BEHALF OF CANADIAN FIRMS.	ENHANCED REPRESENTATION TO INITIATE NEW SALES.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	EXPAND CONTACTS WITH LOCAL AGENTS AND DISTRIBUTORS.	MET WITH CANADIAN COMPANIES ATTENDING ELECTRO '87, LAND MOBILE EXPO AND PASSED INFORMATION TO SEVERAL POTENTIAL MANUFACTURING REPRESENTATIVES.
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	-----	



604 - DALLAS
PLANNING:

UNITED STATES OF AMERICA

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

OIL & GAS EQUIPMENT, SERVICES MACHINERY AND EQUIPMENT
FOLLOWING MAILOUT TO 5500 ENERGY-RELATED COMPANIES IN 1985, 150 HAVE
BEEN IDENTIFIED AS ACTIVELY INTERESTED IN CANADA, HOWEVER, DUE TO CUR-
RENT CLIMATE, HAVE NOT PURSUED MATTER FURTHER. WITH RETURN TO STABLE
PRICES, ONE-ON-ONE CONTACT WILL BE MADE WITH THESE COMPANIES.

GREATER AWARENESS OF CDN JOINT VENTURE AND
INVESTMENT OPPORTUNITIES FOLLOWED BY MAT-
CHING OF COMPANIES ON BOTH SIDES OF THE
BORDER.

COMM. & INFORM. EQP. & SERV ROBOTICS & ARTIFICIAL INTELL.
MANY SMALL/MED. SIZE U.S. FIRMS ARE UNAWARE OF LEVEL OF TECHL. DVLPMT.
IN CDA. CDN FIRMS CAN MAKE MAJOR INROADS THROUGH ACQUISITION OF TECH.
EFFORTS NEED TO BE EXPENDED TO BRING THE GROUPS TOGETHER TO EXPLORE
MUTUALLY BENEF'L OPPORTS IN THE COMM. & INFORM. EQPT. SERV. IND. (ROBOTICS)

CONTACTS MADE AT GENERAL INVESTMENT PROMO-
TION MEETINGS CAN BE REFERRED BACK TO OGDS
OR PROVINCES FOR SPECIFIC FOLLOW-UP.

ELECTRONICS EQUIP. & SERV PRODUCTS & COMPONENTS
MANY MEDIUM/LARGE SIZE U.S. FIRMS NEED TO BE CONVINCED TO LOOK TO CDA
FOR EITHER NEW OR EXPANDED INVESTMENT PLANS.

CONTACTS MADE AT GENERAL INVESTMENT PROMO-
TION MEETINGS CAN BE REFERRED BACK TO OGDS
OR PROVINCES FOR SPECIFIC FOLLOW-UP.

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

REPORT #5
87/10/13

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

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604 - DALLAS
TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

FOLLOW-UP ON MASS MAILING TO INDEPENDENT OIL &
GAS PRODUCERS IN TEXAS AND OKLAHOMA.
CONTINUE GENERAL PROMOTION OF POSITIVE CDN
INVESTMENT CLIMATE.
EXAMINE INVESTMENT POTENTIAL IN HIGH TECH AREAS
LIKE SPACE AND MEDICAL.

UNDERTOOK INITIAL SELECTED FOLLOW-UP. ONE PROBA-
BLE INVSTR UNCOVERED WHI IS NOW PROCEEDING WITH
PLANS. WORKED CLOSELY WITH STYROTECH IND. OF
HOUSTON & THEY WILL BE UNDERTAKING CONST. OF
POLYETHELENE FOAM PLANT IN ONTARIO. MADE CON-
TACT WITH OFFICIAL IN CLEAR LAKE CHAMBER OF
COMMERCE (JSC) WHO IS IDENTIFYING SPACE CENTER
TECHNOLOGY THAT COULD HAVE A COMMERCIAL POTEN-
TIAL. WILLING TO COOPERATE WITH CANADIAN
COMPANIES.

QUARTER : 2

QUARTER : 3

QUARTER : 4

POST : 605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

REVIEW AND INTERVIEW AGENTS/REPS FOR THE AUTOMOTIVE SECTOR.

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

GATHER MARKET INTELLIGENCE ON AUTOMOTIVE JOINT VENTURE COMPANIES IN CANADA/U. S. A.

MONITOR THE EFFECT THESE FIRMS WILL HAVE ON IMPORT/EXPORT STATISTICS VS. THE NORTH AMERICAN PARTS MFRS. AND AUTO COMPANIES.

REPORT ON REACTION OF CANADIAN MFRS. TO IMMIGRANT FIRMS NOT MEETING AUTO PACT REQUIREMENTS RE CANADIAN CONTENT.

CONTRIBUTE TO OTTAWA POLICY FORMULATION IN THIS IMPORTANT AREA.

URBAN TRANSIT

FOLLOW-UP VISITS TO LOCAL TRANSIT AUTHORITIES AS WELL AS STATE DEPARTMENTS OF TRANSPORTATION.

IDENTIFY POTENTIAL PROJECTS AND UPCOMING PROCUREMENT CONTRACTS.

DIRECT MAILING TO CANADIAN COMPANIES RE UPCOMING PROCUREMENT CONTRACTS AND GENERAL OPPORTUNITIES AVAILABLE IN TERRITORY.

INCREASED NUMBER OF CANADIAN COMPANIES BIDDING ON PROJECTS/SUCCESSFUL SALES.

TARGETED VISIT TO TTC IN TORONTO AND D.C. TRANSPOR FOR THE IPTC SENIOR OFFICIALS - RE: BUSWAY POSSIBILITIES OR ALTERNATIVELY LIGHT RAIL PROJECT FOR N.E. QUADRANT OF MARION COUNTY.

SERIOUS CONSIDERATION TO USE OF CANADIAN TECHNOLOGY DURING CONSTRUCTION PROCUREMENT PHASE.

DINNER/RECEPTION FOR MAYOR OF DETROIT, UTDC STAFF, KEY TRANSIT OFFICIALS IN CONJUNCTION WITH AUG. 17/87 - OFFICIAL OPENING OF DETROIT PEOPLE MOVER PROJECT.

POTENTIAL ANNOUNCEMENT OF MAJOR LONG TERM CAPITAL PROJECTS ENVISIONED FOR DETROIT/S.E. MICHIGAN.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A) FOLLOW-UP VISITS TO LOCAL TRANSIT AUTHORITIES AS WELL AS STATE DEPARTMENTS OF TRANSPORTATION.

-ENCOURAGED IPTC TO CONSIDER ADD'L CDN SUPPLIERS (TALFORD JONES SUCCESS. IN OBTAINING CONTRACT FOR SALE OF FOAM STANCHIONS). INTRODUCED CDN SUPPLIERS TO MAJOR TRANSIT AUTHORITIES AS WELL AS NEW CONTACTS WITH STATE GOVERNMENT.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

AT THE U.S. ARMY TANK AUTOMOTIVE COMMAND W/ KING GRP. EST. IN '86 TO IDENTIFY & RECOMMEND POTENTIAL PROJECTS FOR FUNDING UNDER THE DEFENCE DEV. SHARING AGREEMENT. WE WILL WORK CLOSELY WITH THIS GROUP TO KEEP ABREAST OF DEV. & TO INFORM THE ARMY OF CDN CAPAB'S

ADDITIONAL OPPORTUNITIES FOR CDN CO. TO PARTICIPATE IN U.S. MILITARY R&D PROJ. WITH POSSIBILITY OF SUBSEQUENT PRODUCTION AND SALES.

DEVELOP CLOSER CONTACT WITH SENIOR PROCUREMENT AND RESEARCH/ DEVELOPMENT/ENGINEERING PERSONNEL AT THE NAVAL AVIONICS CENTER AND NAVAL WEAPONS SUPPORT CENTER IN INDIANA.

INCREASED AWARENESS AMONG CENTER'S PERSONNEL OF THE DDSA & DPSA. BETTER KNOWLEDGE ON OUR PART OF PROCUREMENT/PRODUCTION & DEVELOPMENT OPPORTUNITIES FOR CDN BUSINESS.

CONTINUE TO IDENTIFY & CULTIVATE KEY CONTACTS AT COMPANIES INVOLVED IN U.S. MILITARY PRODUCTION AT BOTH PRIME CONTRACTOR & MAJOR SUBCONTRACTOR LEVELS. WE WILL INTRODUCE THOSE CONTACTS TO CANADIAN BUSINESS & GOVERNMENT REPRESENTATIVES AS APPROPRIATE.

INCREASED SUBCONTRACTING OPPORTUNITIES FOR CANADIAN COMPANIES.

COMPUTERIZE PROFILES OF U.S. GOVERNMENT AND DEFENCE INDUSTRY CONTACTS AND PROCUREMENT REQUIREMENTS AND POLICIES.

WILL ENABLE CANADIAN COMPANIES TO TARGET POTENTIAL MARKETS MORE ACCURATELY.

DEVELOP CLOSER WORKING RELATIONSHIP WITH OFFICE OF THE TACOM COMPETITION ADVOCATE.

INCREASED CONSIDERATION GIVEN BY THE ARMY TO CANADIAN SUPPLY SOURCES.

ORGANIZE VISIT TO OTTAWA (DEA, CCC, DRIE, DND,) FOR MEMBERS OF DDSP WORKING GROUP FROM TACOM.

ENHANCE DDSA AS KEY INTERNATIONAL AGREEMENT; RAISE MEMBER'S AWARENESS OF CANADIAN CAPABILITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

MEETING WITH LOCAL FOOD BROKERS AND DISTRIBUTORS TO DETERMINE MARKET NICHES FOR CANADIAN PRODUCTS.

DEVELOPMENT OF POST INITIATED FOOD SHOW, SIMILIAR TO BUFFALO PROGRAM, FEATURING 30 CANADIAN FOOD PRODUCTS MANUFACTURERS.

DEVELOPMENT OF "CANADA WEEK" PROMOTION WITH DETROIT AREA FOOD CHAIN.

SEVERAL NEW CANADIAN FIRMS ENTERING THE MARKET.

EXPOSURE OF NEW PRODUCTS TO AGENTS, WHOLESALERS, DISTRIBUTORS, FOOD STORE PURCHASING PERSONNEL IN TERRITORY.

STRENGTHENED PUBLIC AWARENESS OF WIDE VARIETY OF CANADIAN FOODSTUFFS ALREADY AVAILABLE TO THEM.

AGRICULTURE MACH, EQUIP, TOOLS

PARTICIPATION IN BOTH THE MICHIGAN EQUIPMENT DEALERS ASSN. ANNUAL CONVENTION/TRADE SHOW AND THE INDIANA IMPLEMENT DEALERS ASSN. ANNUAL CONVENTION/I11-IN. FARM IMPLEMENT SHOW.

TARGET A GROUP OF APPROX. 6 MAJOR DEALERS FROM MICHIGAN & INDIANA FOR PARTICIPATION IN A MISSION TO SOUTHWESTERN ONTARIO FOR ONE-ON-ONE MEETINGS WITH CANADIAN SUPPLIERS.

MEET WITH DEALERS AND ENCOURAGE INTEREST IN CONSIDERING CANADIAN PRODUCT LINES.

CONSIDERATION OF NEW CANADIAN SHORT LINE EQUIPMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A. MEETING WITH FOOD BROKERS, DISTRIBUTORS AND GROCERY CHAINS TO DETERMINE MKT NICHES FOR CDN PRODUCTS. B. DVLPMT OF "CDA WEEK" PROMOTION WITH DETROIT AREA FOOD CHAIN.

-MET WITH A&P STORE & STARK & CO. (DISTRIB.). EG WILL LIKELY SEE 300,000 CASES OF "CONNOISSEUR" BOTTLED SPARKLING GLACIAL WATER START ROLLING INTO DETROIT MKT MID-AUG. -DISCUSSED "CDA WEEK" PROMO WITH A&P. NO DATE SET.

QUARTER: 1 A) ENCOURAGE U.S. DEALERS/DISTRIBUTORS TO ATTEND *WCFPS FOR CONSIDERATION OF NEW CDN LINES. *WESTERN CANADA FARM PROGRESS SHOW.

-SENT BEN YANTIS TO WCFPS WHICH RESULTED IN SERIOUS CONSIDERATION OF NEW LINES AS WELL AS PURCH. OF \$80,000 WORTH OF AGRI. EQPT. INTRO-DUCED CDN SUPPLIERS TO CONTACTS IN TERRITORY & UPDATED AGRI. DEALER/DISTRIBUTOR LIST.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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005-COMM. & INFORM. EQP. & SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

COMPLETED A MAILING IN MID SEPT. /86 TO SIXTY FIRMS INVOLVED IN ALL ASPECTS OF ELECTRONICS. THIS INITIATIVE WILL BE CONTINUOUSLY REVIEWED AND EXPANDED.

GAIN INSIGHTS INTO MARKET FM DIRECT COMMUNICATIONS WITH DECISION-MAKERS. INCREASE KNOWLEDGE OF CDN GOODS/SERV. & INVESTMENT CLIMATE. INCREASE CDN CONTENT IN U.S. PRODUCTS.

VISITS TO DISTRIBUTORS, REPRESENTATIVES AND MANUFACTURING FIRMS.

GAIN FIRSTHAND KNOWLEDGE OF MARKET & INCREASE OVERALL CANADIAN CONTENT IN TERRITORY.

FOLLOW-UP ON DEC. /86 CANADIAN INVESTMENT AND SOURCING SEMINAR IN ANN ARBOR, MICHIGAN.

IDENTIFICATION OF PROSPECTIVE JOINT VENTURE PARTNERS AND LICENSING AND SALES OPPORTUNITIES.

SEMINAR IN CONJUNCTION WITH THE COMPUTER AND AUTOMATED SYSTEMS ASSOCIATION OF SOCIETY OF MANUFACTURING ENGINEERS (CASA/SME) SEPT. /87.

TARGETING A SECTOR-SPECIFIC ORGANIZATION SUCH AS CASA/SME INCREASES EXPOSURE OF CANADA AS A SUPPLIER AND/OR INVESTMENT OPPORTUNITY.

COMPILE PROFILE LISTING OF ROBOTIC AND ARTIFICIAL INTELLIGENCE FIRMS IN THE TERRITORY FOR DISSEMINATION TO POTENTIAL CANADIAN SUPPLIERS.

