nal Affairs and Internal Trade Canada

Affaires extérieures et Commerce extérieur Canada



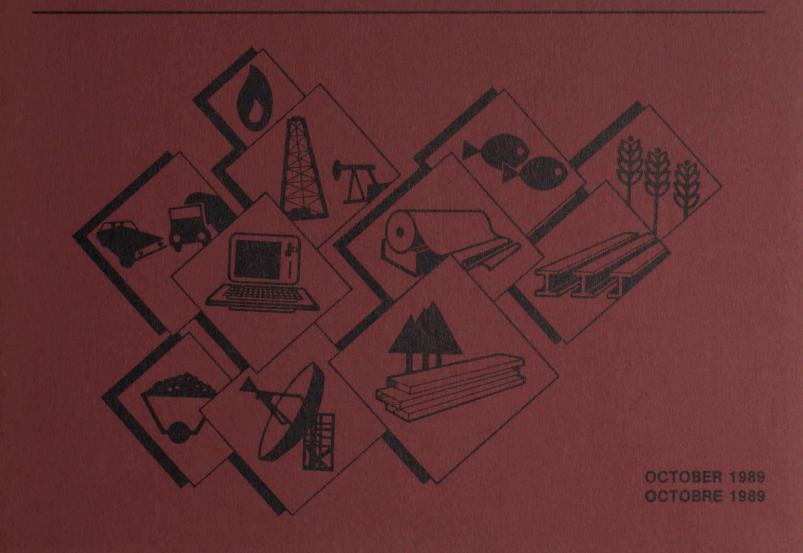
TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE

# QUARTERLY ACTIVITY REPORT RAPPORT TRIMESTRIEL DES ACTIVITÉS

NON - CIRCULATING & CONSIA TER SUR PLACE

# ASIA AND PACIFIC ASIE ET PACIFIQUE

JANUARY - MARCH 1989 (4th QUARTER FY 1988-89) JANVIER - MARS 1989 (4° TRIMESTRE, AF 1988-89)



#### TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM

#### Quarterly Activity Report January - March 1989

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

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

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

#### PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE

### Rapport trimestriel des activités Janvier - Mars 1989

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

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

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

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

POST : 504-BANGKOK

#### 005-ADVANCED TECH. PROD. & SERV THAILAND

#### ACTIVITIES PROPOSED IN POST PLAN: PLANNING:

ALL SUB-SECTORS

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

ONGOING FOLLOW-UP IN AREAS OF OPPORTUNITY AS IDENTIFIED IN CON-SULTANT'S REPORT ON THAI TELECOMS SECTOR. TOT, CAT, EGAT, ETC.

ONGOING ASSISTANCE TO LOCAL OFFICE OF ALTA TELECOM INTERNATIONAL.

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

MONITOR PROGRESS OF TOT'S 5TH PROJECT AND IMPLEMENTATION OF THE CANADIAN COMPANIES TO SUBMIT COMPETITIVE BIDS 6TH PROJECT.

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 Promotional Canadian Telecommunication Sector

QUARTER: 3 Preparation of comprehensive market study on Thai consulting sector and computer hardware/ software market.

QUARTER: 4 -----

EXPOSURE OF KEY DECISION MAKERS TO CANADIAN

INTRODUCTION OF NEW CANADIAN TECHNOLOGIES TO

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

NEW AGENCIES AND EXPORT SALES.

TO TOT.

SALES OF CANADIAN TECHNOLOGIES.

#### QUARTERLY RESULTS REPORTED:

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

Support to Fair child of Vancouver to submit proposal to Min of Communications for Thai domestic satellite project.

Approximately 40-page reports, among the most comprehensive ever completed by the post, were finalized and sent to Ottawa for distribution to Canadian consulting/computer firms.

ANTICIPATED RESULTS:

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

POST : 504-BANGKOK

#### 007-POWER & ENERGY EQUIP. & SERV. THAILAND

#### PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

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

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

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

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

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

FURTHER SALES OF POWER BOILERS AND POWER PLANTS TO EGAT.

#### TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 ----

QUARTER: 3 -----

QUARTER: 4 -----

DUARTERLY PRESERVER AND TRAUG

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## QUARTERLY RESULTS REPORTED:

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

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

POST : 504-BANGKOK

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

PLANNING:

#### ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

ACTIVITIES PROPOSED IN POST PLAN:

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

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

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

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 Support to Lavalin Group in Thai bid for Bangkok MRT project.

QUARTER: 3 Support to Lavalin's bid to win Bangkok Mass Rapid Transit (Skytrain) Project.

QUARTER: 4 Post devoted significant resources in support of Lavalin, as their negotiations for Bangkok MRT porject progresses. This included reporting to Ottawa on regular basis re status of negotations to assist Ottawa efforts on financing package

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

SALE OF TWO DASH-8'S.

UP TO \$20 MILLION IN AIRCRAFT SALES.

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

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

OUARTERLY RESULTS REPORTED:

REPORT ON STATUS OF INVEST. PLAN COMPLETED INCLU-DING HIGH LIGHTING OPPORTUNITIES FOR CDN COS. **REPORT DIRECTED TO COS WITH KNOWN INTEREST &** CIRCULATED FROM DRIEDTT. 5 OR 6 ENQUIRIES GENE-RATED & OPPORTUNITIES BEING PERSUED. REPORT CONT

On-going and intensive support to Lavalin, including two calls on Minister of the Interior and call on Governor of ERTAT.

Lavalin was judged to be the successful bidder and received from Thai authorities a letter in December inviting Lavalin to negotiate for this multi-billion dollar project.

A) Negotiations continue

B) Financing package still under consideration

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

POST : 504-BANGKOK

#### 004-DEFENCE PROGRAMS, PRODUCTS, SERV THAILAND

PLANNING:

### ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

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

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

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 4 -----

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 Participate in Defence Asia '88, occupying 36 sq. m. info booth along with other three Canadian exhibitors.

1 Losign weilers world H-idland

ANTICIPATED RESULTS:

BETTER DETERMINE MARKETING OPPORTUNITIES FOR CANADIAN DEFENCE SUPPLIERS.

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

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

ACCESS TO PROCUREMENT PLANS AND OPPORTUNITIES TO NEW CANADIAN BIDDERS.

IDENTIFICATION OF NEW LEADS AND COMPETITIVE INFORMATION.

INCREASED SALES POTENTIAL.

QUARTERLY RESULTS REPORTED:

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Info booth vis. by approx.1200 vis. w/approx.500 enquiry filled out.Thai awareness of Cdn supply position further enhanced.Bristol Aero. close to completing finaliza'n of their contract.RTA artillery mission to Bendix Avelex planned Dec.'89.

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

POST : 504-BANGKOK

011-OIL & GAS EQUIPMENT,SERVICES THAILAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

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

PARTICIPATION BY AMBASSADOR IN ADVISORY BOARD TO PETROLEUM INSTI-TUTE OF THAILAND (PITI).

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 A) Invitation to Petro Viet Nam officials to visit Canada sponsored by Petro Canada B) Alberta Oil and Gas Mission to VietNam ANTICIPATED RESULTS:

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

CLOSER TIES TO PTIT AS VEHICLE FOR INTRODU-CING CANADIAN TECHNOLOGY.

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

INTRODUCTION OF CANADIAN TECHNOLOGY AND TRAI-NING SERVICES THROUGH THE INSTITUTE.

QUARTERLY RESULTS REPORTED:

A) Cancelled at last minute; rescheduled to May.B) Cancelled at last minute; modified mission rescheduled to April.

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

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

#### POST : 504-BANGKOK

Ontario Dairy Cattle Mission (Jan 12-13)

Liaison Visit to Burma (Jan 16-19)

Visit of Saskatchewan Minister of Trade and Investment (Hon. Bob Andrew) (Feb 11-14) Quebec Trade Mission (Feb 16-17)

Attendance at PROC VI/ASEAN Trade Commissioners Conference, Montreal/Ottawa (Feb 23-Mar 10) Asbestos Seminar (co-sponsored by Asbestos Institute of Canada) (March 6-10) Liaison Visit to Laos (March 22-24)

Preparation of "Thailand 1990" strategy paper-new initiative NTS plans, ECA, etc.