WILL SERVE AS REFERENCE GUIDE FOR POTENTIAL EXPORTERS TO THE TERRITORY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A. PROPOSED OUTGOING MISSION TO EXHIBIT AT INT'L PROGRAMMABLE CONTROLLERS CONFERENCE.

-POST AND BUREAU CANVASSED AND COULD NOT GET ENOUGH TRULY CDN FIRMS RELATED TO THEME OF SHOW.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

605 - DETROIT
PLANNING:

UNITED STATES OF AMERICA
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
PARTICIPATE IN 4 DETROIT BASED TRADE SHOWS BY SETTING UP INFO BOOTH IN
CONJUNCTION WITH INVESTMENT CANADA PERSONNEL.

IDENTIFY POTENTIAL PROSPECTS. AWARENESS OF
OVERALL SCOPE OF WHAT IS HAPPENING RE: AUTO
INDUSTRY IN CANADA.

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
ORGANIZE A MAJOR INVESTMENT SEMINAR IN CO-OPERATION WITH INDUSTRY
ASSOCIATIONS, LOCAL CHAMBER OF COMMERCE & PROVINCIAL GOVERNMENTS.

IDENTIFY SECOND TIER CO'S FOR POTENTIAL
INVESTMENT IN AUTO INDUSTRY IN CANADA.

DEFENCE PROGRAMS, PRODUCTS, SERV. ARMAMENTS & VEHICLES
CONTINUE TO CULTIVATE HIGH LEVEL CONTACTS AT GENERAL DYNAMICS LAND
SYSTEMS AND OTHER MILITARY VEHICLE MANUFACTURERS TO ENCOURAGE POSSIBLE
J. V. 'S IN COMPONENTS AND/OR SYSTEMS MANUFACTURING.

PROBABLE TRANSFERS OF U. S. DEFENCE TECHNO-
LOGY TO CANADIAN J. V. PARTNERS.

COMM. & INFORM. EQP. & SERV. COMPUTERS, SOFTWARE & SYSTEMS
TARGETTED MAILINGS/CORPORATE LIAISON VISITS TO SR. OFFICIALS OF LOCAL
HIGH TECH CO'S. INFO BOOTH AT 4 MAJOR SHOWS TO INCLUDE REGIONAL AND
SECTOR SPECIFIC INVESTMENT INFO.

TAP INTO CURRENTLY UNDER-DEVELOPED MARKET.

ELECTRONICS EQUIP. & SERV. ALL SUB-SECTORS
REGULAR REVIEW OF TRADE JOURNALS & BUSINESS SECTION OF LOCAL NEWSPAPER
FOR LIKELY PROSPECTS-DEVELOP DIRECT CONTACT WITH PRINCIPALS AND PRO-
VIDE PROMOTIONAL MATERIAL FROM INVESTMENT CANADA IN ELECTRONICS
SECTOR. ENCOURAGE CDN. VISIT OF CORP. EXECUTIVES.

IDENTIFY DIRECT INVESTMENTS AND POTENTIAL
JOINT VENTURE PARTNERS.

AGRI & FOOD PRODUCTS & SERVICE SEMI & PROCESSED FOOD & DRINK
HOLD MINI-SEMINARS ON AGRI & FOOD PRODS & SRVCS AT CONSULATE GENERAL
TO FOLLOW REG'L GEN'L & SECTOR SPECIFIC SEMINARS IN CONJUNCTION WITH
IND'L DVLPMT COMMISSIONERS, INCENTIVE OFFICERS FM DRIE & PROVINCIAL
GOVERNMENT AS WELL AS INVESTMENT CANADA PERSONNEL.

IDENTIFY SERIOUSLY INTERESTED INVESTMENT
PROSPECTS.

NON SECTORALLY ORIENTED ACTIVITIES

MAINTAIN REGULAR CONTACT WITH LAWYERS, ACCOUNTANTS, BROKERS, PORTFOLIO
MANAGERS IN ORDER TO KEEP THEM APPRISED OF CHANGES IN INVESTMENT
POLICY.

ENHANCED AWARENESS OF CANADA'S INVESTMENT
CLIMATE AND OPPORTUNITIES AVAILABLE TO
THEIR OWN CLIENTS.

CONDUCT SERIES OF INTERVIEWS BETWEEN CORPORATE SR. EXECUTIVES IN TER-
RITORY AND HOM/STC TO EXCHANGE VIEWS RELATING TO TRADE PROMOTION, IND-
USTRIAL DEVELOPMENT, BUSINESS STRATEGY, EXPORT ACTIVITIES AND OTHER
PERTINENT ISSUES.

GATHER MKT INTELLIGENCE WHICH WILL BE FOR-
WARDED TO OTTAWA & OTHERS AS USEFUL BACK-
GROUND INFO. IN FORMULATING APPROPRIATE
POLICY TO PROTECT CANADIAN INTERESTS.

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QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

page B

605 - DETROIT
TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

A) COMMUNICATIONS/ROBOTICS & A. I. SEMINAR IN ANN ARBOR.
B) REGIONAL INVESTMENT SEMINARS FOR MAY/JUNE.
C) MAIL CAMPAIGN-FURN. -MICH. /IND.

A) SEM. HAS BEEN RESCHEDULED TO LAST QUARTER OF F/Y. B) THESE HAVE BEEN RESCHEDULED UNTIL LATE FALL DUE TO OTHER PRIORITIES THAT HAVE TAKEN PRECEDENCE DURING THIS QUARTER (SEE SPECIAL ACTIVITIES SECTION). C) ONGOING MAILING TO FURN. MFRS. TO DETERMINE LEVEL OF INTEREST IN JV, LICENSING, TECHNOLOGY TRANSFER IS ALMOST COMPLETE. RATHER THAN A FOLLOW-UP SEM., RECOMMEND COORD. VISITS BY PERSONNEL FM POST, DRIEOTT, DRIETRNTD, & PRIV. SECTOR ACCOUNTING FIRMS.

QUARTER : 2

QUARTER : 3

QUARTER : 4

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

PAGE : 39

POST : 606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

PROVIDE A DATA BASE OF CANADIAN CAPABILITIES ON A DISKETTE FOR
DISTRIBUTION.

IMPROVE U.S. ACCESS TO DATA

PROMOTING CANADIAN DEFENCE R & D CAPABILITY TO U.S. DEFENCE
INDUSTRY.

IMPROVE PENETRATION HIGH TECH SALES.

PROMOTING CANADIAN DEFENCE R & D CAPABILITY TO U.S. DEFENCE
INDUSTRY.

IMPROVE PENETRATION HIGH TECH SALES.

PUBLISH A "GUIDE TO SELLING DEFENCE PRODUCTS IN S. CALIFORNIA".

BETTER INFORMED CDN INDUSTRY ON LOCAL
REPRESENTATION, ETC.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SPACE DIVISION WORKING GROUP MEETING BASIS
DEVELOPED FOR ESTABLISHMENT OF WORKING
GROUP.

DEFENSE WHITE PAPER BRIEFING: TO DEVELOP AWARE-
NESS OF AND SUPPORT FOR CANADIAN DEFENSE POLICY.
OVER 100 PRIORITY CONTACTS ATTENDED.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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PAGE : 40

POST : 606-LOS ANGELES

006-ELECTRONICS EQUIP. & SERV
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST IS PLANNING A MARKET REVIEW ON THE COMPUTER INDUSTRY.

AN ENHANCED CAPACITY TO SERVICE CANADIAN EXPORTERS.

A PRE COMDEX EXHIBIT IS PLANNED FOR THE CONSULATE GENERAL OFFICES

TO INCREASE LOCAL AWARENESS OF CANADA AND TO STIMULATE GREATER ACTIVITY AT CANADA'S COMDEX STAND.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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POST : 606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

NO PLANS AT THIS TIME.

IN OFFICE PRESENTATION OF CANADIAN URBAN TRANSIT TECHNOLOGY.

TO INCREASE LOCAL AWARENESS OF ADVANCED CDN
CAPABILITY, AND TO SUPPORT MARKETING EFFORTS
OF CANADIAN COMPANIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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POST : 606-LOS ANGELES

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

DEMONSTRATION OF WATERLOO PORT LAN TO POTENTIAL CUSTOMERS.

SPECIAL REPORT ON S. CALIFORNIA COMPUTER INDUSTRY.

ANTICIPATED RESULTS:

DIRECT MARKETING SUPPORT FOR HIGHLY EFFECTIVE
CANADIAN PRODUCT.

MORE PRECISE AND UP TO DATE INFORMATION.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 INTERFACE '87: TO EXHIBIT AT THE INTERFACE
TELECOMMUNICATIONS SHOW.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

ALTHOUGH CANADIAN FIRMS FARED RELATIVELY WELL,
THE SHOW ITSELF FELL SHORT OF EXPECTATIONS.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST : 606-LDS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CONTINUED ACTIVITY TO PRESENT CANADIAN POSITION ON THE SOFTWOOD
LUMBER AND CEDAR SHINGLES CASES.

TO DEVELOP SUPPORT WITHIN CALIFORNIA WHICH IS
A POTENTIAL LOSER, FOR ELIMINATION OF THE
COUNTERVAILING DUTIES.

TO EXPAND POST ACTIVITY INTO THE STATE OF ARIZONA, WHICH CONTINUES
TO EXPERIENCE INCREASED DEMAND.

INCREASED AWARENESS OF CANADIAN SUPPLIERS
WILL LEAD TO ENHANCED EXPORT SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

page A

606 - LOS ANGELES
PLANNING:

UNITED STATES OF AMERICA
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV COMPUTERS, SOFTWARE & SYSTEMS
WORK WITH DRIE, INVESTMENT CANADA, PROVINCES AND LOCAL INDUSTRY
ASSOCIATIONS TO PREPARE FOR VISITS WITH SELECTED FIRMS IN COMM. AND
INFORM., EQPT & SERVICES (COMPUTERS) SECTOR.

IDENTIFY INTEREST IN INVESTING IN CANADA.

COMM. & INFORM. EQP. & SERV ROBOTICS & ARTIFICIAL INTELL.
WORK WITH DRIE, INVESTMENT CANADA, PROVINCES AND LOCAL INDUSTRY
ASSOCIATIONS TO PREPARE FOR VISITS WITH SELECTED FIRMS IN COMM. AND
INFORM., EQPT & SERVICES (ROBOTICS) SECTOR.

IDENTIFY INTEREST IN INVESTING IN CANADA.

TRANSPORT SYS, EQUIP, COMP, SERV. AEROSPACE
WORK WITH DRIE, INVESTMENT CANADA, PROVINCES AND LOCAL INDUSTRY
ASSOCIATIONS TO PREPARE FOR VISITS WITH SELECTED FIRMS IN TRANSPORTA-
TION SYST., EQPT., COMPONENTS & SERVICES SECTOR.

IDENTIFY INTEREST IN INVESTING IN CANADA.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
WORK WITH DRIE, INVESTMENT CANADA, PROVINCES AND LOCAL INDUSTRY
ASSOCIATIONS TO PREPARE FOR VISITS WITH SELECTED FIRMS IN EDUCATION,
MEDICAL, HEALTH CARE PRODUCTS & SERVICES SECTOR.

IDENTIFY INTEREST IN INVESTING IN CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

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QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
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606 - LOS ANGELES
TRACKING:

UNITED STATES OF AMERICA

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

QUARTER : 2

QUARTER : 3

QUARTER : 4

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PAGE : 44

POST : 618-MINNEAPOLIS

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ORGANIZE SOLO SHOW TO INCLUDE PRODUCT SHOWING BY 40
MANUFACTURERS PLUS NEW EXPORTERS SEMINAR AND TOUR OF
LOCAL TRADE.

INTRODUCTION OF 10 NEW EXPORTERS TO MARKET;
SHORTENED TIME BETWEEN INTRODUCTION AND INITI
AL SALES.

ORGANIZE A SERIES OF PRODUCT SAMPLINGS AT BOTH BUYER AND
CONSUMER LEVEL

INCREASE PRODUCT MOVEMENT IN RETAIL STORES.

AGRICULTURE MACH, EQUIP, TOOLS

REP. LOCATOR ACTIVITY FOR AGRICULTURAL COMPONENT SUPPLIERS.

IDENTIFY ALTERNATE MARKETS FOR COMPONENT
SUPPLIERS OUTSIDE AG SECTOR.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 FOOD AND BEVERAGE-FOLLOW-UP OF LAST QUARTER'S
SOLO FOOD SHOW.

23 FIRMS CONTACTED, ADD'L ASSISTANCE OFFERED. RE-
PORTED APPOINTMENT OF 7 NEW BROKERS & SALES OF
\$400,000 U. S. ATTENDED WCFPS. INTRODUCED NEW OFCR.
REP. FOR SECTOR TO INDUSTRY. COMMENCED PLANNING
FOR HUSKER H. DAYS 9/87. DISCUSSED MKTG. PLANS/PIMA

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

PLAN FIVE PRODUCT INTRODUCTION EVENTS FOR INDIVIDUAL APPAREL MANUFACTURERS WHO WILL NOT BE PARTICIPATING IN GROUP SHOWS.

LEISURE PROD. TOOLS HARDWARE

PRODUCT INTRODUCTION/ DEMONSTRATION FOR SHEPHERD PRODUCTS, ONTARIO (GAS BARBECUES & FIREPLACE DOORS.)

CONTINUE TO INVESTIGATE PRODUCT LIABILITY ISSUE WHICH HAS PROVEN TO BE A BARRIER FOR SMALL CANADIAN EXPORTERS IN THIS SECTOR.

PLAN ADDITIONAL PRODUCT INTRODUCTIONS FOR INDIVIDUAL CANADIAN MANUFACTURERS TO INTERFACE WITH LOCAL REPS AND BUYERS.

IN COOPERATION WITH MANITOBA AND ONTARIO, PERFORM NEBS ACTIVITIES WITH NEW EXPORTERS OF SPORTING GOODS AND HARDWARE PRODUCTS.

FURNITURE & APPLIANCES

WORK WITH FURNITURE WEST ORGANIZATION, WINNIPEG, TO DEVELOP EDUCATIONAL SEMINARS ON U. S. EXPORT MARKETING FOR RESIDENTIAL FURNITURE MANUFACTURERS.