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

POST : 510-BEIJING

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

#### ANTICIPATED RESULTS:

7

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

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

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

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

CONCENTRATED MARKETING EFFORT DIRECTED TO OFFSHORE OIL/ IDENTIFICATION OF OPPORTUNITIES AND EXPOSING NATURAL GAS DEVELOPMENT. OF CANADIAN TECHNOLOGY TO MATCH OPPORTUNITIES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

OUARTER: 2 -----

OUARTER: 3 -----

QUARTER: 4 Continued marketing efforts to Shengli and other oilfields - heavy oil mission from Shengli to Alberta - concentrated efforts

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

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

IDENTIFICATION OF OPPORTUNITIES FOR CANADIAN MATCH OPPORTUNITIES.

QUARTERLY RESULTS REPORTED:

Identification of several business opportunities Return mission from Alberta to take place in May

POST : 510-BEIJING

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

JOINT AGRICULTURAL COMMITTEE

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ANIMAL HEALTH DISCUSSIONS.

QUARTER: 2 -----

- QUARTER: 3 -fox protocol to be negotiated -Joint agriculture committee activities including grain marketing study group visit to Canada. -Follow-up on veterinary quarantine of firts cattle shipment.
- QUARTER: 4 Negotiation of fox quarantine protocol. JAC Activities - hydroponics mission to Canada. Investigate market for grain

ANTICIPATED RESULTS:

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

CREATE CONDITIONS FOR NEW PLANT EXPORTS.

CREATE APPROPRIATE CONDITIONS FOR LONG-TERM EXPORTS.

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

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

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

QUARTERLY RESULTS REPORTED:

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

-protocol negotiations are well underway -visit has taken place successfully -awaiting report of Chinese authorities.

Some progress achieved - one issue outstanding. Mission taking place in early days of April. Report carried out.

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

POST : 510-BEIJING

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

PLANNING:

ALL SUB-SECTORS

FINANCING/IDENTIFYING/LOBBYING FOR EXCLUSIVE CANADIAN PACKAGES.

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

ACTIVITIES PROPOSED IN POST PLAN:

CONDUCT A MARKET ANALYSIS TO BETTER IDENTIFY OPPORTUNITIES.

MARKET REPORT OF PETROCHEMICAL INDUSTRY.

ANTICIPATED RESULTS:

CANADIAN INVOLVEMENT IN SEVERAL PETROCHEMICAL PLANT PROJECTS.

> BETTER CHINESE AWARENESS OF CANADIAN TECHNOL-OGY AND IDENTIFICATION OF FUTURE REQUIREMENTS

BETTER CANADIAN AWARENESS OF PROJECT OPPORTU-NITIES AND OPPORTUNITIES FOR SALES OF PRODU-CTS

IDENTIFY CHINA'S EXISTING PETROCHEMICAL INDU-STRY AND IDENTIFY IMPORT REQUIREMENT FOR PRO-DUCT AND PLANT.

QUARTERLY RESULTS REPORTED:

ACTIVITIES UNDERTAKEN IN QUARTER: TRACKING:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 Market analysis to identify project opportunities.

In context of trade seminars in Oingdao & Chengdu identified 3 petrochemical and several chemi-

cal projects post is now pursuing.

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

POST : 510-BEIJING

EQUIPMENT AND MACHINERY

THE FERROUS SECTOR.

MARKET SURVEY IN NON-FERROUS

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

PLANNING:

ANTICIPATED RESULTS:

IDENTIFICATION OF EXXPANSION AND MODERNIZATION REQUIREMENTS IN BETTER INFORMATION BASE TO BE USED FOR MORE FOCUSESED MARKETING APPROACH.

> BETTER INFORMATION BASE OF PROJECT OPPORTUN-ITIES AND MORE FOCUSSED MARKET APPROACH.

INTERCHANGE OF INFORMATION WILL GIVE US BET-TER INFORMATION BASIS FROM WHICH TO ESTABLISH A MARKETING STRATEGY.

DITTO.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 SIGNING OF MEMORANDUM OF UNDERSTANDING ON NON-FERROUS AND FERROUS METALS WORKING GROUP.

MOU OR WORKING GROUP ON NON-FERROUS SECTOR

MOU OR WOTKING GROUP IN FERROUS SECTOR.

ACTIVITIES PROPOSED IN POST PLAN:

QUARTER: 2 -----

QUARTER: 3 -Geology fair and technical seminar. - Planning of cities project & 1st visit to Chengdu. -Incoming Mission. Mayor of Quebec. -3 economic reports.

QUARTER: 4 Follow-up to market survey in non-ferrous metals - Gold mission to Canada

- Support to Cdn industry re strategic metals.

- promotion of Cdn capabilities in context of trade seminar in Chengdu.

QUARTERLY RESULTS REPORTED:

MOU SIGNED IN CHINA IN JUNE BY PRESIDENT OF TREASURY BOARD; MISSION TO CANADA BY CHINESE MINISTRY OF METALLURGICAL INDUSTRY.

-sales by 3 participants in Geology 88. -Signing of \$1.5 million contract by Stelco for coil box technology.

-Contract signed for market survey of Chengdu. -Field survey on Non ferrous metals completed

Opportunity identified for sourcing of vanadium (in rare supply).

In context of trade seminar.

\_ New projects identified in Sichuan Prov.

\_Cominco starting feasibility study re lead/zinc

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

POST : 510-BEIJING

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

ANTICIPATED RESULTS:

#### PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

CONTINUE EFFORTS TO OBTAIN A THERMAL PROJECT ALLOCATED TO CANADIAN SUPPLY.

ATTEMPT TO POSITIION CANADA FOR PARTICIPATION IN DESIGN AND IMPLEMENTATION OF THE THREE GORGES PROJECTS.

ONTARIO HYDRO TECHNICAL AGREEMENT WITH MWREP.

TECHNICAL SEMINARS TO PRESENT CANADIAN CONTROL SYSTEMS AND "BALANCE OF PLANT" CAPABILITIES.

BUILD ON EXISTING RELATIONSHIPS SUCH AS THE BANK OF MONTREAL /MWREP.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 Assist in finalizing the Ghe Yan Power Project. -Provide support on Beilungang II. -Explore reopening of talks between Cda/China for NCA. - to illicit additional slate of TCP study proposals

QUARTER: 4 -----

ONE COMPLETE STATION VALUS \$150 MILLION OR MORE.

LONG RANGE POTENTIAL UP TO \$500 (1.1 -22M \$ MILLION IN EQUIPMENT AND SERVICES.

EVENTUALLY INTRODUCE CANADIAN SUPPLIERS TO ONTARIO HYDRO TO P.R.C. ENTITIES.

SPECIFICATION BY P.R.C. AUTHORITIES OF CANAD-IAN SUB-SYSTEMS.

TO OBTAIN INFORMATION WHICH WILL HELP LONG-RANGE PLANNING.

QUARTERLY RESULTS REPORTED:

-Signature of contract, US\$ 100 million. -Agreement reached between Babcock & Wilcox and PRC signature to take place Jan.89. \$48 million. -Agreement reached between 2 Governments to renew negotiations NCA May 89.

**REPORT 4** 

89/10/10

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

POST :510-BEIJING

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

#### PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

FOLLOW-UP ON AIR TRAFFIC CONTROL INITIATIVES OF 1987: A) MISSION TO CHINA (FEB 87) AND B) CHINESE MISSION TO CANADA (AUGUST 87).

CONTINUE PRESSURE ON BEIJING SUBWAY CORPORATION TO IMPLEMENT FINDINGS OF URBAN TRANSIT STUDY.

FOLLOW-UP ON PROSPECTS TO SELL COMMUTER AIRCRAFT TO REGIONAL AIRLINES IN ZHEJIANG, JIANGSU, SICHUAN AND YUNNAN PROVINCES.

PREPARED REPORT "TRANSPORTATION IN CHINA: OPPORTUNITIES FOR CANADA EXPORTERS".

COORDINATE ACTIVITIES WITH CHINA IN THE DEVELOPMENT OF THEIR NEW TRANSPORTATION PROGRAM FOR CHINA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 IDENTIFY MARKETS FOR AIRCRAFT SALES-REGIONAL AIRLINES.

QUARTER: 2 -----

QUARTER: 3 Assist Bombardier to hold technical seminar on locomotives. - Follow-up on prospects of commuter aircrafts. - Follow-up on World Bank Transportation projects - Organize Forest Firefighting Exhibition Beijing 4-10 Dec 88.

QUARTER: 4 -----

ANTICIPATED RESULTS:

SALES IN 1988 OF ATC EQUIPMENT.

DECISION TO BEGIN EXTENSION TO BEIJING SUBWAY SUB-SYSTEM USING CANADIAN TECHNOLOGY.

FIRST CONFIRMED AIRCRAFT SALES TO CHINA 'S REGIONAL AIRLINES.

PRODUCE DOCUMENTATION WHCIH WILL ASSIST CANA-DIAN BUSINESS IN IDENTIFYING COMMERCIAL OPP-ORTUNITIES.

USE CIDA PROGRAMS TO CREATE NEW EXPORT OPPO-RTUNITIES.

QUARTERLY RESULTS REPORTED:

CANADAIR SOLD 2 CHALLENGER AIRCRAFT AND SPARES TO POLYTECHNOLOGIES LTD. OF CHINA.

-carried out. - meet with several local contacts and sent report to De Havilland aircraft. - sent report to interested parties. alerted various Canadian firms of prospects. - done, excellent results. 5 Cdn firms participated.

REPORT #5 89/10/06 QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88 FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

510 - BEIJING

# PEOPLE'S REP OF CHINA

ANTICIPATED RESULTS

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

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

MINE, METAL, MINERAL PROD & SRV MINERALS AND MINERAL PRODUCTS MAINTAIN STEADY FLOW OF INVESTMENT LITERATURE TO SELECT CORPORATIONS. MENTS IN FORESTRY OPERATIONS, PULP MILLS & PERHAPS ANIMAL BREEDING STOCK.

LONG RANGE POSSIBILITY FOR FURTHER INVEST-

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

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

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

REPORT #5 89/10/06

89/10/06

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

510 - BEIJING

#### PEOPLE'S REP OF CHINA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

QUARTER : 2

QUARTER : 3

QUARTER : 4

No activity identified in Post Plan \_\_Support to Sask Premier re CITIC investment in Saskatchewan Potash Mine. - Initial discussion with Canadian firm re PRC investment in coking coal mine.

Please treat these 2 opportunities as confidential Opportunity promoted by Post. Possibility in medium to long term. Opportunity identified by Post.

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

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

#### POST : 510-BEIJING

Visit by Saskatchewan Premier Grant Devine

Canada-China Trade Cooperation Conference

Cities Project - Trade seminars and interviews in Qingdao and Chengdu Planning of Canada Month - May 89

- and the first of the

RETRAUC AT REMATRICAL ASTTIXIESA

OHANTER: I ENCOURAGE AGRECHENT BUTYEEN CANAGA AND AUSTRALIA DH. COOPERATION BETWEEN DHE RESPECTIVE DEFENCE INDUSTRIES.

AUTION C 21.022 SUPPLIET OF SALET MURI SHIPHULLOING'S TRUTTS TO MAKE CANNOLAN PATHOL FRIDATE INDIT-LISTED ANDROST POSSION DESIGNES FUR ADUTRALIA MIN SUMFACE CONDITANT

ANATERA 1 MONITORING OF DEPITOR TRANSPORT & COMMUNICATIONS RATIONAL ALMONAUTICAL INFORMATION PROCESSING STRICTLA HORING AND BALISANA PROJECT.

CLARTERS I SUPPORT OF CARAGATR'S SFORTS TO HUNC CHALLENGER SELECTED FOR ANOTHALIAN EDVERMMENT'S VIP FLET-REPLACEMENT.

TETROFIL STAREN TARTADA

CARADIAN PAREL PELODIE NOT DRE DE DESIGNE PE-RAIRER DA SHURTELIIT. EMPRASIS SHURTED TO ENABLE DALADIAN SUBCENTRACTERS TO BE AGLE TO SUBVEN TO POTENTIAL PELNE CONTRACTORS.

NUA AND AND THEN OF CAMADI, ONLY FIRM SELECTED TO SUDNIT FINAL COLTED PROPUBALS. PROPOSALS ONC SEPT 16, 1980.

CALLENGER CONSIDERED FRIME CONTENDER. OCCISION

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

POST : 534-CANBERRA

#### 004-DEFENCE PROGRAMS, PRODUCTS, SERV AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

REACHING SOME FORM OF AGREEMENT WITH AUSTRALIA ON CLOSER CO-OPE-RATION BETWEEN CANADIAN AND AUSTRALIAN DEFENCE INDUSTRIES.

DETERMINE EQUIPMENT SALES OPPORTUNITIES FOR CANADIAN SUPPLIERS OF MARINE DEFENCE EQUIPMENT FOR NEW AUSTRALIAN SURFACE COMBATANT PROJECT.

OBTAIN UPDATED AUSTRALIAN ASSESSMENT OF CRV-7 ROCKETS AND DETER-MINE LIKELY PROCUREMENT TIMING

FACILITATE M.E.L. CONTACT WITH AUSTRALIAN DOD AND POTENTIAL AUSTRALIAN PARTNERS IN ORDER TO FACILITATE ENTRY INTO AUSTRALIAN MARKET.

FACILITATE CONTACT BETWEEN SNC AND AUSTRALIAN GOVERNMENT AMMUNI-TION FACTORIES IN ORDER TO PROMOTE INDUSTRIAL CO-OPERATION.

IMPROVE AUSTRALIAN KNOWLEDGE OF CANADIAN DEFENCE INDUSTRIES THROUGH VISITS AND PUBLICITY IN AUSTRALIAN MEDIA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

ANTICIPATED RESULTS:

GREATER CANADIAN INDUSTRY INVOLVEMENT IN AUSTRALIAN DEFENCE PRODUCTION

SALES FOR CANADIAN FIRMS.

CONTRACT FOR BRISTOL AEROSPACE

10% CANADIAN INVOLVEMENT IN ELECTRONIC WAR-FARE MARKET.

MORE CANADIAN AMMUNITION SALES TO AUSTRALIA FACILITATE SALES OF \$5 MIL.

MORE CANADIAN SALES TO DEFENCE SECTOR INCREASE SALES TO \$25 M.

#### QUARTERLY RESULTS REPORTED:

DIALOGUE CONTINUED WITH AUSTRALIAN DOD OFFICIALS DURING VISIT BY ED HEALEY, ADM-MATERIAL, DND IN JUNE.

CANADIAN PATROL FRIGATE NOT ONE OF DESIGNS RE-TAINED ON SHORTLIST. EMPHASIS SHIFTED TO ENABLE CANADIAN SUBCONTRACTORS TO BE ABLE TO SUPPLY TO POTENTIAL PRIME CONTRACTORS.

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

CHALLENGER CONSIDERED PRIME CONTENDER. DECISION EXPECTED AUGUST 1988.

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

POST : 534-CANBERRA

#### 004-DEFENCE PROGRAMS, PRODUCTS, SERV AUSTRALIA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 DEVELOP AUSTRALIAN ARMY INTEREST IN GM DIESEL LAV, PARTICULARLY WITH POSSIBLE QUICK-PURCHASE FROM U.S. MARINE CORPS WAR INVENTORY.
- QUARTER: 1 SUPPORT OF MEL DEFENCE SYSTEMS EFFORTS TO HAVE THEIR APOLLO EW SYSTEM ON ANZAC FRIGATE.
- QUARTER: 2 Support of MEL Defence Systems efforts to have their Apollo EW system on ANZAC frigate.
- QUARTER: 3 Support of Saint John Shipbuilding and several systems suppliers to participate in Anzac Ship Program. 2)Monitoring of Dept of Transport & Communications Nat'l Aeronautical Info Processing System North-East Brisbane Project.
- QUARTER: 4 1)Support of St.John Shipbuilding and others to participate in ANZAC ship program; 2)monitor DOTC NAIPS project;3)support Canadair's efforts to have Challenger selected;4)develop Aust Army interest in GM Diesel LAV;

QUARTERLY RESULTS REPORTED:

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

MEL HAS APPLIED FOR PEMD SUPPORT.