ORGANIZE NEBS VISIT FOR MANITOBA/PRAIRIES RESIDENTIAL FURNITURE MANUFACTURERS TO ATTEND IMS FURNITURE MART, PARTICIPATE IN MARKETING SEMINAR AND TOUR RETAIL STORES.

ORGANIZE INFORMATION BOOTH AT AMERICAN SOCIETY OF INTERIOR DESIGNERS REGIONAL SHOW, MPLS. ENCOURAGE PARTICIPATION BY HIGH-END CONTRACT AND RESIDENTIAL MANUFACTURERS.

ANTICIPATED RESULTS:

ESTABLISH REPRESENTATION AND NEW BUYING CONNECTIONS.

INCREASE CANADIAN EXPORT SALES.

PROVIDE INFORMATION AND GUIDANCE TO CANADIAN EXPORTERS TO EASE MARKET ACCESS.

ESTABLISH LOCAL REPRESENTATION AND INCREASE SALES.

INCREASE SALES IN SECTOR BY EDUCATING NEW EXPORTERS AND HELPING TO LOCATE SALES REPS. AND BUYERS.

EXPORTERS BETTER PREPARED AND MORE COMPETITIVE IN NORTHWESTERN US MARKET.

INTRODUCTION OF 6 NEW EXPORTERS TO MARKET, PROVIDED WITH EXTENSIVE INFORMATION.

PROMOTION OF WIN EXPORT SOURCING CAPABILITY, INCREASE MARKET PENETRATION OF HIGH-END MANUFACTURERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 APPAREL/TEXT: RECRUIT US BUYERS TO FESTIVAL OF CDN FASHION; ASSIST OTT WITH OUTERWEAR MKT. STUDY INFO; PLAN PROD INTRO FOR 5 CO; HOLD APPAREL REP LOCATOR. FURNITURE: ORG. NEBS VISIT FOR W. RESIDENTIAL FURNT MANUS. ORG PART IN ASID-MSAIA REG SHOW

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

RECRUITED SIGNIFICANT BUYER FOR F. O. C. F., RESULTING IN \$200,000(CDN) INITIAL SALES; ASSISTED OTT IN REPORTING ON OUTERWEAR MKT. HELD APPAREL REP LOCATOR WITH MA. FURNITURE-PLANNING FOR MEBS MISS UNDERWAY IN CONSULTATION WITH DRIE & PROVINCES.

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

INCREASE CONTACTS TO DEVELOP RELATIONSHIPS WITH REGIONAL TRADE ASSOCIATIONS E. G. ELECTRONIC REP ASSOC., TWIN CITY PURCH. MGMT. ASSOC., MIDWEST IMPORTERS ASSOC.

INCREASE AWARENESS BY LOCAL FIRMS OF CANADIAN SOURCING CAPABILITY.

EXPAND CORPORATE LIASON CALLS TO EXECUTIVES AND PURCHASING MANAGEMENT IN TARGETED FIRMS LOCATED IN TWIN CITIES AND OTHER STATES IN TERRITORY

ASSIST IN ESTABLISHING CANADIAN FIRMS ON QUOTING LISTS.

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

ESTABLISH USE OF CANADIAN VENDORS AS AN OPPORTUNITY FOR SALES REPS. TO INCREASE BUSINESS AND FIRMS TO OBTAIN COMPETITIVE SOURCES.

HOLD SALES REPRESENTATIVE CONFERENCES IN IOWA AND NEBRASKA.

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A) ORGANIZE CDN EXHIBIT AT MIDWEST ELECTRONICS EXPO '87.
B) INCREASE CONTACTS WITH REGIONAL TRADE ASSOCIATIONS.

A) 11 CDN FIRMS PARTICIPATED IN MIDWEST ELEC. EXPO '87. ON-SITE SALES AMOUNTED TO APPROX. \$50,000 (US).
1 PROPOSAL, IF SUCCESSFUL, COULD RESULT IN NEARLY \$10M (US) IN SALES FOR AN EXHIBITOR. B) DISCUSSIONS WERE HELD WITH THE ELEC. REP. ASSOC. & TWIN CITY

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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:

HOLD PROCUREMENT SEMINAR FOR HONEYWELL DEFENCE PRODUCTS DIVISION.

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

ANTICIPATED RESULTS:

INCREASE NUMBER OF CANADIAN FIRMS QUALIFIED
AS VENDORS AT HONEYWELL.

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 A) FOLLOW-UP ON ELECTRONICS INVESTMENT SEMINARS.
 B) HOLD PROCUREMENT SEMINAR FOR HONEYWELL DEFEN-
 CE PRODUCTS DIVISION.

QUARTERLY RESULTS REPORTED:

A) 2 FIRMS PARTICIPATING IN SEMINARS HAVE ANNOUN-
CED INTENTIONS TO INVEST IN CDN OPERATIONS.
B) A NEW PROPOSAL FOR THE SEMINAR IS BEING SUB-
MITTED AT A HIGHER LEVEL IN HONEYWELL. CONTACT
APPEARS RECEPTIVE TO PROPOSAL.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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PLANNING:

UNITED STATES OF AMERICA
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV HOSP. & MEDICAL EQUIP, INSTRUM.
THROUGH CORPORATE LIAISON CALLS TO MAJOR COMPANIES IDENTIFY
EXPANSION PLANS FOR COMPANIES, EXPLAIN OPPORTUNITIES OFFERED
BY INVESTMENT IN CDA & IDENTIFY SPECIFIC OPPORTUNITIES IN
COMM. AND INFORM. EQPT. IND.

INCREASE THE NUMBER OF CORPORATE VISITS.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
FOLLOW-UP WITH LEADS IDENTIFIED AT BIO-MEDICAL SEMINAR AND
INCREASE CONTACTS WITH BIO-MEDICAL AND MEDICAL DEVICES
MANUFACTURERS.

THERE ARE 300 COMPANIES IN MINNESOTA IN
THE MEDICAL SECTOR. WE PLAN TO MEET 30.

COMM. & INFORM. EQP. & SERV COMPUTERS, SOFTWARE & SYSTEMS
THROUGH CORPORATE LIAISON CALLS TO MAJOR COMPANIES IDENTIFY
EXPANSION PLANS FOR COMPANIES, EXPLAIN OPPORTUNITIES OFFERED
BY INVESTMENT IN CANADA AND IDENTIFY SPECIFIC OPPORTUNITIES IN
COMM AND INFORM. EQPT. IND. (COMPUTERS).

INCREASE THE NUMBER OF CORPORATE VISITS.

AGRI & FOOD PRODUCTS & SERVICE SEMI & PROCESSED FOOD & DRINK
THROUGH CORPORATE LIAISON CALLS TO MAJOR COMPANIES IDENTIFY
EXPANSION PLANS FOR COMPANIES, EXPLAIN OPPORTUNITIES OFFERED
BY INVESTMENT IN CANADA AND IDENTIFY SPECIFIC OPPORTUNITIES IN
AGRI AND FOOD PROD. AND SERV. INDUSTRIES (SEMI & PROC. FOOD & DRK).

INCREASE THE NUMBER OF CORPORATE VISITS.

AGRI & FOOD PRODUCTS & SERVICE FEED, FERTILIZER & VET PRODUCTS
THROUGH CORPORATE LIAISON CALLS TO MAJOR COMPANIES IDENTIFY EXPANSION
PLANS FOR COMPANIES, EXPLAIN OPPORTUNITIES OFFERED BY INVESTMENT IN
CANADA, AND IDENTIFY SPECIFIC OPPORTUNITIES IN AGRI & FOOD PRODUCTS
AND SERVICE INDUSTRIES (FEED, FERT.).

INCREASE THE NUMBER OF CORPORATE VISITS.

SERVICE INDUSTRIES TOURISM
THROUGH CORPORATE LIAISON CALLS TO MAJOR COMPANIES IDENTIFY EXPANSION
PLANS FOR COMPANIES, EXPLAIN OPPORTUNITIES OFFERED BY INVESTMENT IN
CANADA, AND IDENTIFY SPECIFIC OPPORTUNITIES IN SERVICE INDUSTRIES
(TOURISM).

INCREASE THE NUMBER OF CORPORATE VISITS.

NON SECTORALLY ORIENTED ACTIVITIES

MAINTAIN & IMPROVE CONTACTS WITH BANKING, LEGAL, & FINANCIAL COMMUNI-
TY. CONDUCT INFORMAL SESSIONS WITH PROFESSIONAL GROUPS TO IMPROVE
KNOWLEDGE OF BUSINESS & INVESTMENT CLIMATE IN CANADA.

IMPROVE KNOWLEDGE BASE OF PROFESSIONALS
ADVISING COMPANIES ON INVESTMENT DECISIONS

FOLLOW-UP LEADS DEVELOPED AT INVESTMENT SEMINAR PLANNED FOR DES
MOINES, IOWA AND OMAHA, NEBRASKA IN FEBRUARY 1987.

INTERVIEWS WITH 15 - 20 NEW INDUSTRIAL
DEVELOPMENT PROSPECTS.

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618 - MINNEAPOLIS
TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

AS PLANNED, POST ACTIVELY FOLLOWED UP ON LEADS
EMANATING FROM PREVIOUS QUARTER'S MAJOR EVENTS.
INVESTMENT WAS ONE FOCUS OF IMPACT VISIT TO
FARGO, ND, 5/19/87.

EXCELLENT INVESTMENT PROSPECTS EXIST WITH NUMBER
OF MAJOR FIRMS IN TERRITORY WHICH SHOULD RESULT
IN AT LEAST 2 MAJOR INVESTMENTS IN CANADA THIS
FISCAL YEAR. PILLSBURY ACQUIRED FRASER VALLEY
FOODS IN B.C. DURING THIS QUARTER.

QUARTER : 2

QUARTER : 3

QUARTER : 4

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

CONTINUE TO SUPPORT PROVINCIAL FISHERIES PROMOTIONAL EFFORTS
THROUGH RECEPTIONS IN CANADA ROOM.

MAINTAINING CONTACT WITH MARKET AND MEETING
NEW CUSTOMERS.

SCHEDULE CALLS ON PROSPECTIVE OUTLETS FOR REPRESENTATION.

OBTAINING ADDITIONAL BUSINESS VOLUME.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUE TO SEEK NEW BUYERS FOR FISH AND SEEFOOD
PRODUCTS.
ARRANGE PROGRAM OF VISITS FOR MINISTER OF
FISHERIES (PROVINCE OF NOVA SCOTIA).

PROGRESS IS BEING MADE WITH SECURING REPRESENTA-
TION OF CANADIAN SUPPLIERS.
MINISTER WAS WELL RECEIVED AND FEEDBACK FROM OUR
CONTACTS INDICATE THAT THE VISIT WAS USEFUL.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
87/09/25

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

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POST : 608-NEW YORK, CONSULATE GENERAL

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

URBAN TRANSIT

NYC IS PLANNING TO "TRADE IN" WESTWAY FUNDS FOR A WEST SIDE TRANSIT SYSTEM. ASSIST IN ARRANGING CANADIAN SUPPLIER (BOMBARDIER AND UTDC) PRESENTATIONS TO THE N. Y. STATE'S - GOVERNOR'S TASK FORCE ON TRANSIT.

MAINTAIN CANADA AS THE LEADING SUPPLIER VERSUS OTHER FOREIGN AND DOMESTIC SUPPLIERS.

ASSIST UTDC IN SETTING UP PRESENTATIONS TO PORT AUTHORITY OF NY & NJ NYC PLANNING COMMISSION ETC IN GAINING FURTHER ACCEPTANCE OF THEIR SEABUS SYSTEM.

SOLIDITY ACCEPTANCE OF SEABUS CONCEPT FOR HUDSON RIVER E-W (AND POSSIBLY) N-S "PEOPLE MOVER" CROSSINGS.

ASSIST BOMBARDIER WITH PRESENTATIONS TO THE MTA IN CONNECTION WITH FOLLOW ON ORDERS FOR 200-400 PASSENGER TRAINS AS WELL AS 500 REBUILTS.

MAINTAIN BOMBARDIER AS A LEADING SUPPLIER TO THIS QUANTITY PURCHASER.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MONITORED DEVELOPMENTS OF NEW YORK CITY'S PROPOSED WEST SIDE TRANSPORTATION SYSTEM AND ITS POTENTIAL FOR CDN. PARTICIPATION. EXPAND CONTACTS IN THE "BUS TRANSIT" SECTOR.

SYSTEM APPEARS TO BE ON HOLD FOR THE MOMENT WITH NO MAJOR EXPENDITURE PLANNED FOR THIS FISCAL YEAR. BASED ON ADVICE FROM OTTAWA RE: STATE OF FLUX CDN. BUS INDUSTRY, POST HAS PLACED SECTOR ON HOLD.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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005-COMM. & INFORM. EQP. & SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

NATURE OF WORK IS HIGHLY RESPONSIVE. CNNGNY MEETS BROAD RANGE OF CO
PANIES AT MARKETPLACE, HI TECH & OTHER SECTORAL TRADE FAIRS AND
CONTINUES TO ASSIST THEM WITH MARKET ENTRY INFORMATION.

A) A GREATER NUMBER OF DISTRIBUTORSHIP AND
AGENCY AGREEMENTS. B) INCREASED DIRECT SUPPLY
TO U. S. MANUFACTURERS.

NATURE OF WORK IS HIGHLY RESPONSIVE CNNGNY MEETS BROAD RANGE OF
COMPANIES AT MARKETPLACE, HI TECH & OTHER SECTORAL TRADE FAIRS AND
CONTINUES TO ASSIST THEM WITH MARKETING INFORMATION.

EXPANDED PENETRATION OF MARKET BY CANADIAN
COMPANIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUE WITH PROJECT TO PLACE HIGH-TECH COMPA-
NIES ON IN-HOUSE DATA BASE AND EVENTUALLY WIN
SYSTEM. SUBMIT PROPOSAL FOR CDN. PARTICIPATION
IN PC EXPO SEPT. 1-4TH, NEW YORK CITY.

TO DATE HAVE APPROX. 150 LOCAL HIGH-TECH COS ON
FILE & ARE IN PROCESS OF CLASSIFYING THEM ACCDG.
TO CITC CODES. DEPT. HAS AGREED TO PAY FOR
SPACE FOR 8 CDN COMPUTER SOFTWARE COMPANIES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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013-CONSUMER PRODUCTS
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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 OF JAN/85.

BI-ANNUAL REVISION OF MARKETING HANDBOOK & EXPANSION OF RECIPIENT
LIST. DISTRIBUTE 500 EVERY 2 YEARS TO 1) NEWLY IDENTIFIED CO'S. 2)
CDN FASHION PRESS & REGIONAL OFFICES. 3) NEWCOMERS TO OFFICE. 4) AS
UPDATE TO COMPANIES IN PROCESS OF ESTABLISHING.

CONTINUE MARKET & TRADE SHOW EVALUATIONS FOR SPECIALIZED CATEGO-
RIES: BRIDAL, SPECIAL SIZES UNIFORMS, MEN'S CASUAL, ACTIVE WEAR WITH
VIEW TO INCREASED TRADE SHOW PARTICIPATION.

DEVELOP CALENDAR OF EVENTS & MARKET WEEKS INTO POSTCARD MAILER.
SEND TO 500, INITIALLY ONCE PER YEAR, LATER PER MAJOR SEASON.

DEVELOP MEANS OF PROMOTING SUGGESTED BOOKLET OR LIST OF RESOURCES
OF LICENSING/CONTRACTUAL MANUFACTURING TO END USERS. B) IDENTIFY &
START PROCESS TO RESOLVE PROBLEMS RELATED THERETO, E. G. CUSTOMS/
BONDING ETC.

LEISURE PROD. TOOLS HARDWARE

ON A CONTINUING BASIS POST ASSISTS CANADIAN BOAT MANUFACTURERS IN
CONTACTING DEALERS HERE RELATIVE TO DISTRIBUTION POSSIBILITIES.

FURNITURE & APPLIANCES

INCREASE VISITS TO DESIGNERS & SPECIFIERS OFFICES TO MAKE THEM
AWARE OF THE AVAILABILITY OF CANADIAN PRODUCTS IN THIS AREA.

FOLLOW-UP ON IIDEX TORONTO, OCTOBER '86.

USE OF CANADA ROOM FRO MANUFACTURERS TO EXHIBIT PRODUCTS.

WORK CLOSELY WITH TWO CONSULTING GROUPS WHO HAVE EXPRESSED INTE-
REST IN JOINT VENTURES WITH CANADIAN MANUFACTURERS OF VARIOUS
CONSUMER PRODUCTS IN MY PORTFOLIO.

INCREASE IDENTIFIABLE BUSINESS INFLUENCE BY
20%.

1. IDENTIFICATION OF 30 COMPANIES CAPABLE OF
EXPORTING BUT NOT DOING SO. 2. PROVISION OF IN-
FO NEEDED TO UPGRADE ANOTHER 50 WHO MAY ALRE-
ADY BE INTERESTED BUT NOT YET CAPABLE.

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

INCREASED BOTH BY 10%- 1) PARTICIPATION IN
TRADE SHOWS. 2) SHOWINGS IN CONSULATE DURING
MARKET WEEK, 3-5 MARKET ARRANGEMENT PER YEAR.

BETTER UNDERSTANDING OF CDN CAPABILITIES.

NEW MARKET OPPORTUNITIES.

IMPORTANT AWARENESS IN THIS MARKET OF EXCEL-
LENCE OF CANADIAN WORKMANSHIP.

SUCCESSFUL SHOW - MORE CANADIAN COMPANIES
SPECIFIES ON LARGE PROJECTS.

EXCELLENT IF ROOM CAN BE SCHEDULED. PROBLEMS
OF AVAILABILITY OF ROOM DUE TO HEAVY USE BY
OTHER DEPARTMENTS.

POSSIBILITY OF JOINT VENTURE WITH CANADIAN
MANUFACTURERS WITH THESE LOCAL GROUPS.

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87/09/25

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

ANTICIPATED RESULTS:

AEROSPACE & MARINE

FIND REPRESENTATION FOR FOUR NEW FURNITURE EXPORTERS IN THIS
TERRITORY.

INCREASE EXPORT SALES OF CANADIAN FURNITURE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECRUIT BUYERS TO ATTEND MONTREAL FURNITURE SHOW
JUNE 14-16.
ORGANIZE AND PLAN EXHIBITION FOR KEILHAUER
CONTRACT SEATING AT CONSULATE APRIL 8-9.

SUCCESSFULLY RECRUITED 19 BUYERS TO ATTEND SHOW.
ON SITE ORDERS AND SALES WERE IN RANGE OF
\$5 MILLION. EXHIBITION ATTRACTED 200 INTERIOR
DESIGNERS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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PLANNING: ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV ALL SUB-SECTORS
EVENTS IN LATTER PART OF 86/87 WILL BE FOLLOWED UP WITH INDIVIDUAL
CALLS. ADD'L MAILINGS & PHONE SURVEYS NEEDED. FURTHER PRESENTATION
ON LONG ISLAND & SW/CT. NEEDED TO MAINTAIN PROFILE FOR CDA TO REMAIN
IN TOUCH WITH NEW PROSPECTS IN ELECTR. EQPT. & SERV. INDUSTRY.

COMM. & INFORM. EQP. & SERV ALL SUB-SECTORS
EVENTS IN LATTER PART OF 86/87 WILL BE FOLLOWED UP WITH INDIVIDUAL
CALLS. ADD'L MAILINGS & PHONE SURVEYS NEEDED. FURTHER PRESENTATION
ON LONG ISLAND & SW/CT. NEEDED TO MAINTAIN PROFILE FOR CDA TO REMAIN
IN TOUCH WITH NEW PROSPECTS IN COMM & INFORM. EQPT. & SERV. INDUSTRY.

TRANSPORT SYS, EQUIP, COMP, SERV. AEROSPACE
EVENTS IN LATTER PART OF 86/87 WILL BE FOLLOWED UP WITH INDIVIDUAL
CALLS. SOME ADD'L MAILINGS & PHONE SURVEYS NEEDED. FURTHER PRESENTATION
ON LONG ISLAND & SW/CT. NEEDED TO MAINTAIN PROFILE FOR CDA TO REMAIN
IN TOUCH WITH NEW PROSPECTS IN TRANSPORT SYST. EQPT. (AEROSPACE) IND.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
PHASE 1 WILL UPDATE & AUGMENT DATA BASE ON FIRMS MAINLY IN N. J. AND
TO CONSULT WITH DRIE RE PRIORITIES. PHASE 2 WILL BE MAILING PHONE
SURVEY REGARDING INVESTMENT INTENTIONS AND PHASE 3 WILL BE PRESENTA-
TION/SEMINAR.

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE
RESEARCH CONSULTATION WITH DRIE RE TRANS. SYST., EQPT., COMP., SERV.
(AUTOMOTIVE) IND. AND DEVELOPMENT OF DATA BASE REQUIRED LIKELY FOL-
LOWED BY MAILING SELECTED INDIV. CONTRACTS AND A PRESENTATION/SEMINAR
POSSIBLY EXTENDING IN FY 88/89.

PETROCHEM & CHEM PROD, EQP, SERV ALL SUB-SECTORS
STUDY REQUIRED REGARDING OVERALL STRUCTURE OF INDUSTRY IN N. J. AND
OTHER PARTS OF POST TERRITORY AS BASIS FOR DECISION IN CONSULTATION
WITH DRIE AS TO WHETHER & IN WHAT SPECIFIC AREAS THERE IS POTENTIAL
FOR NEW INVESTMENTS IN CANADA IN PETROCHEM & CHEM. PROD. EPQT., SERV. IND

IDENTIFY 5 IMMEDIATE PROSPECTS FOR NEW
INVEST. & 15 - 30 MEDIUM TERM PROSPECTS.
CONTACT MOST COS. WITH EXISTING INVEST.
REGARDING EXPANSION.

IDENTIFY 5 IMMEDIATE PROSPECTS FOR NEW
INVEST. & 15-30 MEDIUM TERM PROSPECTS.
CONTACT, MOST COS. WITH EXISTING INVEST.
REGARDING EXPANSION.

IDENTIFY 5 IMMEDIATE PROSPECTS FOR NEW
INVEST. & 15-30 MEDIUM TERM PROSPECTS.
CONTACT MOST FIRMS WITH EXISTING INVEST.,
REGARDING POSSIBLE EXPANSION.

BETTER DEFINITION OF POTENTIAL AND TAR-
GETTING OF EFFORT. IDENTIFICATION OF 5
TO 10 IMMEDIATE PROSPECTS FOR NEW INVEST.
IN EDUC., MEDICAL, HEALTH PRODUCTS.

DEFINITION OF POTENTIAL. IDENTIFICATION
10-20 IMMEDIATE OR MEDIUM TERM PROSPECTS.

DECISION AS TO FUTURE PROGRAM (IF ANY).

NON SECTORALLY ORIENTED ACTIVITIES

INSTITUTIONAL INVESTORS: LUNCHEON FOR MONEY MGRS WITH MINISTER OF FIN-
ANCE. MISSION OF INSTIT'NAL INVESTORS TO OTT/TORONTO. PRESENTATIONS ON
CDN ECONOMIC POLICY CHANGES. SEMINAR IN HARTFORD FOR MONEY MGRS IN
MAJOR INSURANCE COMPANIES.

INCREASED RECEPTIVITY FOR CDN EQUITIES AND
BONDS. INCREASED PROPORTION OF SOME PORT-
FOLIOS INVESTED IN CDA.

CORPORATE LIAISON: PRIVATE LUNCHEON FOR SELECT CEOS WITH PRIME MINISTER
CALLS ON SR. EXECS IN 20 MAJOR COMPANIES. USE OF DIRECT MAIL 3-5 TIMES/
YEAR ON MAJOR POLICY DEVELOPMENTS.

DEVELOPMENT OF INFORMED AND POSITIVE VIEWS
TOWARD CDA BY SR. EXECS.

EXPTRS TO CDA: CONTACT WITH U. S. EXPTRS TO CDA WHO DO NOT HAVE INVEST-
MENT. LIST HAS BEEN PREPARED BUT NEEDS REFINING. DIRECT MAIL PROGRAM
FOLLOWED BY PERSONAL CONTACT PLUS SEMINAR IN N. J.

IDENTIFY 10-20 MEDIUM NEW PROSPECTS FOR
INVESTMENT IN CDA.

REPORT #5
87/10/13

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

page B

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

INVESTMENT SEMINAR FOR PORTFOLIO INVESTORS.
PRODUCTION AND ISSUANCE OF ONE STOP SERVICES
BROCHURE.
SEMINAR ON TAX REFORM.
FOLLOW-UP ON OVER 200 INVESTMENT PROSPECTS AND
FAVOURABLY CONCLUDED AT LEAST 2 NEGOTIATIONS.
ESTABLISH A NEW MANUAL "LEAD TRACKING" SYSTEM.

HIGHLY SUCCESSFUL SEM. FOR 75 PORTFOLIO INVSTRS
INCLUDING PRESENT'NS BY TOP CDN SECURITIES
ANALYSTS WAS HELD ON APRIL 8. ONE STOP SRVCS
BROCHURES WERE COMPLETED & DIST. TO 500 PROS-
PECTS & INTERESTED INDIVIDUALS/CORPS. TAX
CLIENTS JOINTLY SPONSORED WITH PACE UNIVERSITY-
-QUALITY AUDIENCE TO LISTEN TO QUALIFIED PANEL
OF SPEAKERS. 5 NEGOT'NS WERE CONCL., TOTALLING
OVER \$3.3 MN. NEW MANUAL "LEAD TRACKING SYSTEM"
IN PLACE AND OPERATING.

QUARTER : 2

QUARTER : 3

QUARTER : 4

REPORT 4
87/09/25

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	URBAN TRANSIT MISSIONS TO EXPO 86 FOR HAWAII, CONTRA COSTA AND DENVER.	INCREASE CANADA'S PROFILE.
	URBAN TRANSIT SEMINAR IN CONTRA COSTA AND DENVER.	INCREASE CANADA'S PROFILE.

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

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

DIRECT FURNITURE MANUFACTURERS TO HOSPITAL/HOME CARE ORIENTED
MARKETS, TRADE SHOW OPPORTUNITIES.

WORK WITH CANADIAN NEW CONTRACT FURNISHINGS MANUFACTURERS TO
OBTAIN SALES REPRESENTATION AND INCREASE MARKET SHARE FOR CANADA.

ANTICIPATED RESULTS:

INCREASED SALES TO AREA - \$1,000,000 OVER
NEXT 3 YEARS.

4 NEW SALES AGENCY AGREEMENTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 WOOD HEATING ALLIANCE SHOW, RENO, POST ATTENDED.
COY PARTICIPATION WITH PEMD.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

CDN FIRMS GAINED INCREASING Foothold IN WESTERN
US MARKET.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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006-ELECTRONICS EQUIP. & SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

GATHERING INFORMATION ON ELCTRONIC REPS IN NORTHERN CALIFORNIA.
SURVEY IS BEING COMPLETED, OF ELECTRONICS REPS, VARS AND DISTRI-
BUTORS.

DATA BASE TO BE INCORPORATED WITH WIN
EXPORTS.

SETTING UP CATA IN TECHMART

SPACE AVAILABLE IN SILICON VALLEY FOR
CANADIAN COMPANIES TO USE FOR MARKETING
PURPOSES.

MICROWAVE ROUNDTABLE.

INTRODUCE CANADIAN MICROWAVE/MILLIMETER
WAVE COMPANIES TO SILICON VALLEY.

SEMICONDUCTOR ROUNDTABLE

INTRODUCE CANADIAN SEMICONDUCTOR COMPANIES
TO BAY AREA COUNTERPARTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MAJOR SILICON VALLEY RECEPTION TO MAKE NEW
CONTACTS WITH ELECTRONICS FIRMS.

130 SILICON VALLEY HI-TECH ELECTRONICS COY REPS
ATTENDED RECEPTION. MANY NEW LEADS GENERATED FOR
CDN COYS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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005-COMM. & INFORM. EQP. & SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ELECTRO OPTIC PRESENTATION.