MEL has decided to withdraw from competition on project as its system likely to be more expensive than fixed-price contract will bear.

Meetings held with both competing consortia.Good level of interest for several Cdn cos including SJSL established. 2)MDA & Aveo tech of Cda,only firms selected to submit final costed proposals. Prop.submit.Sept.Contract award has been delayed

 meetings held, good level of interest in sev.
 Canadian companies including SJSL;2)contract awarded to MDA; 3)protests to Aust Govt over loss of contract may register favourable scene for other contracts;4)Aust Def still investigat. REPORT 4

#### 89/10/10

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

POST : 534-CANBERRA

### 005-ADVANCED TECH. PROD. & SERV AUSTRALIA

#### ANTICIPATED RESULTS:

THERE APPLIED AND AND A POLICE POLICE

QUARTERLY RESULTS REPORTED:

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

DEPT OF AVIATION PURCHASE OF NATIONAL AERONAUTICAL INFORMATION PROCESSING SYSTEMS (NAIPS) TO BE AWARDED IN EARLY 1988.NORTH EAST CENTRE UPGRADE WILL FOLLOW. CANADIAN FIRMS WILL CONTINUE TO PURSUE SALES OPPORTUNITIES. SALES POTENTIAL IS \$13.5 MIL.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

POST : 534-CANBERRA

DETERAL PR

Canada/Australia Trade Agreement: Canned Fruits

Canadian Navy SOS-S10 Sonar Visit

Bilateral access issues (asparagus, pork, salmon) consultations/reports in progress Canada/Australia Minerals Working Group

TID Tri-Post Meeting - Bateman's Bay

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

POST : 524-DHAKA

011-OIL & GAS EQUIPMENT, SERVICES BANGLADESH

ACTIVITIES PROPOSED IN POST PLAN: PLANNING:

ALL SUB-SECTORS

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

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

ANTICIPATED RESULTS:

INCREASE CANADIAN PARTICIPATION.

RECRUIT LOCAL AGENTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 TO ARRANGE FOR GOBD ATTENDANCE AT NATL PETROLEUM SHOW. AS BACKGROUND INFO, UPDATE SECTORAL OVER-VIEW.
- QUARTER: 2 High level representations on behalf of two major Canadian suppliers
- QUARTER: 3 Promotion of Canadian goods and services.

QUARTERLY RESULTS REPORTED:

GOBD DECLINED INVITATION. REVISIONS TO OVERVIEW ARE VIRTUALLY COMPLETED.

FWDD 15 tender notices to DRIE; Novacorp training program given facilitation

a)Finalization of TRO's for local report on oil and gas sector

b)Called for proposals from 6 consulting companies to prepare report

Report completed

QUARTER: 4 Completion of Oil and Gas Report

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

POST : 524-DHAKA

#### 007-POWER & ENERGY EQUIP. & SERV. BANGLADESH

ACTIVITIES PROPOSED IN POST PLAN: PLANNING:

ANTICIPATED RESULTS:

UNDERTAKE COMPREHENSIVE MARKET SURVEY. INCREASE CANADIAN PARTICIPATION IN INT'L BIDS WHERE THEY COULD BE COMPETITIVE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 Update report of major projects; FWDD four tender notices to DRIE

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

One Canadian supplier showed interest in tender but did not purchase

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

POST : 524-DHAKA

#### 016-INDUSTRIAL MACHIN, PLANTS, SERV. BANGLADESH

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

INVESTIGATE SALES OPPORTUNITIES ARISING FROM GOVERNMENT LOANS TO NEW INDUSTRIES.

INCREASE CANADIAN SUPPLIERS AWARENESS OF LOCAL MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST : 524-DHAKA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

REVIEW WITH EXECUTING AND FINANCING AGENCIES EXPECTATIONS FOR CONSULTANCIES ARISING FROM NEW MAJOR PROJECTS.

OBTAIN SHORTLISTINGS FOR AT LEAST ONE OR TWO CANADIAN FIRMS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 Reported aircraft purchase intentions of National airlines

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

Visit by Dehavilland rep; potential agents identified

ANTICIPATED RESULTS:

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

POST : 524-DHAKA

#### 005-ADVANCED TECH. PROD. & SERV BANGLADESH

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

LOBBYING OF EXECUTING/REGULATORY AGENCIES INCREASE AWARENESS OF CANADIAN CAPABILITIES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 TO HAVE CHAIRMAN OF T & T VISIT CANADA TO SURVEY TECHNOLOGICAL CAPABILITIES.
- QUARTER: 2 Overview report of Telecom sector; provided Canadian suppliers with marketing information
- QUARTER: 3 Promotion of Canadian Marconi. Promotion of Canadian goods and services.
- QUARTER: 4 Temic identified two senior invitees to attend course

QUARTERLY RESULTS REPORTED:

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

Facilitated and made reps for Cdn radio company with military

a)Identification of local agent. b)Hosted 2 day visit of Marconi rep. a) Identified two senior officials to attend Temic

Temic withdrew invitations

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

POST : 524-DHAKA

003-GRAINS AND OILSEEDS BANGLADESH

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

MAINTAIN LIAISON WITH MINISTRY OF FOOD

ANTICIPATED RESULTS:

ADVANCE INFORMATION ON FOOD-GRAIN IMPORT REQUIREMENTS.

ASSESS COMPETITIVENESS OF CANADIAN OFFERS.

Holding of Cantellan Catellations

The state of the second second second

OBTAIN INFORMATION REGARDING OTHER SUPPLIERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 2 Commented on one PEMD

No sales confirmed due to drought and supply constrictions in Canada

QUARTER: 3 -----

OUARTER: 1 -----

OUARTER: 4 -----

TRACTOR CONTRACTOR IN COMMUN.

ANTER : IN LEAST-OF TO PERSON CONTINUE PROVIDED BY CONSISTOR CONTINUES TO PERSONNE PROTECTION BY CONSISTOR REPORTED TO PROTECTATE IN FRONT.

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

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

POST : 524-DHAKA

Visit by EXTOTT Trade Official Feb 21-23

Visit by Challenger Aircraft

Holding of Canadian Catalogue Show

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

POST : 502-HONG KONG

#### . 001-AGRI & FOOD PRODUCTS & SERVICE HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

### ALL SUB-SECTORS

FOOD & BEVERAGE CDA MAR 87 PROVED TO BE SUCCESSFUL,WILL RUN ANC\$4,0IN-STORE PROM IN DCH'S FOOD SUPERMARKETS(30-35)FOR 8 WEEKS. ORGA-<br/>NIZING A FORTNIGHT CDN FOOD FEST.IN 4 JAPANESE SUPERMARKETS,3 HO-<br/>TELS,2 WEST.RESTAURANTS,2 CHINESE REST.,3 PUBS,FAST FOOD OUTLETSC\$4,0

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

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

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

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

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

TRACKING: ACTIV

ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 IN LEAD-UP TO MAJOR IN-STORE PROMOTION, CONTINUED TO GENERATE INTEREST ON CANADIAN SUPPLIERS TO PARTICIPATE IN EVENT.
- QUARTER: 1 ACTIVELY PURSUE OPPORTUNITIES FOR CDN. SUPPLIERS AND CULTIVATE LOCAL CONTACTS IN INDUSTRY.
- QUARTER: 2 Food Pacific, Vancouver Food Buyers Mission - Cross Canada Buying Trip.
- QUARTER: 3 Preparation for Food & Beverage Canada with local importer/retailer (DCH) to take place in March/April 1989.

ANTICIPATED RESULTS:

A directory that problems with the

C\$4,000,000

C\$ 500,000

C\$5.000.000

C\$ 500,000

C\$ 300,000

#### QUARTERLY RESULTS REPORTED:

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

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

4 HK & 1 food journalist attended Food PAcific. All buyers have expressed interest in a variety of Cdn.products & approx. 10 articles written. -Approx.\$1 million in purchase with more to follow.

Promotion to open March 10th(for 6 week period) with the participation of provinces,contribution \$62,500. - DCH has purchased C\$1.2 million of Canadian food products

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

POST : 502-HONG KONG

001-AGRI & FOOD PRODUCTS & SERVICE HONG KONG

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 4 In-store food promotion with Dah Chong Hong including 39 food outlets and 17 restaurants.

owing their participation in Foodex, Japan.

Food promotion was launched on March 10th and supplier had bought some \$6 million of Cdn food products.

25 Companies visited HK for 3 day program foll- General program and individual appts made for 30 Cdn reps.

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

POST : 502-HONG KONG

#### 005-ADVANCED TECH. PROD. & SERV HONG KONG

ANTICIPATED RESULTS:

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

??????

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

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

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

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

??????

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

LOBBYING AND INTELLIGENCE GATHERING TO OBTAIN MAJOR GOVERNMENT SYSTEM DESIGN CONTRACT

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

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 OUTGOING MISSION.

QUARTER: 2 Ensure Cdn. involvement in Cable TV contract.

QUARTER: 3 -----

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

AT LAST TWO OF (A) THROUGH (D) WILL BE SECU-RED.

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

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

SECURE AT LEAST ONE SUCH CONTRACT

SECURE AT LEAST ONE SUCH CONTRACT

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

LOCAL PUBLICITY OF CANADIAN PRODUCTS CANADIAN ENTRANTS IN SHOWS.

QUARTERLY RESULTS REPORTED:

MISSION POSTPONED DUE TO LACK OF CDN INTEREST.

Advised 33 Cdn.companies of cable TV proposal issued by HK Gov't. At least 5 co. are actively pursuing contracts through local bidders.

**REPORT 4** 

#### 89/10/10

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

POST : 502-HONG KONG

#### 005-ADVANCED TECH. PROD. & SERV COLT MANAGERS HONG KONG

#### ACTIVITIES UNDERTAKEN IN QUARTER: TRACKING:

#### QUARTER: 4 Obtain info on Canadian capability.

Determine potential local trade fairs for consideration of Cdn participation. Sectoral briefs written for Hi-Tech 89.

#### QUARTERLY RESULTS REPORTED:

Commercial Officer visited Asia Telecom in Spore following which 9 Cdn co's visited posts and individual appts arranged for each. Three trade shows were visited and priorities established for future participation.

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

POST : 502-HONG KONG

# 015-CONSTRUCTION INDUSTRY HONG KONG

ANTICIPATED RESULTS:

1988: C\$12M

AND A THE TRACE AND A THE ADARD

1989: C\$13M

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

BUILDING PRODUCTS

CONTINUE MAIL CAMPAIGNS WITH TECHNICAL LITERATURE.

CULTIVATE CLOSE RELATIONSHIP WITH DEVELOPERS ARCHITECTURAL/ENGI-NEERING FIRMS AND HONG KONG GOVERNMENT DEPTS./OFFICIALS BY FRE-QUENT VISITS AND CONTACTS.

ALERT SUITABLE CANADIAN SUPPLIERS TO OPPORTUNITIES OF SUPPLYING TO PROJECTS IN THIS TERRITORY AND PROVIDE THEM WITH IMPORTANT MARKET INFORMATION, INCLUDING SPECS & BID DOCUMENTS.

MATCH UP HONG KONG DEVELOPERS, ARCHITECTURAL/ENGINEERING FIRMS WITH SUITABLE CANADIAN SUPPLIERS.

#### TRACKING: ACTIVITIES UNDERTAKEN IN OUARTER:

- QUARTER: 1 ACTIVELY PURSUE OPPORTUNITIES FOR CDN. SUPPLIERS AND CULTIVATE LOCAL CONTACTS IN INDUSTRY.
- QUARTER: 2 Build up awareness of Cdn. Capability with local industry.

QUARTER: 3 Study of Market Opportunities in Hong Kong

QUARTER: 4 Preparation for IBEX fair in May 1989

Market Study for building products was contracted and finalized.

QUARTERLY RESULTS REPORTED:

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

4 new exclusive distributors signed up for 3 CDN companies & 1 agency agreement. - Sales totalling approx. \$500,000. - Markety study will be undertaken over next two quarters.

Local company hired to undertake study and report should be completed by end March 89.

Plans for Canada Pavilion were finalized and 15 Cdn companies and 2 Prov govts now confirmed.

Finalized report submitted and will be distributed at IBEX and to PNC and DRIE R.O.'s

**REPORT 4** 

## 89/10/10

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

POST : 502-HONG KONG

# 002-FISHERIES.SEA PRODUCTS & SERV. HONG KONG

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#### PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

FISH & SHELLFISH & OTHER PROD

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

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

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

FOOD & BEVERAGE CANADA 87 PROVED SUCCESSFUL. WE PLAN TO HAVE ANOTHER FOOD FESTIVAL IN 1989.

ORGANIZE AN IN-STORE PROMOTION IN KEY SUPERMARKET CHAINS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 Preparations for participation in HOFEX, major food and beverage trade fair.

ANTICIPATED RESULTS:

C\$ 300,000

C\$3,000,000

OUARTERLY RESULTS REPORTED:

C\$ 400,000

Preparations finalized and 8 Canadian participants confirmed (7 companies and 1 Prov govt).

PLANNING:

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

POST : 502-HONG KONG

004-DEFENCE PROGRAMS, PRODUCTS, SERV HONG KONG

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

# ELECTRICAL & ELECTRONIC

FOLLOW UP MARKET IDENTIFICATION EFFORTS OF NEW SUPPLIERS INTRODU-CED AT HITEC 87. USE HITEC 88 TO IDENTIFY ADDITIONAL NEW SUPPL-IERS.

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

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

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

-----

TRACKING:

# ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 -----

# QUARTER: 3 -----

QUARTER: 4 Security/defence study postponed until new F/Y. Security products for building sector will be included in construction market study. Sectoral report written for Hi-Tech 89. Major mailing promoting ARMX in Hull, May 89. WORK WITH AT LEAST 5 NEW SUPPLIERS IN ATTEMPT TO SECURE CUSTOMERS AND/OR DISTRIBUTORS.

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

INTRODUCE AT LEAST 2 NEW SUPPLIERS

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

QUARTERLY RESULTS REPORTED:

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

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

OUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM

AT MISSIONS ABROAD FOR FISCAL YEAR 88

POST : 502-HONG KONG

# 016-INDUSTRIAL MACHIN, PLANTS, SERV. HONG KONG

ACTIVITIES PROPOSED IN POST PLAN: PLANNING:

ALL SUB-SECTORS

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

IDENTIFICATION AND INTRODUCTION OF NEW CONSULTANTS TO MARKET.

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 SUBSECTOR ENVRIONMENTAL PROTECTION SERVICES. IDENTIFICATION OF OPPORTUNITIES FOR LOCAL CONSULTANTS & RAISE PROFILE OF POLMET '88.
- QUARTER: 2 Increase awareness of Cdn. capability & ensure Cdn. companies considered for local contracts. Utilize Env. Conference POLMET to increase Cdn. profile.

QUARTER: 3 Canadian environmental mission to Polmet 88

ANTICIPATED RESULTS:

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

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

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

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

MATCH INTERESTED LOCAL COYS TO APPROPRIATE CANADIAN PARTNERS.

AT LEAST 1 SUCH VISIT TO HELP PUBLICIZE CANADIAN TECHNOLOGY

#### **OUARTERLY RESULTS REPORTED:**

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

Obtained agreement by local Gov't to consider Cdn. companies considered for tenders. -1 joint proposal submitted for local work. - Obtained co -sponsorship of Canada in POLMET.

22 Cdn participated in Environmental mission to HK Nov.27-Dec.7,88 including attendance at Polmet. 9 papers were delivered by mission members. Cda gained high profile in sect, 4 partnership between HK & Cda firms were discussed, & 1 Cdn co

34

QUARTER: 4 -----

REPORT #5 89/10/06

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

502 - HONG KONG

HONG KONG

PLANNING .