ANTICIPATED RESULTS:

IN COOPERATION WITH LOS ANGELES, POST WILL BE
PROVIDING SALES, TECHNOLOGY TRANSFER OPPOR-
TUNITY FOR CANADIAN COMPANIES IN CALIFORNIA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 A. XIQS SYSTEMS CORP. DEMO AT CONGEN.
B. WATERLOO MICROSYSTEMS DEMO AT CONGEN.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

A. 4 MAJOR FIRMS RECEIVED COMPLETE DEMO AND
EXPRESSED INTEREST.
B. US DEPT. OF HEALTH AND HUMAN RESOURCES
DECIDED TO PURCHASE PRODUCT ON PILOT PROJECT
BASIS.

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST : 610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

DENVER SOLO FOOD (RETAIL/INSTITUTIONAL & FOOD SERVICE) SHOW FOR
BROKER REPRESENTATION 1989.

KEEP ABREAST OF SPECIALTY FOOD AND BEVERAGE TASTE TRENDS TO SOURCE
CANADIAN SUPPLIERS.

ANTICIPATED RESULTS:

3 NEW AGENCY REPRESENTATION AGREEMENTS.

4 SPECIALITY FOOD/BEVERAGE MANUFACTURERS
INITIATE EXPORT TO POST TERRITORY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 EXPLORATORY MEAT EXPORT VISIT FM ALTA GOVT.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

INITIAL CONTACTS MADE WITH MEAT PROCESSORS,
WHOLESALEERS AND RETAILERS.

610 - SAN FRANCISCO
PLANNING:

UNITED STATES OF AMERICA
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV TELECOMMUNICATIONS (INC SPACE)
ANALYSIS OF CDN STRENGTHS. 10% OF SANTA CLARA OFFICE TIME & TARGETTING
OF COS IN TERRITORY WHICH WILL BE INTERESTED CDN ASSETS. EQ., R & D,
ACADEMIC INSTITUTIONS, CURRENT CDN CAPABILITIES.

INCREASED AWARENESS IN LOCAL MICROWAVE
SECTOR OF FAVOURABLE CANADIAN INVESTMENT
ENVIRONMENT IN COMM. & INFORM. EQPT. AND
SERVICE SECTOR.

DEFENCE PROGRAMS, PRODUCTS, SERV ELECTRICAL & ELECTRONIC
DEVELOP CONTACT BASE THROUGH CORPORATE LIAISON VISITS. AUGMENT WITH
PUBLIC AWARENESS PROGRAM ON CANADIAN DEFENCE UPGRADE - 10% OF SAN
FRANCISCO OFFICE AND 5% SANTA CLARA OFFICE.

INCREASED INTEREST IN DND ACTIVITIES AND
JOINT ARRANGEMENTS WITH CANADIAN DEFENCE
COMPANIES.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY
DEDICATE 10% OF SANTA CLARA OFFICE TIME TO PURSUING OPPORTUNITIES IN
BIOTECH AREA.

INCREASE AWARENESS OF CANADIAN ACTIVITIES
IN BIOTECH FIELD. BETTER UNDERSTANDING OF
US COMPANIES LOOKING FOR JOINT VENTURE
OPPORTUNITY IN CANADA.

COMM. & INFORM. EQP. & SERV ELECTRONIC COMPONENTS
DEVELOP A TARGETTED AD CAMPAIGN FOR ELECTRONICS SECTOR WHICH WILL RE-
QUIRE 100 MAN HOURS SANTA CLARA OFFICE AND 25 MAN HOURS SAN FRANCISCO
OFFICE.

INVESTMENT INTEREST IN CANADIAN ELECT-
RONICS SECTOR ELEVATED.

ELECTRONICS EQUIP. & SERV INSTRUMENTATION
DEVELOP A TARGETTED AD CAMPAIGN FOR ELECTRONICS SECTOR WHICH WILL RE-
QUIRE 100 MAN HOURS SANTA CLARA OFFICE AND 25 MAN HOURS SAN FRANCISCO
OFFICE.

INVESTMENT INTEREST IN CANADIAN ELECT-
RONICS SECTOR ELEVATED.

MINE, METAL, MINERAL PROD & SRV METALS, PRIMARY & FABRICATED
PURSUE INVESTMENT OPPORTUNITIES IN NATURAL RESOURCES SECTOR. REQUIRES
10% OF MAN YEARS FROM SAN FRANCISCO OFFICE.

INCREASED AWARENESS WITHIN FINANCIAL AND
BROKERAGE COMMUNITY OF RESOURCE INVESTMENT
OPPORTUNITY IN CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

REPORT #5
87/10/13

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

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610 - SAN FRANCISCO

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

MEETINGS WITH HEWLETT PACKARD, AMDAHL, TANDEM
TO FOLLOW UP INVESTMENT INTEREST IN CANADA.
MEETING WITH RAYCHEM TO FOLLOW UP ITS INTEREST
IN INVESTING IN BC AND/OR IN ONTARIO.
MEETING WITH SYNTEX TO KEEP INFORMED OF DEVELOP-
MENTS CONCERNING REVISED COMPULSORY LICENSING
(PATENT) LEGISLATION.

DRIE HAS ANNOUNCED MAJOR INVSTMT PLANS OF ABOUT
\$300 MN IN CDA BY THESE THREE FIRMS (FEB. 17
LETTER FROM DRIE TO EXTERNAL).
COMPANY IS NOW HIRING TELECOM MANAGER IN BC AND
IS COMPLETING ITS INVESTMENT STRATEGY FOR CDA
IN NEXT SIX MONTHS.
COMPANY MOST ENCOURAGED BY NEW LEGISLATION AND
CONSIDERING PLANS TO EXPAND ITS R & D FACILITIES
IN ONTARIO.

QUARTER : 2

QUARTER : 3

QUARTER : 4

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	AUTOMOTIVE AFTERMARKET TRADE SHOW - ONE DAY IN SEATTLE AND ONE DAY IN PORTLAND AREA. TENTATIVE MID/87	30 PLUS CDN COMPANIES TO DISPLAY PRODUCTS AND GENERATE INROADS INTO MARKET.
MARINE INDUSTRIES	FOLLOW UP TO OIL AND GAS STUDY UNDERTAKEN IN 185/86.	85 COMPANIES APPRISED OF SIGNIFICANCE OF CHANGING CONDITIONS IN ALASKA.
	INCOMING MARINE TRADE MISSION TO BRITISH COLUMBIA IN NOVEMBER/87 (FUNDED FROM DISCRETIONARY SOURCES).	10 AREA COMPANIES EXPOSED TO CDN SUPPLY CAPABILITIES.
AEROSPACE	ONGOING PROMOTION OF BOEING OPPORTUNITIES FOR CANADIAN COMPANIES.	MORE CANADIAN COMPANIES PURSUING WIDER SPECTRUM OF BOEING PROGRAMS.
	AD HOC GROUP VISITS TO BOEING.	1. EXPAND RANGE OF COMPANIES DEALING WITH BOEING. 2. EXPAND INVOLVEMENT OF CDN COMPANIES INTO A FULLER RANGE OF BOEING'S ACTIVITIES.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 AD HOC GROUP VISITS TO BOEING.	CHANGES AT BOEING HAVE MADE GROUP VISITS IMPRACTICAL. REPORTS SUBMITTED ON CHANGES. WORKED WITH 23 COMPANIES AT BOEING ON INDIVIDUAL BASIS \$9.5 MILLION IN BUSINESS INFLUENCED RECORDED.
	QUARTER: 2 -----	
	QUARTER: 3 -----	
	QUARTER: 4 -----	

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

PAGE : 61

POST :611-SEATTLE

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST INITIATED PARTICIPATION IN NORTHWEST HOSPITALITY SHOW -
PORTLAND (APRIL 87).

5 NEW COMPANIES DOING BUSINESS IN THE MARKET
WITH 50,000 IN SALES WITHIN ONE YEAR.

PEMD PARTICIPATION IN FAR WEST SHOW, PORTLAND (AUGUAT 87).

DUE TO SLOW ACCEPTANCE OF NEW SOURCES \$50,000
SALES WITHIN 2 YEARS.

SOLO FOOD SHOW - SEATTLE (FEBRUARY 88)

5 NEW COMPANIES INTRODUCED TO MARKET, EXPAND
LOCAL AWARENESS OF CDN SOURCES AND \$50,000
IN SALES WITHIN ONE YEAR.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PARTICIPATION IN NORTHWEST HOSPITALITY SHOW.

DESPITE OUR EFFORTS, IND. INTEREST WAS INADE-
QUATE TO SUPPORT PART. IN SHOW. ELEVEN MAILINGS
WERE UNDERTAKEN IN SUPPORT OF BUYER CONNECTION
PROGRAM. FOLLOW UP ON NEBS GENERATED FIVE BUSI-
NESS INFLUENCED REPORTS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
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POST : 611-SEATTLE

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:
 JULY 1987 SEATTLE GIFT SHOW

ANTICIPATED RESULTS:

15 NEW CANADIAN COMPANIES INTRODUCED TO
MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 PEMD PARTICIPATION IN SEATTLE GIFT SHOW.

QUARTERLY RESULTS REPORTED:

DUE TO LACK OF INTEREST ONPART OF CDN IND., GIFT
SHOW PARTICIPATION WAS REPLACED BY GIFTWARE NEWS
ON BEHALF OF TWENTY COMPANIES. TWO BUYERS
RECRUITED FOR FURNITURE SHOW IN MONTREAL.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 611-SEATTLE

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

SUPPORT CANADIAN PARTICIPATION IN WESTERN BUILDING MATERIALS
DEALERS ASSOCIATION SHOW.

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

ANTICIPATED RESULTS:

SIX COMPANIES INCREASE THEIR PENETRATION IN
THE MARKET.

SIX COMPANIES TO ENHANCE OR ESTABLISH THEIR
MARKET POSITION.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 NONE AT THIS STAGE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

FOLLOW UP TO BUILDING MATERIAL NEBBS IN PROGRAM.

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

PAGE : 64

POST : 611-SEATTLE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

PROMOTION OF DEFENCE/AEROSPACE OPPORTUNITIES

20 NEW COMPANIES IN AREA.

PEMD OR DISCRETIONARY PARTICIPATION AT NORTHCON '87.

6 COMPANIES TO INCREASE THEIR PRESENCE IN
LOCAL MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUATION OF SOFTWARE PROMOTION PROGRAM.

TWO FIRMS TOOK ADVANTAGE OF OUR SUPPORT TO MEET
WITH LOCAL SOFTWARE BUYERS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



611 - SEATTLE
PLANNING:

UNITED STATES OF AMERICA
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV ALL SUB-SECTORS
SERIES OF TARGETTED CORPORATE LIAISON CALLS COMBINED WITH ONE MODEST
PROMOTIONAL EVENT FOCUSING ON COMM. & INFORM. EQPT. & SERV. SECTOR.
THERE WILL ALSO BE SPILL OVER FROM GENERAL PROGRAM AND FOLLOW UP FROM
PREVIOUS EFFORTS.

TWENTY COMPANIES WILL BECOME MORE AWARE OF
OPPORTUNITIES IN CANADA. IDENTIFY FOUR
TARGETS FOR FOLLOW UP.

OIL & GAS EQUIPMENT, SERVICES EQUIPMENT & MACHINERY
SERIES OF TARGETTED CORPORATE LIAISON CALLS COMBINED WITH MODEST
PROMOTIONAL EVENTS FOCUSING ON OIL AND GAS EQPT. & SERV. SECTOR.

DOZEN COMPANIES WILL BECOME MORE AWARE OF
OPPORTUNITIES IN CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

POST EXPECTS TO INTRODUCE INVESTMENT IN CANADA FOCUS IN 3 - 5 FORUMS
ORGANIZED BY THIRD PARTIES IN THIS TERRITORY.

APPROX. 120 COMPANIES WILL BE MADE AWARE
OF OPPORTUNITIES IN CANADA. TEN WILL LIKE-
LY WARRANT FOLLOW UP.

CORPORATE LIAISON CALLS ON 15 COMPANIES.

VIEWS OF 15 COMPANIES WILL BE REPORTED.
SEVERAL COULD CONSIDER EXPANSION, OR
ESTABLISHMENT OF, OPERATIONS IN CANADA.

LUNCHEONS IN TWO SECONDARY CENTRES WITH PRESENTATION ON CANADA.

30-40 COMPANIES IN MORE REMOTE AREAS OF
THE TERRITORY WILL BE MADE AWARE OF CONDI-
TIONS IN CANADA.

REPORT #5
87/10/13

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

page B

611 - SEATTLE
TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

PARTICIPATION IN DOING BUSINESS IN CANADA
SEMINAR, IN SPOKANE.
PARTICIPATION IN EX IM PROGRAM.

EVENT CANCELLED BY ORGANIZERS.
POST PARTICIPATED BUT THRUST CHANGED BY ORGANI-
ZERS TO TRADE INVESTMENT ORIENTATION. POST SUP-
PORTED MARINE TECHNOLOGY TRANSFER SEMINAR
IMPLEMENTED IN APRIL. ACTIVITY BROUGHT TOGETHER
10 AMERICAN AND 6 CANADIAN COMPANIES, 3 AGREE-
MENTS TO DATE.

QUARTER : 2

QUARTER : 3

QUARTER : 4

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

PAGE : 66

POST : 612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

STUDY OF US OWNERSHIP, AND CONTROL OF CANADIAN DEFENCE INDUSTRY,
AND US CONTENT IN CDN DEFENCE PRODUCTS.

IMPROVED ABILITY TO COUNTER PROTECTIONIST
MEASURES.

STUDY ON INTEGRATED NATURE OF N. AMERICAN DEFENCE INDUSTRIAL BASE
AND NEGATIVE POTENTIAL AND PROTECTIONIST MEASURES.

IMPROVED ABILITY TO COUNTER PROTECTIONIST
MEASURES.

INDIVIDUAL COMPANY PRESENTATIONS TO DOD OFFICIALS AT EMBASSY.

-TO INTRODUCE CDN COMPANIES TO KEY CONTACTS
IN DOD. - INCREASED SALES.

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

-TO INTRODUCE CDN COMPANIES TO KEY CONTACTS
IN DOD - INCREASED SALES

RE-ESTABLISHMENT OF AIR FORCE ESD DDSA WORKING GROUP

INCREASE IN DEFENCE DEVELOPMENT SHARING PRO-
JECTS LEADING TO INCREASED SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

POST : 612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

CONTINUE TO ADVISE CANADIAN INDUSTRY OF OPPORTUNITIES IN MAJOR
PROJECTS (EG. FTS 2000).

IMPROVED PROCUREMENT BIDDING OPPORTUNITIES IN
THIS SECTOR AND OTHERS. THIS WILL BE ESPECIAL-
LY RELEVANT AS A FOLLOW-UP TO THE CURRENT
BIDNET AND DABS PROGRAMS.

PROVIDE INFORMATION & ASSISTANCE TO CANADIAN MANUFACTURING
ENTERING THE U.S. FEDERAL GOVERNMENT MARKET.

IMPROVED PROCUREMENT BIDDING OPPORTUNITIES IN
THIS SECTOR AND OTHERS. THIS WILL BE ESPECIAL-
LY RELEVANT AS A FOLLOW-UP TO THE CURRENT
BIDNET AND DABS PROGRAMS.

COMPUTERS, SOFTWARE & SYSTEMS

CONTINUING INDIVIDUAL COMPANY PRESENTATIONS TO USA FEDERAL
GOVERNMENT OFFICIALS.

NEW PENETRATION AND IMPROVED ACCEPABILITY OF
CANADIAN DEFENCE RELATED PRODUCTS.

CONTINUING ADVICE AND ASSISTANCE TO CANADIAN FIRMS ON HOW TO SELL
TO USA FEDERAL GOVERNMENT AGENCIES.

CANADIAN COMPANY WILL SAVE CONSIDERABLE TIME
AND COST AND AVOID BEING DISCOURAGED BY THE
PURCHASING BUREAUCRACY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

PAGE : 68

POST : 612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

CONTINUING ASSISTANCE, ESPECIALLY TO NEW EXPORTERS, IN OVERCOMING
NON-TARIFF BARRIERS(FDA, BATF). WASHINGTON IS THE ONLY SOURCE OF
THIS EXPORT CRITICAL INFORMATION IN THE USA.

BETTER ACCESS FOR CANADIAN FOOD PRODUCTS AND
LESS REJECTION BY THE US. FDA AND CUSTOMS
AUTHORITIES.

DEVELOP AND IMPROVE THE LEVEL OF PROFILE WITH THE INTERNATIONAL
FINACE CORPORATION (IFC) THROUGH INCREASED MEETINGS.

BETTER INFORM CDN COS & GVT. OFFICIALS ON PO-
LICIES, PRACTICES&PROCEDURES. PARTICULARLY RE-
LEVANT TO CDN EXPORT. OF FOOD&AGR. PRODUCTS
SEEKING DEVELOPING COUNTRY MARKETS.

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 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 612-WASHINGTON

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

CONTINUING ASSISTANCE, ESPECIALLY WITH U.S. CUSTOMS SERVICE, RE CLASSIFICATION, IS REQUIRED TO ENSURE ENTRY OF CANADIAN GOODS.

BETTER ACCESS TO US MARKETS FOR CANADIAN EXPORTERS ESPECIALLY FOR THE GROWING FASHION INDUSTRIES (EXCLUDING FURS).

CONTINUING ADVICE AS TO FTC LABELLING REQUIREMENTS AND CPSC FIRE-RETARDANT STANDARDS, ON RESPONSIVE BASIS.

IMPROVED ACCEPTANCE BY THE US CONSUMER OF CDN APPAREL PRODUCTS AS WELL AS KEEPING PACE WITH PRODUCTS FROM COMPETING NATIONS.

FURNITURE & APPLIANCES

POST HAS PROVIDED MARKET INFORMATION, ESPECIALLY AS REGARDS OFFICE SYSTEM FURNITURE, TO CANADIAN INDUSTRY, VIA DRIEOTT/JFCP.

5-10 CANADIAN FIRMS EXPECTED TO BID ON CONTRACTS.

POST HAS CONSULTED WITH SENIOR U.S. FEDERAL GOVERNMENT OFFICIALS RESPONSIBLE FOR REQUISITION OF FURNITURE AS TO MARKET OPPORTUNITIES.

ENHANCED ACCESS TO INFORMATION LEADING TO MORE CURRENT DATA ON GOVERNMENT PROCUREMENT BID OPPORTUNITIES FOR CANADIAN SUPPLIERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

PAGE : 70

POST : 612-WASHINGTON

006-ELECTRONICS EQUIP. & SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INSTRUMENTATION

CONTINUING TO ADVISE CANADIAN FIRMS ON PROCEDURES AND OPPORTUNITIES IN MARKETING TO U.S. FEDERAL GOVERNMENT.

CDN FIRMS WITH SOPHISTICATED PRODS, ESPECIALLY NICHE PRODS MEETING GOVT FOR DEFENCE NEEDS, CAN BE EXPECTED TO ACHIEVE GD SALES IN THIS MKT, ONCE ADVICE & PROCEDURES RECEIVED.

TO CONTINUE PRESENTING INDIVIDUAL COMPANIES TO SELECTED SENIOR U.S. FEDERAL GOVERNMENT OFFICIALS.

FAMILIARISATION OF INFLUENTIAL FEDERAL GOVT. OFFICIALS WITH ADVANCED TECH. AVAILABLE FM CDN SOURCES. INCREASING ACCESS TO SENIOR U.S. GOVT. OFFICIALS FOR CANADIAN COMPANIES.

GROUP PRESENTATIONS BY CANADIAN COMPANIES IN SELECTED AREAS E. G. SECURITY PRODUCTS, DRUG ENFORCEMENT AND POLLUTION CONTROL.

CANADIAN COMPANIES WITH SOPHISTICATED PRODS COULD ANTICIPATE GOOD SALES OVER A LONG TERM PERIOD.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

PAGE : 71

POST : 612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PHARMACEUTICALS, BIOTECHNOLOGY

CONTINUING DETAILED ASSISTANCE TO INDUSTRY AS REQUIRED TO ENSURE
U. S. REGULATORY REQUIREMENTS (NON-TARIFF BARRIERS) COMPLIANCE.

BETTER ACCESS FOR CANADIAN EXPORTERS, LESS
DELAYS IN RESPONDING TO BID OPPORTUNITIES
AND GREATER ACCEPTANCE OF CANADIAN PRODUCTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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



REPORT #5
87/10/13

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

page A

612 - WASHINGTON
PLANNING:

UNITED STATES OF AMERICA
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV INSTRUMENTATION
PLAN TO ACQUIRE A DATABASE ON TERRITORY MANUFACTURERS INCLUDING
TECHNOLOGY AVAILABILITY & THROUGH A PROGRAM OF CALLS & VISITS FOCUS IN
ON THOSE COMPANIES WITH SPECIFIC INTEREST IN CANADA.

HOPE TO IDENTIFY 10 - 20 COMPANIES WITH
POTENTIAL AS INVESTORS/TECHNOLOGY SUPPLIES

DEFENCE PROGRAMS, PRODUCTS, SERV ELECTRICAL & ELECTRONIC
COVER 12 TRADE SHOWS IN ELECTRONICS/INSTRUMENTATION TO IDENTIFY AND
MEET MAJOR SUPPLIERS AND DEVELOP INFORMATION PLANS AND MARKET
INTERESTS.

IDENTIFY GOOD PROSPECTS & FOLLOW-UP WITH
INVESTMENT INFORMATION. INFORM HEAD-
QUARTERS & ESTABLISH LIAISON LINES AS
APPROPRIATE.

TRANSPORT SYS, EQUIP, COMP, SERV. MARINE INDUSTRIES
THROUGH CORPORATE LIAISON CALLS IDENTIFY MARINE INDUSTRY FIRMS IN
TERRITORY WITH EXPORT BUSINESS TO CANADA. FOLLOW-UP WITH LITERATURE
AND CONTACTS TO ENCOURAGE ADDING CANADIAN CONTENT TO MARKETING EFFORTS
IN CANADA.

ESTABLISH DIALOGUES WITH 10-12 MAJOR
TERRITORY CORPORATIONS WITH EXPANSION
POTENTIAL.

NON SECTORALLY ORIENTED ACTIVITIES

CONTINUE PROGRAM OF EDUCATION & INFORMATION DIRECTED AT INVESTMENT
"INFLUENCES" SUCH AS INTERNATIONAL BANKERS, PORTFOLIO MANAGERS,
INVESTMENT BROKERS AND ANALYSTS, INTERNATIONAL LAWYERS, ETC...

INFLUENCE INVESTORS THROUGH THEIR
PRINCIPLE ADVISERS.

REPORT #5
87/10/13

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

page B

612 - WASHINGTON
TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

QUARTER : 2

QUARTER : 3

QUARTER : 4



SECTION 2

This section contains quarterly reports submitted by all posts, many of which did NOT correspond to the priority sectors identified in their plan. They were therefore not included in the main body of the report but are included as Section 2 for this time only to indicate reports that were submitted on other activities.

Cette section contient des rapports trimestriels présentés par toutes les missions, dont bon nombre NE correspondent pas aux secteurs prioritaires identifiés dans les plans. Ils n'ont donc pas été inclus dans la partie principale du rapport, mais dans la Section 2 pour cette fois seulement, afin de présenter les rapports sur les autres activités.



REPORT 4B
87/10/28

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 601-BOSTON

UNITED STATES OF AMERICA

QUARTER: 1

- 006-ELECTRONICS EQUIP. & SERV.
NEBS SEMINAR JUNE 3, 1987 IN ST. ALBANS,
VERMONT.
- 999-MULTIPLE SECTORS
NEBS SEMINAR JUNE 9 - 10, 1987 IN BOSTON.
- 004-DEFENCE PROGRAMS, PRODUCTS, SERV
HELD SEMI-ANNUAL CDA/ELECTRONIC SYSTEMS DIVISION
WORKING GROUP MEETING.
- 001-AGRI & FOOD PRODUCTS & SERVICE
NORTHEAST FOOD SERVICE & LODGING SHOW, APRIL
26-28, 1987. ARRANGED TO HAVE 14 CANADIAN
COMPANIES EXHIBIT THEIR PRODUCTS AT THIS SHOW.
- 004-DEFENCE PROGRAMS, PRODUCTS, SERV
CANADA-U. S. SUBCONTRACTORS CONFERENCE MONTREAL,
CANADA JUNE 16 - 17, 1987.
- 014-EDUCATION, MEDICAL, HEALTH PROD
"HOSPITAL PURCHASING CAMPAIGN" A PROMOTION AIMED
AT NEW ENGLAND BUYERS OF HEALTHCARE EQUIPMENT
AND SUPPLIES.

ONE DAY TRAINING SEMINAR FOR NEW EXPORTERS FM
MONTREAL. NO RESULTS IN CURRENT REPORTING
PERIOD.

TWO DAY SEMINAR FOR NEW EXPORTERS FROM QUEBEC
CITY. APPOINTMENTS WITH LOCAL BUSINESS PEOPLE.
TRADE SHOW ATTENDED. CONTRACTS CURRENTLY IN
NEGOTIATION.

POSSIBLE SHARED DEVELOPMENT PROJECTS IDENTIFIED
-GROUNDWORK LAID FOR BRIEFINGS ON AIR TRAFFIC
CONTROL.

SHOW WAS HELD & COMPANIES WERE PLEASED WITH
RESULTS. OVER 22,000 VISITORS AND BUYERS VISITED
SHOW. SHOW WAS SO SUCCESSFUL, WE HAVE TAKEN 21
BOOTH SPACES FOR 1988 SHOW.

17 BUYERS FM 6 DEFENCE PRIME CONTRACTORS IN THE
NEW ENGLAND TERRITORY VISITED CANADIAN MANUFAC-
TURERS IN MONTREAL FOR THE PURPOSE OF EXPANDING
THEIR VENDOR BASE.

SOLICITATION LETTERS PERSONALLY SIGNED AND SENT
TO 700 PROSPECTS. 23% RESPONDED WITH REQUESTS
FOR FURTHER INFORMATION. 160 COPIES OF THE CDN
MEDICAL DEVICE DIRECTORY ARE BEING DISTRIBUTED.

REPORT 4B
87/10/28

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST :602-CHICAGO

UNITED STATES OF AMERICA

QUARTER: 1

001-AGRI & FOOD PRODUCTS & SERVICE
INTRODUCTION OF MOLSON LIGHT BEER TO CHICAGO
MARKET THROUGH RECEPTION HOSTED AT CONGEN.

013-CONSUMER PRODUCTS
REGISTER AGENTS & DISTRIBUTORS AT CANADIAN
PRODUCTS SHOWCASE AT NATIONAL HOUSEWARES SHOW,
APRIL 5-9, 1987.

999-MULTIPLE SECTORS
PREPARE GUIDE TO WORKING WITH AGENTS TO
DISTRIBUTE TO CANADIAN COMPANIES.

999-MULTIPLE SECTORS
OBTAIN PROVINCIAL OFFICES' SUPPORT FOR
CUSTOMIZED PERMANENT BOOTH TO BE HOUSED IN
CHICAGO, AND CHOOSE AVENDOR.

013-CONSUMER PRODUCTS
COMPILE BASIC INFORMATION ON WOOD HEAT INDUSTRY
OBTAINED AT TRADE SHOW IN ST. LOUIS.

001-AGRI & FOOD PRODUCTS & SERVICE
MANITOBA TRADE MISSION/REP LOCATOR ACTIVITY FOR
11 COMPONENT SUPPLIERS. APRIL 28 - 30/87.

80 DEALERS ATTENDED, MANY NOW SELLING MOLSON
LIGHT.

25 NEW AGENTS REGISTERED AND IDENTIFIED FOR
CONSULATE FILES.
3 INVESTMENT LEADS IDENTIFIED \$15,000 ON SITE
SALES.

GUIDE NEARLY COMPLETE. PUBLICATION IMMINENT.

VENDOR CHOSEN AND WORK BEGUN; COST RESPONSIBILI-
TIES WORKED OUT WITH PROVINCES AND A SCHEDULE
FOR BOOTH USE ESTABLISHED, SAVINGS OVER USING
CGEC TO BE REALIZED IN THE TENS OF THOUSANDS
OF DOLLARS.