#### ACTIVITIES PROPOSED IN POST PLAN

#### ANTICIPATED RESULTS

?????? 777777 INITIATE CONTACTS BASED ON MKT KNOWLEDGE & PERSONAL ACQUAINTANCES (IN & OUT CALLS) TO INCREASE AWARENESS OF INVESTMENT PROGRAM & IDENTIFY POTENTIAL INVESTORS.

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

APPAREL (CLOTH, FUR, SHOES) TEXT CONSUMER PRODUCTS & SERVICES PURSUE ACTIVELY ONGOING DIRECT MAIL EXERCISE SECTOR BY SECTOR.

5-25% OF CONTACTS WILL INVEST: DITTO 1

ADVANCED TECH. PROD. & SERV 777777 ORGANIZE INFORMATION MEETINGS WITH TRADE & INDUSTRIAL ASSOCIATION.

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

5-10% OF CONTACTS WILL INVEST: DITTO 1

OTHER SERVICES TOURISM GIVE INFORMATION ADDRESSES TO MEETINGS OF INFLUENTIAL BUSINESS PER-SONS/INDUSTRIALISTS TO INFORM HONG KONG COMMUNITY OF PROGRAM/SERVICES AVAILABLE.

CONSTRUCTION INDUSTRY ARCHITECT, CONS, CONSUL, SERV RESPOND TO INITIATIVES BY HONG KONG BUSINESS PERSONS & INDUSTRIALISTS. 15-25% OF CONTACTS WILL INVEST: DITTO 1

NON SECTORALLY ORIENTED ACTIVITIES

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

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

HOLD MEETINGS WITH PROFESSIONALS 2.11 TO ASSESS PROGRESS OF INVESTMENT N/A ENQUIRIES & TO ENSURE LEVEL OF ASSISTANCE IS EFFECTIVE FREQUENCY IN PROPORTION TO LEVEL OF SUPPORT THEY GIVE TO INVESTMENT PROGRAM.

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

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

REPORT #5 89/10/06

502 - HONG KONG

#### HONG KONG

# TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

#### QUARTER : 1

ONE-ON-ONE COUNSELLING OF POTENTIAL INVESTORS; OCCASIONAL SMALL INTERRELATED GROUP MEETINGS; HOSPITALITY; OBTAINING OF DETAILED SECTOR-SPECIFIC INFORMATION; COORDINATION OF ITINERA-RIES FOR VISITING INVESTMENT-ORIENTED CANADIAN OFFICIALS. LIAISON WITH LOCALLY-BASED CANADIAN AND OTHER PROFESSIONALS SUPPORTING INVESTMENT PROGRAM. OPENING OF SPECIALIZED (ITLN, FRENCH) FURNITURE SHOWROOM, TRNTO, CNT., BY TAIWAN FIRM CLAIMING CON-DUIT TO CENTRE OF WEALTH IN IS. CHINESE PROV. (OFFICE REPORTED IN PREVIOUS QURTR).ESTABLISH-MENT OF ASSEMBLY PLANT, ELECTRO. WATCHES & CAL-CULATORS, CUSTOM-MADE IMITA'N JEWELLERY BY HK MFTR, VNCVR, B.C. ACQUISITION OF EXPO 86 SITE (BC PLACE), VNCVR, B.C. BY MAJOR HKONG INTERESTS, ENGENDERING MASSIVE CONSTRUCTION ACTIVITY OVER ENSUING DECADE.

**RESULTS REPORTED** 

# QUARTER : 2

- Sector as 14

#### QUARTER : 3

One-on-one counselling of potential investors; occasional small interrelated group meetings; hospitality; obtaining of detailed sector-specific information; coordination of itineraries for visiting investment-oriented Canadian officials. Liaison with locally-based Canadian & other professionals supporting Investment Program. Ref: 1988/89 Investment Sourcing Profile Sector 1,Subsector 1 reflected in 5,10(Highlight Sect.3,Subsect.3 reflected in 7 (Highlights)

# QUARTER : 4

One-on-one counselling of potential investors; small interrelated group meetings; establishing itineraries for visiting investment officials; liaison with locally-based Canadian & other professionals supporting Investment Program. 1. Early completion of renovation of New World Harbourside Hotel,Vancouver,B.C.by new owners from Territory. 2. Reinvestment in food processing,following 2 years in operation by Territory -based group,Vancouver,B.C. 3. Invest. in bonds & treasury bills by P.R. Chinese Prov.Off.in Terr. 4. Establishment of warehousing prior to distribution of specialized furniture by Taiwan interest,Vancouver,B.C. 5. Establishment of wooden casing assembly for P.R.Chinese-made audio equip.

- Establishment of securities investment dealing office, Vancouver, B.C.
- Tourism/lodging:acquisition of Delta Mountain Inn, Whistler, B.C.

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

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

POST : 502-HONG KONG

Participation by Sr. Trade Commissioner in Pacific Rim Opportunities Conference in Montreal, Feb. 27-Mar 1/89. Speaking Tour by Sr. Trade Commissioner to HKCBA in Mtl.,Tor Calgary, and Vancouver, Mar. 2 - 7/89. Visit of Sask Premier Devine (plus delegation of 11 people) 18 - 25 Feb. 89. 3 Prov. Ministerial Visits: R. Andres, Sask/Trade & Industry P. Gobeil, Que/Int'l Relations; G. Horsman, Alta. 4 Prov officials, 1 Municipal visitors

5 Major Trade Missions: Canadian Wheat Board (4 pers), Jan 22-24/89; Port of Vancouver (3 pers), Feb 12-14; Post-Asia Telecom (9 companies), Feb 27 - Mar 3; Post-Foodex (25 co's, 30 reps), Mar 12-15; Vancouver Board of Trade (22pers) 3 Major Receptions hosted by Sr Trade Commissioner, with total of 625 local contacts attending. Two Trade Fairs: Pacrim, and Intertour Expo (21 pers, 19 exhibitors)

Special Events: WIN Regional Training - 12 pers, Jan 23-27. WIN Regional Systems Mgr, Interviews - Mar 20-23

POST : 521-ISLAMABAD

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

007-POWER & ENERGY EQUIP. & SERV. PAKISTAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

UPDATING OF POST'S BRIEFING NOTES ON THE POWER SECTOR

# ANTICIPATED RESULTS:

BETTER PREPARATION FOR BUSINESSMEN SEEKING WAPDA PROJECTS.

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 -----

QUARTER: 3 Two calls by HOM on Chairman WAPDA

QUARTER: 4 Call by HOM on Secretary, Ministry of Water and Power. 2 calls by HOM on Chairman, Water & Power Deve-

lopment Authority.

QUARTERLY RESULTS REPORTED:

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

-Resolved Monenco's misunderstanding with WAPDA. WAPDA is no more opposed to Monenco undertaking future power projects in Pakistan. -Reiterated Cda's interest in Taunsa proj.on bilateral basis .-Expressed support for B&W prop w/Fauji Found.

> Reitreate Canadian interest in developing power sector contacts. Cdn interest was flagged for Babcock & Wilcox proposal, Taunsa and other hydel projects. 2. Reiterated Cdn support for Babcock & Wilcox proposal & hydel projects.

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

POST : 521-ISLAMABAD

# 004-DEFENCE PROGRAMS, PRODUCTS, SERV PAKISTAN

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ACTIVITIES PROPOSED IN POST PLAN: PLANNING:

INVESTIGATION AND REPORTING UPON PAKISTAN ARMY PROCUREMENT PROCESS

CONTRACTOR RELATIONS TO A 199 DE A 199

# ANTICIPATED RESULTS:

BETTER KNOWLEDGE ABOUT THE PROCUREMENT PROCESS LEADING TO BETTER PREPARED EXPORTERS.

### TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 -----

QUARTER: 3 Arrange for HOM to call on Secretary Defence Production Lt. Gen.Talat Masood.

#### QUARTER: 4 Embassy call on Ministry of Defence Production

### OUARTERLY RESULTS REPORTED:

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

Contact established between HOM & Sec.Def.Prod. This will allow Post to have a better access to contact in military establishment in order to obtain timely info on procurement.-Invitation to Sec.to visit Cda along w/del.of Sen.def.officers

Discuss visit programme of Secretary Defence Production Division to Canada in May 1989. Flag Canadian support for ITI helicopter hangers for Pakistan Navy ships.