REPORT COMPLETED AND BEING SEND TO 2 RELEVANT
U.S. POSTS WHO WILL HOST WOOD HEAT SHOWS IN
NEXT YEAR.

5 REPS APPOINTED/DETAILS TO FOLLOW. SALES WILL
BE REPORTED SEPT. 87. REPEAT OF EVENT IN 1989 IS
BEING PLANNED FOR MILWAUKEE, WI. NUMBER OF
EXHIBITORS TO BE TRIPLED.

REPORT 4B
87/10/28

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR B7
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 603-CLEVELAND

UNITED STATES OF AMERICA

QUARTER: 1

004-DEFENCE PROGRAMS, PRODUCTS, SERV
POST TO PARTICIPATE IN FOUR BUYER PROCUREMENT
SEMINARS: A) WESTINGHOUSE VENDOR DAYS, B) CANADA/
US SUBCONTRACTORS CONFERENCE, C) US/CANADA
WORKING GROUP (WPAFB), D) ON-SITE REVIEW (WP)

A) 30 FIRMS MET WITH WESTINGHOUSE-7 PLANT TOURS
ARRANGED. B) 75 FIRMS MET WITH 25 U.S. FIRMS. ON-
SITE SALES \$102,000. C) NEUTRON DIFFRACTION COST-
SHARED AGREEMENT SIGNED. D) 12 WRIGHT AERONAUTI-
CAL LAB OFFICIALS VISITED CMC & CAE.

005-COMM. & INFORM. EQP. & SERV
INFORMATION BOOTH AND PRESENTATION AT THE
INVESTMENT SOCIETY OF AMERICA CONVENTION.

ACTIVITY NOT CARRIED FORWARD DUE TO REDEPLOYMENT
OF STAFF RESOURCES.

008-TRANSPORT SYS, EQUIP, COMP, SERV.
POST TO PARTICIPATE IN THE OHIO AUTOMOTIVE
WHOLESALE SHOW WITH INFORMATION BOOTH.

ONE CANADIAN FIRM EXHIBITED THEIR PRODUCTS AT
THE CONSULATE'S BOOTH.

010-MINE, METAL, MINERAL PROD & SRV
POST TO PARTICIPATE IN AMERICAN CERAMIC SOCIETY
CONVENTION AND EXHIBITION.

20 CANADIAN FIRMS PARTICIPATED IN ACTIVITY, ONE
UTILIZING PEMD. POST MOUNTED CANADIAN PRESENT-
ATION AND HOSTED LUNCH FOR SELECTED VIP GUESTS.

013-CONSUMER PRODUCTS
A. INCOMING BUYERS MISSION TO INTERNATIONAL FUR
FAIR. INCOMING BUYERS MISSION TO RESIDENTIAL
FURNITURE SHOW. POST TO PARTICIPATE IN PITTS-
BURG & CLYND BUSINESS AFTER HOUSE WITH INFO
BOOTH.

A. RECRUITMENT NIL DUE LAST MINUTE WITHDRAWAL OF
INVITEE. B. ONE BUYER RECRUITED. ON-SITE SALES
TOTALLED \$10,000. C. ACTIVITY CANCELLED DUE TO
STAFF REDEPLOYMENT.

011-OIL & GAS EQUIPMENT, SERVICES
POST TO PARTICIPATE IN EASTERN OIL & GAS EQUIP-
MENT SHOW WITH INFORMATION BOOTH.

PARTICIPATION CANCELLED DUE TO REDEPLOYMENT
OF STAFF RESOURCES.

REPORT 4B
87/10/28

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 604-DALLAS

UNITED STATES OF AMERICA

QUARTER: 1

008-TRANSPORT SYS, EQUIP, COMP, SERV.
PARTICIPATE IN REGIONAL TRANSPORTATION CONF. AND
SEMINARS. PERIODIC MEETINGS AND VISITS WITH
TRANSIT STAFF. INFO BOOTH AT TEXAS PUBLIC
TRANSPORTATION CONFERENCE.

OBTAINED LITERATURE FM CDN COYS. ATTENDED TEXAS
PUBLIC TRANSP. CONF. MET SEVERAL TEXAS TRANSIT
OFFICIALS & DISCUSSED PROJS IN DALLAS, HOUSTON &
CORPUS CHRISTI. ENCOURAGED CONSULTANTS TO BID
ON CORPUS CHRISTI PROJECT.

008-TRANSPORT SYS, EQUIP, COMP, SERV.
PARTICIPATE IN OFFSHORE TECHNOLOGY CONFERENCE.

THE OFFSHORE TECHNOLOGY CONFERENCE BROUGHT 26
EXHIBITORS TO THE CDN GOV'T STAND. THEY MADE
\$1,357,500.00 IN ON-SITE SALES AND PROJECT OVER
\$26,000,000.00 IN SALES DURING THE NEXT 12
MONTHS.

011-OIL & GAS EQUIPMENT, SERVICES
ENHANCE CONTACTS AND MARKET INTELLIGENCE ON
THIRD COUNTRY PURCHASING OFFICES IN HOUSTON
AND INCREASE AWARENESS OF CANADIAN PRODUCTS
AMONGST HOUSTON BASED COMPANIES.

OBTAINED LIST OF ALL PURCH. IN '86 BY BARIVEN
(VENEZUELA). WORKING TO QUALIFY CDN VENDORS. OBT-
AINED UPDATE ON CURRENT PURCHASING BY ARAMCO
(S. ARABIA). RECRUITED 4 HOUSTON COS TO ATTEND
INTERCAN '87, EDMTN. ORG. MISS. OF 5 OIL & GAS

001-AGRI & FOOD PRODUCTS & SERVICE
PARTICIPATE IN 31 AG EQPT SHOW - THE PRIME DRY-
LAND FARMING EQPT SHOW IN TERRITORY. RECRUIT
FOR WEST. CDA FARM PROGRESS SHOW. PARTICIPATE
IN TX RESTAURANT ASS'N SHOW WITH INFO BOOTH.

24 CDN SUPPLIERS IN NAT'L STAND PLUS 7 OTHERS ON
THEIR OWN AT 31. ON-SITE SALES \$132,500-1 YEAR
FORECAST \$1.8M. SENT 2 BUYERS TO WCFF SHOW,
REGINA. SOLICITATED PROD. & LITERATURE FM 17 CDN
COYS FOR BOOTH AT TRA. OBTAINED 51 SERIOUS LEADS.

013-CONSUMER PRODUCTS
EXPAND CONTACT WITH LOCAL SALES REPRESENTATIVES
AND DISTRIBUTOR.

ENCOURAGED 2 BUYERS TO ATTEND MTL. INT'L FUR
FAIR. DISCUSSED APPAREL MKTG. APPROACH WITH
CDN COYS & DALLAS MKT CENTER. ENCOURAGED 3 NEW
CDN COYS TO VISIT TERRITORY AND EXPLORE
OPPORTUNITIES.

005-COMM. & INFORM. EQP. & SERV
EXPAND CONTACTS WITH LOCAL AGENTS AND DISTRI-
BUTORS.

MET WITH CANADIAN COMPANIES ATTENDING ELECTRO
'87, LAND MOBILE EXPO AND PASSED INFORMATION
TO SEVERAL POTENTIAL MANUFACTURING REPRESENT-
ATIVES.

REPORT 4B
87/10/28

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 605-DETROIT

UNITED STATES OF AMERICA

QUARTER: 1

016-INDUSTRIAL MACHIN. PLANTS, SERV.
A. ORGANIZED EXHIBIT BOOTH AT SOCIETY OF MANUFACTURING ENGINEERING EXPOSITION. B. THREE SEPARATE MAILINGS TO ANNOUNCE TO INDUSTRY MAJOR TRADE SHOWS IN TERRITORY.

-MANY NEW SOURCING OPPORTUNITIES ESTABLISHED.
-POST DEMONSTRATED WIN SOURCING SYSTEM.

001-AGRI & FOOD PRODUCTS & SERVICE
A. MEETING WITH FOOD BROKERS, DISTRIBUTORS AND GROCERY CHAINS TO DETERMINE MKT NICHES FOR CDN PRODUCTS. B. DVLPMT OF "CDA WEEK" PROMOTION WITH DETROIT AREA FOOD CHAIN.

-MET WITH A&P STORE & STARK & CO. (DISTRIB.). EQ WILL LIKELY SEE 300,000 CASES OF "CONNOISSEUR" BOTTLED SPARKLING GLACIAL WATER START ROLLING INTO DETROIT MKT MID-AUG. -DISCUSSED "CDA WEEK" PROMO WITH A&P. NO DATE SET.

013-CONSUMER PRODUCTS
A. COMPLETED FOLLOW-UP OF LOCAL ATTENDEES TO 1986 MONTREAL FURNITURE MARKET.
B. HAVE DEVELOPED AND MAINTAINED CONTACT WITH PROGRAM DIRECTOR OF LOCAL CHAPTER OF ASID.

-ONLY ONE LOCAL FIRM ATTENDED. NO NEW PURCHASED TO DATE. TIMING OF SHOW APPEARS PROBLEM. -WILL BE ABLE TO PLUG IN CDN DESIGNER OR FURN. MFTR AS PART OF MONTHLY CHAPTER MEETING. EXPECT TO COMPLETE IN LAST 2 QUARTERS OF F/Y 87/88.

005-COMM. & INFORM. EQP. & SERV
A. PROPOSED OUTGOING MISSION TO EXHIBIT AT INT'L PROGRAMMABLE CONTROLLERS CONFERENCE.

-POST AND BUREAU CANVASSED AND COULD NOT GET ENOUGH TRULY CDN FIRMS RELATED TO THEME OF SHOW.

008-TRANSPORT SYS, EQUIP, COMP, SERV.
A) FOLLOW-UP VISITS TO LOCAL TRANSIT AUTHORITIES AS WELL AS STATE DEPARTMENTS OF TRANSPORTATION.

-ENCOURAGED IPTC TO CONSIDER ADD'L CDN SUPPLIERS (TALFORD JONES SUCCESS. IN OBTAINING CONTRACT FOR SALE OF FOAM STANCHIONS). INTRODUCED CDN SUPPLIERS TO MAJOR TRANSIT AUTHORITIES AS WELL AS NEW CONTACTS WITH STATE GOVERNMENT.

001-AGRI & FOOD PRODUCTS & SERVICE
A) ENCOURAGE U.S. DEALERS/DISTRIBUTORS TO ATTEND *WCFPS FOR CONSIDERATION OF NEW CDN LINES.
*WESTERN CANADA FARM PROGRESS SHOW.

-SENT BEN YANTIS TO WCFPS WHICH RESULTED IN SERIOUS CONSIDERATION OF NEW LINES AS WELL AS PURCH. OF \$80,000 WORTH OF AGRI. EQPT. INTRODUCED CDN SUPPLIERS TO CONTACTS IN TERRITORY & UPDATED AGRI. DEALER/DISTRIBUTOR LIST.

REPORT 4B
87/10/28

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABRDAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 606-LOS ANGELES

UNITED STATES OF AMERICA

QUARTER: 1

004-DEFENCE PROGRAMS, PRODUCTS, SERV
SPACE DIVISION WORKING GROUP MEETING BASIS
DEVELOPED FOR ESTABLISHMENT OF WORKING
GROUP.

DEFENSE WHITE PAPER BRIEFING: TO DEVELOP AWARE-
NESS OF AND SUPPORT FOR CANADIAN DEFENSE POLICY.
OVER 100 PRIORITY CONTACTS ATTENDED.

016-INDUSTRIAL MACHIN. PLANTS, SERV.
WOODWORKING MACHINERY, FURNITURE AND SUPPLY: TO
EXHIBIT AT KEY INDUSTRY SHOW.

10 COMPANIES PARTICIPATED, AND INITIAL RESULTS
INDICATE SIGNIFICANT BENEFIT INTERMS OF AWARE-
NESS OF CAPABILITY AND IMMEDIATE AND LONGER
TERM SALES AGREEMENTS.

005-COMM. & INFORM. EQP. & SERV
INTERFACE '87: TO EXHIBIT AT THE INTERFACE
TELECOMMUNICATIONS SHOW.

ALTHOUGH CANADIAN FIRMS FARED RELATIVELY WELL,
THE SHOW ITSELF FELL SHORT OF EXPECTATIONS.

REPORT 4B
87/10/28

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 608-NEW YORK, CONSULATE GENERAL

UNITED STATES OF AMERICA

QUARTER: 1

001-AGRI & FOOD PRODUCTS & SERVICE
PREPARE AND ORGANIZE "WINE & CHEESE TASTING"
RECEPTION TO BE HELD IN CONJUNCTION WITH INT'L
FANCY FOOD & CONFECTION SHOW IN JULY. PREPARE
FOR THE ALBANY FOOD SHOW TO BE HELD IN SEPT. 87.

INVITED 500 FROM THE LOCAL TRADE TO ATTEND THIS
EVENT.
BUDGET HAS BEEN APPROVED AND ARRANGEMENTS ARE IN
PLACE FOR PARTICIPATION OF 28-36 CANADIAN
COMPANIES.

002-FISHERIES, SEA PRODUCTS & SERV.
CONTINUE TO SEEK NEW BUYERS FOR FISH AND SEAFOOD
PRODUCTS.
ARRANGE PROGRAM OF VISITS FOR MINISTER OF
FISHERIES (PROVINCE OF NOVA SCOTIA).

PROGRESS IS BEING MADE WITH SECURING REPRESENTA-
TION OF CANADIAN SUPPLIERS.
MINISTER WAS WELL RECEIVED AND FEEDBACK FROM OUR
CONTACTS INDICATE THAT THE VISIT WAS USEFUL.

004-DEFENCE PROGRAMS, PRODUCTS, SERV
ESTABL. DEFENCE DEV. SHARING AGREE. WORKING
GROUP AT CECOM, FT. MONMOUTH. GROUP WILL ASSIST
IN IDENT. PROJS SUITED TO JOINT DEV. SHARING
BETWEEN CDA/US UNDER DDSA. ORG. & OBTAIN PART.
OF 15 CDN COS IN CDA DAY AT FORT MONMOUTH.