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

POST : 521-ISLAMABAD

# 011-OIL & GAS EQUIPMENT, SERVICES PAKISTAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

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

UPDATE MISSION BRIEFING NOTES ON THE OIL AND GAS INDUSTRY.

PREPARE BRIEFING NOTES ON THE PETROCHEMICAL SECTOR IN PAKISTAN.

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 Prepare briefing notes on the Petrochemical Sector in Pakistan.

QUARTER: 3 Regularly call on local oil and gas companies in Islamabad, Lahore and Karachi.

QUARTER: 4 Regularly call on oil company Executives in Islamabad, Lahore and Karachi.

#### ANTICIPATED RESULTS:

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

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

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

STRENGTHEN CANADIAN PRESENCE IN THE LOCAL MARKET.

#### QUARTERLY RESULTS REPORTED:

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

> Started gathering information. Will call on key people in Ministry of Petroleum and Pakistan oil refineries to find out GOP plans to build new refinery and hydrocracker.

Called on OGDC & Min.of Petroleum & Natural Resources to get input for Alberta Government Oil & Gas Mission & for DRIEOTT/GSTM proposed oil & gas technical seminar.

Met w/executives of OGDC, Pakistan Oilfields Ltd., Southern Gas Co. Ltd., Sui Gas Transmission Co. Ltd., Union Texas & Occidental to obtain current status of their projects. Interested Cdn companies are being advised.

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

POST : 521-ISLAMABAD

# 003-GRAINS AND OILSEEDS PAKISTAN

#### ACTIVITIES PROPOSED IN POST PLAN: PLANNING:

OILSEEDS

NEGOTIATION OF (A) ADDITIONAL AFGHAN RELIEF AID AND (B) NEW OBTAIN ACCEPTANCE IN THE LOCAL MARKET FOR BILATERAL FOOD AID FOCUSSED UPON CANOLA OIL BY CIDA.

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

ORGANIZE A PAKISTANI EDIBLE OIL MISSION TO CANADA.

PREPARATION OF ANNUAL SURVEY OF WHEAT, COARSE GRAINS AND OILSEEDS PROVIDE BASIC MARKET INFORMATION TO TGO FOR MARKETS.

# TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 -----

QUARTER: 3 Preparation of Annual Survey of Wheat.Coarse Grains and Oilseeds Market.

QUARTER: 4 Negotiation of new bilateral food for Canola oil by CIDA to obtain acceptance in the local market ANTICIPATED RESULTS:

CANOLA OIL.

OBTAIN EXPORT ORDERS ON A LONG TERM BASIS.

OBTAIN EXPORT ORDERS ON A LONG TERM BASIS.

DISSEMINATION TO INDUSTRY.

# QUARTERLY RESULTS REPORTED:

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

Survey was completed and submitted to TGP and Canadian Wheat Board.

C\$ 35 MM Canola oil grant spread over 5 year period.

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

POST : 505-JAKARTA

# 011-0IL & GAS EQUIPMENT, SERVICES INDONESIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

CONTINUOUS MONITORING OF E. JAVA GAS PIPELINE OPPORTUNITY

# ANTICIPATED RESULTS:

CDN. COMPANIES PROVIDED WITH FOCUSED LIST OF OPPORTUNITIES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 -----

QUARTER: 3 Assist companies in gradually improving sector

QUARTER: 4 Support companies in gradually improving sector

QUARTERLY RESULTS REPORTED:

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

-Visit of Alta Min.of Econ.Dev.and Trade,L.Shaben,who visited future site of petroleum industry-related training facility (a SAIT project)on Batam Island,and met with Indonesian Energy Min. and Pertamina officials

- Gas services and eqpt mission (7 companies) from Alberta

\_ Presentation by 4 Alberta training institutes on services they provide relating to training in gas sector

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

POST : 505-JAKARTA

# 001-AGRI & FOOD PRODUCTS & SERVICE INDONESIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

OVERVIEW OF INDONESIAS ANIMAL FEEDS, ADDITIVES & SUPLEMENTS MARKET BETTER MARKET DEFINITION & ACCESS.

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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

POST : 505-JAKARTA

# 010-MINE, METAL, MINERAL PROD & SRV INDONESIA

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PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

PREPARE REPORT ON GOLD AND COAL SECTORS.

MAILING OF PRODUCT LITERATURE TO GOLD COMPANIES

## TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 PROMOTE AWARENESS OF CANADIAN EXPERTISE IN MINING SECTOR.
- QUARTER: 2 Promote awareness of Canadian expertise in Mining sector.

QUARTER: 3 -----

QUARTER: 4 -----

#### ANTICIPATED RESULTS:

IMPROVED ACCESS BY CDN. FIRMS.

POSSIBLE DIRECT SALE BY CDN. COMPANIES

# QUARTERLY RESULTS REPORTED:

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

7 Canadian companies participated in wellattend Mining Indonesia Show, 27 Sep-01 Oct.88.

**REPORT 4** 

#### 89/10/10

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

POST : 505-JAKARTA

# 007-POWER & ENERGY EQUIP. & SERV. INDONESIA

#### ACTIVITIES PROPOSED IN POST PLAN: PLANNING:

ANTICIPATED RESULTS:

HYDRO

AWAITING POSSIBLE EDC/CONCESSIONAL FINANCING ESPECIALLY ON MINE HYDRO.

#### NUCLEAR

ONGOING ASSISTANCS TO AEC & CANADA

VISIT BY MIN. OF SCIENCE & TECHNOLOGY, HABIBIE TO CANADA.

CONVINCE HABIBIE OF CDN. ABILITY.

START \$13.0M

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 - Ongoing assistance to AECL

- Supported AECL in obtaining CIDA INC grant to prepare prefeasibility study for training laboratory

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

POST : 505-JAKARTA

# 016-INDUSTRIAL MACHIN, PLANTS, SERV. INDONESIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

MANUFACT & MATERIAL PLANT, EQP.

SEMINAR & TECHNICAL PRESENTATIONS

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

INCREASED SUPPLY OF CDN. INDUSTRIAL MACHINERY TO INDONESIA.

GREATER MARKET ACCESS DOWNSTREAM.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

- supervise with an action of the transfer of

QUARTERLY RESULTS REPORTED:

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

POST : 505-JAKARTA

005-ADVANCED TECH. PROD. & SERV INDONESIA

ANTICIPATED RESULTS:

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

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CONVINUED PROMOTION THROUGH GOI CONTACTS OF CDN. CAPABILITIES CONTINUALLY INCREASING MARKET SHARE

777777

PROMOTION OF CDN. SYSTEMS MANAGEMENT CAPABILITIES

PROMOTION OF CON. TRAINING CAPABILITIES

CONTINUING VISITS TO CDA.OF SEINOR DG POSTEL & PERUMTEL OFFICALS

??????

SEMINARS & PHYSICAL DEMONSTRATIONS

CIDA SHOULD PROVIDE MORE FINANCING BACK-UP TO INDONESIA

FINANCIAL BACKUP SHOULD BE MORE IN THE FORM OF SOFT LOANS OR GRANTS.

SEMINARS & PHYSICAL DEMONSTRATIONS

CONVINCE CIDA TO PROVIDE MORE SOFT LOANS & GRANTS TO INDONESIA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 CONTINUE TO ASSIST COMS IN PURSUIT OF TELECOMS PROJECTS - CONTINUE TO ASSIST COS IN PURSUIT OF AERIAL SURVEY/REMOTE SENSING ACTIVITIES, THROUGH LIAISON WITH GOI AND MONITORING OF IBRD & ADB PROJECTS.

QUARTER: 2 -----

QUARTER: 3 -Assist companies in pursuit of telecoms/comms projects. -Assist companies in pursuit of aerial survey/ remote sensing, and meteorological data collection/processing projects.