INAUGURAL MEETING OF DDSA WORKING GROUP TOOK
PLACE ON MAY 21ST AT WHICH TIME BRIEFING WAS
GIVEN ON OBJECT. OF THE DDSA BETWEEN CDA/USA.
OBJECTIVE WAS MET AND 15 CDN COS. PARTICIPATED
IN CANADA DAY AT FORT MONMOUTH.

008-TRANSPORT SYS, EQUIP, COMP, SERV.
MONITORED DEVELOPMENTS OF NEW YORK CITY'S PRO-
POSED WEST SIDE TRANSPORTATION SYSTEM AND ITS
POTENTIAL FOR CDN. PARTICIPATION. EXPAND
CONTACTS IN THE "BUS TRANSIT" SECTOR.

SYSTEM APPEARS TO BE ON HOLD FOR THE MOMENT WITH
NO MAJOR EXPENDITURE PLANNED FOR THIS FISCAL
YEAR. BASED ON ADVICE FROM OTTAWA RE: STATE OF
FLUX CDN. BUS INDUSTRY, POST HAS PLACED SECTOR
ON HOLD.

005-COMM. & INFORM. EQP. & SERV
CONTINUE WITH PROJECT TO PLACE HIGH-TECH COMPA-
NIES ON IN-HOUSE DATA BASE AND EVENTUALLY WIN
SYSTEM. SUBMIT PROPOSAL FOR CDN. PARTICIPATION
IN PC EXPO SEPT. 1-4TH, NEW YORK CITY.

TO DATE HAVE APPROX. 150 LOCAL HIGH-TECH COS ON
FILE & ARE IN PROCESS OF CLASSIFYING THEM ACCDG.
TO CITC CODES. DEPT. HAS AGREED TO PAY FOR
SPACE FOR 8 CDN COMPUTER SOFTWARE COMPANIES.

013-CONSUMER PRODUCTS
RECRUIT BUYERS TO ATTEND MONTREAL FURNITURE SHOW
JUNE 14-16.
ORGANIZE AND PLAN EXHIBITION FOR KEILHAUER
CONTRACT SEATING AT CONSULATE APRIL 8-9.

SUCCESSFULLY RECRUITED 19 BUYERS TO ATTEND SHOW
ON SITE ORDERS AND SALES WERE IN RANGE OF
\$5 MILLION. EXHIBITION ATTRACTED 200 INTERIOR
DESIGNERS.

REPORT 4B
87/10/28

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 610-SAN FRANCISCO

UNITED STATES OF AMERICA

QUARTER: 1

005-COMM. & INFORM. EQP. & SERV

- A. XIOS SYSTEMS CORP. DEMO AT CONGEN.
- B. WATERLOO MICROSYSTEMS DEMO AT CONGEN.

A. 4 MAJOR FIRMS RECEIVED COMPLETE DEMO AND EXPRESSED INTEREST.
B. US DEPT. OF HEALTH AND HUMAN RESOURCES DECIDED TO PURCHASE PRODUCT ON PILOT PROJECT BASIS.

006-ELECTRONICS EQUIP. & SERV

MAJOR SILICON VALLEY RECEPTION TO MAKE NEW CONTACTS WITH ELECTRONICS FIRMS.

130 SILICON VALLEY HI-TECH ELECTRONICS COY REPS ATTENDED RECEPTION. MANY NEW LEADS GENERATED FOR CDN COYS.

014-EDUCATION, MEDICAL, HEALTH PROD

- A. ASSOC. OF WESTERN HOSPITALS CONV. IN SAN FRANCISCO. POST ORGANIZED NATIONAL STAND WITH FIVE CDN COYS.
- B. MEDICAL MISSION FROM ONTARIO AND QUEBEC, PRESENTATION TO MCKESSON.

RESULTED IN SEVERAL CDN COYS NOW COMMITTING TO SERIOUS EXPORT ACTIVITY IN THIS MKT. WESTNOFA OF WPG GENERATED 20 SERIOUS LEADS. KINETICS, TORONTO, NOW MAKING MOVE INTO MEDICAL FIELD.

013-CONSUMER PRODUCTS

WOOD HEATING ALLIANCE SHOW, RENO, POST ATTENDED. COY PARTICIPATION WITH PEMD.

CDN FIRMS GAINED INCREASING FOOHOLD IN WESTERN US MARKET.

001-AGRI & FOOD PRODUCTS & SERVICE

EXPLORATORY MEAT EXPORT VISIT FM ALTA GOVT.

INITIAL CONTACTS MADE WITH MEAT PROCESSORS, WHOLESALERS AND RETAILERS.

REPORT 4B
87/10/28

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST :611-SEATTLE

UNITED STATES OF AMERICA

QUARTER: 1

008-TRANSPORT SYS, EQUIP, COMP, SERV.
AD HOC GROUP VISITS TO BOEING.

CHANGES AT BOEING HAVE MADE GROUP VISITS IMPRACTICAL. REPORTS SUBMITTED ON CHANGES. WORKED WITH 23 COMPANIES AT BOEING ON INDIVIDUAL BASIS \$9.5 MILLION IN BUSINESS INFLUENCED RECORDED.

001-AGRI & FOOD PRODUCTS & SERVICE
PARTICIPATION IN NORTHWEST HOSPITALITY SHOW.

DESPITE OUR EFFORTS, IND. INTEREST WAS INADEQUATE TO SUPPORT PART. IN SHOW. ELEVEN MAILINGS WERE UNDERTAKEN IN SUPPORT OF BUYER CONNECTION PROGRAM. FOLLOW UP ON NEBS GENERATED FIVE BUSINESS INFLUENCED REPORTS.

013-CONSUMER PRODUCTS
PEMD PARTICIPATION IN SEATTLE GIFT SHOW.

DUE TO LACK OF INTEREST ONPART OF CDN IND., GIFT SHOW PARTICIPATION WAS REPLACED BY GIFTWARE NEBS ON BEHALF OF TWENTY COMPANIES. TWO BUYERS RECRUITED FOR FURNITURE SHOW IN MONTREAL.

015-CONSTRUCTION INDUSTRY
NONE AT THIS STAGE.

FOLLOW UP TO BUILDING MATERIAL NEBS IN PROGRAM.

005-COMM. & INFORM. EQP. & SERV
CONTINUATION OF SOFTWARE PROMOTION PROGRAM.

TWO FIRMS TOOK ADVANTAGE OF OUR SUPPORT TO MEET WITH LOCAL SOFTWARE BUYERS.

REPORT 4B
87/10/28

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 613-BUFFALO

UNITED STATES OF AMERICA

QUARTER: 1

999-MULTIPLE SECTORS
3 ONTARIO NEBS
3 QUEBEC NEBS

2 ONTARIO NEBS
2 QUEBEC NEBS
RESULTS: SALES OF \$1,712,875 COVERING 29 TRANS-
ACTIONS WERE REPORTED ALONG WITH 51 AGENCIES
ESTABLISHED.

004-DEFENCE PROGRAMS, PRODUCTS, SERV
2 DEFENCE SEMINARS - (BUFFALO/SYRACUSE)

2 DEFENCE SEMINARS
3 PURCHASING MISSIONS TO CANADA BY 2 DEFENCE
CONTRACTORS.

013-CONSUMER PRODUCTS
NOT LISTED.

2 MISSIONS TO CANADA BY ONE WOMEN'S APPAREL
STORE, L. L. BERGER, BUFFALO.
RESULT: \$150,000.

008-TRANSPORT SYS, EQUIP, COMP, SERV.
NOT LISTED.

1 INTERNATIONAL TRADE FAIR: INTERNATIONAL
AVIATION SNOW SYMPOSIUM, BUFFALO.

REPORT 4B
87/10/28

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 618-MINNEAPOLIS

UNITED STATES OF AMERICA

QUARTER: 1

005-COMM. & INFORM. EQP. & SERV

A) ORGANIZE CDN EXHIBIT AT MIDWEST ELECTRONICS EXPO '87.
B) INCREASE CONTACTS WITH REGIONAL TRADE ASSOCIATIONS.

A) 11 CDN FIRMS PARTICIPATED IN MIDWEST ELEC. EXPO '87. ON-SITE SALES AMOUNTED TO APPROX. \$50,000 (US).
1 PROPOSAL, IF SUCCESSFUL, COULD RESULT IN NEARLY \$10M (US) IN SALES FOR AN EXHIBITOR. B) DISCUSSIONS WERE HELD WITH THE ELEC. REP. ASSOC. & TWIN CITY

004-DEFENCE PROGRAMS, PRODUCTS, SERV

A) FOLLOW-UP ON ELECTRONICS INVESTMENT SEMINARS.
B) HOLD PROCUREMENT SEMINAR FOR HONEYWELL DEFENCE PRODUCTS DIVISION.

A) 2 FIRMS PARTICIPATING IN SEMINARS HAVE ANNOUNCED INTENTIONS TO INVEST IN CDN OPERATIONS.
B) A NEW PROPOSAL FOR THE SEMINAR IS BEING SUBMITTED AT A HIGHER LEVEL IN HONEYWELL. CONTACT APPEARS RECEPTIVE TO PROPOSAL.

014-EDUCATION, MEDICAL, HEALTH PROD

FOLLOW-UP LEADS FROM BIOMEDICAL INVESTMENT SEMINAR. INCREASE CORPORATE LIAISON CALLS.

ADDRESSED MEETING OF MEDICAL ALLEY (MEDICAL COS. INDUSTRY ASSOC.) PLANNED JOINT MEETING WITH MEDICAL ALLEY FOR SEPT. 2.

999-MULTIPLE SECTORS

PARTICIPATE IN TWIN CITIES PURCHASING MANAGEMENT ASSOCIATION PRODUCTS SHOW APR. 1987.

CONSULATE HAD INFO BOOTH AT SHOW. PROVIDED INFO ON SOURCING CAPABILITIES OF THE CONSULATE RESPONDED TO OVER 250 REQUESTS FOR INFORMATION ON CDN PRODUCTS.

001-AGRI & FOOD PRODUCTS & SERVICE

FOOD AND BEVERAGE-FOLLOW-UP OF LAST QUARTER'S SOLO FOOD SHOW.

23 FIRMS CONTACTED, ADD'L ASSISTANCE OFFERED. REPORTED APPOINTMENT OF 7 NEW BROKERS & SALES OF \$400,000 U.S. ATTENDED WCFPS. INTRODUCED NEW OFCR. REP. FOR SECTOR TO INDUSTRY. COMMENCED PLANNING FOR HUSKER H. DAYS 9/87. DISCUSSED MKTG. PLANS/PINA

013-CONSUMER PRODUCTS

APPAREL/TEXT: RECRUIT US BUYERS TO FESTIVAL OF CDN FASHION; ASSIST OTT WITH OUTERWEAR MKT. STUDY INFO; PLAN PROD INTRO FOR 5 CO; HOLD APPAREL REP LOCATOR. FURNITURE: ORG. NEBS VISIT FOR W. RESIDENTIAL FURNIT MANUS. ORG PART IN ASID-MSAIA REG SHOW

RECRUITED SIGNIFICANT BUYER FOR F. O. C. F., RESULTING IN \$200,000 (CDN) INITIAL SALES; ASSISTED OTT IN REPORTING ON OUTERWEAR MKT. HELD APPAREL REP LOCATOR WITH MA. FURNITURE-PLANNING FOR MEBS MISS UNDERWAY IN CONSULTATION WITH DRIE & PROVINCES.

REPORT 4B
87/10/28

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 619-ATLANTA

UNITED STATES OF AMERICA

QUARTER: 1

001-AGRI & FOOD PRODUCTS & SERVICE

A. DEVELOP CONCRETE PLANS FOR PUBLIC SUPER-MARKETS IN-STORE PROMOTION. B. PARTICIPATE IN PUERTO RICO FOOD AND EQUIPMENT EXPO.

A. DEFINED SCOPE OF PROMOTION, ESTABL. DEADLINES TO BE MET, DRAFTED CONTRACT FOR CONSULTANT.
B. INTRODUCED 10 COMPANIES TO MARKET, IDENTIFIED 10 NEW AGENTS, GENERATED \$1 MILLION SALES.

004-DEFENCE PROGRAMS, PRODUCTS, SERV

A. IDENTIFY SIGN. MILITARY COMMANDS IN TERRITORY AND ESTABLISH CONTACTS. B. FOLLOW-UP ON MARTIN-MARIETTA MISSION. C. IDENTIFY PROMISING SECTORS FOR INCOMING MISSIONS.

A. VISITED 8 MILITARY COMMANDS, WORKING WITH CDN CO. ON POTENTIAL \$10MN SALE. B. TWO NEW M-M BUYING MISSIONS ARRANGED, QUARTERLY SALES \$3.5MN TO M-M. C. DEVELOPING PLANS FOR 3 INCOMING MISSIONS.

005-COMM. & INFORM. EQP. & SERV

IMPLEMENT CANADIAN PARTICIPATION IN COMDEX SPRING '87.

ON-SITE SALES \$143,000, 12-MONTH PROJECTED SALES \$51.7 MILLION.

008-TRANSPORT SYS, EQUIP, COMP, SERV.

FOLLOW-UP ON 1986 FLORIDA URBAN TRANSIT INCOMING MISSION.

DETAILED ARRANGEMENTS FINALIZED FOR FOLLOW-ON MISSION LED BY GOV. OF FLORIDA AND OTHER HIGH-LEVEL OFFICIALS.

013-CONSUMER PRODUCTS

A. RECRUITED 6 BUYERS FOR, AND ATTENDED, MONTREAL FURNITURE SHOW. B. RECRUITED 2 NEW BUYERS TO ATTEND INTERNATIONAL FUR FAIR, MONTREAL.

A. TOO EARLY TO JUDGE RESULTS.
B. ON-SITE PURCHASES OF \$86,000.

016-INDUSTRIAL MACHIN, PLANTS, SERV.

ORGANIZE AND IMPLEMENT CANADIAN PARTICIPATION IN PUERTO RICO INDUSTRIAL SHOW.

CANADIAN PARTICIPANTS ESTABLISHED 4 NEW AGENTS, ON-SITE SALES \$800,000, PROJECTED 12-MONTH SALES \$1.5 MILLION. POST IDENTIFIED 102 NEW AGENTS AND DISTRIBUTORS.

CA1 EA676 T715 EXF 1987 ^{June} STORAGE
Trade and Industrial Development
Program quarterly activity report
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