GREATER MARKET ACCESS DOWNSTREAM FOR CDN. EOPT. & EXPERTISE

SENSITIZATION OF DG POSTEL/PERUMTEL OFFICALS TO CDN. TELECOMS CAPABILITY

GREATER AWARNESS OF CDN. CAPABILITIES

INCREASED OPPORTUNITY TO WIN TENDER

INCREASE OPPORTUNITY TO WIN TENDER

INCREASE OPPORTUNITY TO WIN TENDER

INCREASE OPPORYUNITY TO WIN TENDER

INCREASE OPPORTUNITY TO WIN TENDER

# QUARTERLY RESULTS REPORTED:

EDC OFFERED CONCESSIONAL FINANCING IN SUPPORT OF CDN MARCONI TELECOMS PROP TO PERUMTEL. - TSI TE-LECCOMS PROJ(OUTSIDE PLANT & IMS)CLOSER TO FRUI-TION. - POST REP REINFORCED CDN COS PRESENCE AT 3RD SOUTHEAST ASIAN SURVEY CONGRESS.

-TSI & CMC proposals pending final decision by GOI - Geological Survey Canada(GSC)conducting study for GOI to set parameters for next 5 yr plan for geophysical survey. - Spar: MacDonald Dettwiler meteorological proj.prop.are proceed.

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

POST : 505-JAKARTA

# 005-ADVANCED TECH. PROD. & SERV INDONESIA

## TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 4 -Support cos in pursuit of telecom/comms proj. - Support cos in pursuit of geophysical survey/ remote sensing, and meteorological data collection/processing projects. QUARTERLY RESULTS REPORTED:

-Very successful Cda stand at Comms Indonesia 89 - CMC proposal accepted by GOI; commercial negotiations have begun

TSI proposals pending final decision by GOI
 Geolog. Survey Cda has completed study

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

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

#### POST : 505-JAKARTA

Quebec Mission

Alberta Gas Mission

EDC visit

PSD visit

PROC VI and Asean Trade Comissioners' Meeting in Ottawa

Dairy Mission and Technical Seminars

Visit to Asia Telecom and Defence Asia Shows in Singapore

Win training in Hong Kong

Visit to Bandung (2) in support of technical presentations by Mitel and CMC

EET ATTA COMPANY DECISION AAATAS IN BADIO TA MALATELA TO PREMATE.

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ACCOUNTS FORDICIAL TRADE RESIDENT TO INCLUSE TRUEDS AND

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

POST :511-KUALA LUMPUR

# 005-ADVANCED TECH. PROD. & SERV MALAYSIA

#### PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

??????

MAINTAIN ACTIVE CONTACT WITH PRINCIPAL USERS OF REMOTE SENSING SYSTEMS TO DEVELOP AWARNESS OF EMERGING NEEDS & AREAS OF OPPORTU-NITY.

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

SUPPORT CDN COMPANIES IN PROJ. PROPOSAL TO MIN OF SCIENCE TECH-NOLOGY & ENVIRONMENT.

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

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

??????

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

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

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

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

ENCOURAGE PROVINCIAL TRADE MISSIONS TO INCLUDE TELECOM.PROD. MANUFACTURERS

#### ANTICIPATED RESULTS:

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

ESTABLISH STRONG BILATERAL RELATIONSHIP & FACILITATE TECHNOLOGY TRANSFER.

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

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

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

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

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

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

INCREASE MALAYSIAN EXPOSURE TO CDN. TECH. & SERVICIES.

**REPORT 4** 

89/10/10

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

POST : 511-KUALA LUMPUR

005-ADVANCED TECH. PROD. & SERV MALAYSIA

PLANNING:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

INITIATE PROGRAM OF CALLS ON BANKS, MULTI-NATIONAL CORPS. PREPARE SHOPPING LIST OF OPPORTUNITIES FOR & STM TO PROMOTE SATELLITE SYSTEMS FOR BUSINESS & RURAL CDN. SUPPLIERS. TELEPHONE NEEDS.

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ACTIVITIES PROPOSED IN POST PLAN:

INCREASED PRESENCE OF CDN. PRODUCTS/SERVICES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

OUARTER: 1 PROMOTE CDN REMOTE SENSING TECHNOLOGY & SERVICES MDA AWARDED \$1 MN CONTRACT TO SUPPLY WEATHER MO-. ENHANCE EXPOSURE OF MLSIANS TO CDN COMMUNICA-TIONS TECHNOLOGY; DETERMINE ACQUISITION PRIORI-TIES OF MALAYSIAN TELEVISION NETWORKS.

QUARTER: 2 -----

QUARTER: 3 Maintain contact with users of remote sensing PCI & Tydac sold software systems to local indequipment and services in support of Canadian suppliers; strengthen relations with RTM; update market for datacom products; promote satellite system sales.

QUARTER: 4 Research and update datacom opportunities identified in Post market studies; Identify short list of local cos with remote sensing expertise. QUARTERLY RESULTS REPORTED:

NITORING SYST; BERCHA SUBMITTED PROPOSAL TO TRAIN STAFF OF NEW REMOTE SENSING CENTRE: STM CHAIRMAN ATTENDED TEMIC COURSE; BCI AWARDED \$13 MN CASS ROLLOUT PROJ: ALERTED CON FIRMS TO TV STUDIO DEVP

> ustry; mass mailing of Cdn remote sensing publication;CBC/RTM cooperation for CHOGM broadcasts explored; alerted cos to Perwira Bank regional datacom network reqt. DOCOTT rep visited Mayl.

Prepared mrkt profile for cdn exhibitors at Asia Telecom. Teleglobe Cda, Gest Networks, TSI and Network Eng Ltd visited Misia; Datacap conducted seminar; STM man dir attended Temic; Tydac, Bercha, Intera, Geovision finalizing bus coop relps.

**REPORT 4** 

# 89/10/10

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

POST :511-KUALA LUMPUR

# 001-AGRI & FOOD PRODUCTS & SERVICE MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

ACTIVE FOLLOW-UP WITH MEMBERS OF MALAYSIAN LIVESTOCK MISSION. 20%INCREASE IN SALES OF SWINE BREEDING STOCK. ON-GOING SUPPORT FOR TECHNICAL COLLABORATION WITH LIVESTOCK ESTABLISH CDN REPUTATION AS LEADER IN GENERIC AUTHORITY & INDUSTRY ASSOC.& PROM OF BREEDING STOCK

FOLLOW UP WITH MALAYSIAN PARTICIPANTS IN ASEAN FOOD PACKAGING INCREASE AWARNESS OF CDN CAPABILITY IN THIS TOUR & CDN COS THEY MET.

CONTINUE TO PROMOTE CDN FEED INGREDIENTS WITH LOCAL FEEDMILLERS GAIN GREATER ACCEPTANCE OF CDN FEED

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

PROMOTE AVALABLE CDN UNIVERSITY & TECHNICAL TRAINING PROGRAMS INCREASE NO. OF GOVT. SPONSORED STUDENTS IN AGRICULTURE SECTOR

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

ENGINEERING & EXPAND INSTITUTIONAL CO-OP

SECTOR & EVENTUALLY ESTABLISH CDN PRESENCE IN MALAYSIAN MARKET.

FORMULATIONS & IMPROVE SALES PERFORMANCE

IDENTIFY NEW LOCAL DISTRIBUTORS TO HANDLE CDN FOOD PRODUCTS & THUS INCREASE SALES

ATTENDING

CDN UNIVERSITIES. IDENTIFY PRIORITY AGRICULT TRAINING NEEDS & ALERT CDN INDUSTRY.

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

#### TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

# QUARTER: 2 -----

QUARTER: 3 Encourage technical collaboration in livestock sector; promote livestock sales; organize Canadian food and beverage promotion.

QUARTERLY RESULTS REPORTED:

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

Agcda dairy seminar well attended; CLEA & Mlsian Vet Dept established joint proj to develop tropical breed; Cdn swine & sold exhibited at Mlsian Barrow show; Cdn chef & wine consultant to participate in food & beverage promotion

# ANTICIPATED RESULTS:

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

POST : 511-KUALA LUMPUR

# 001-AGRI & FOOD PRODUCTS & SERVICE MALAYSIA

### TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

# QUARTERLY RESULTS REPORTED:

QUARTER: 4 Organize Canadian Food and Beverage Promotion. Promote equipt, tech and services to plantation sector; promote livestock sales. Cdn Food Fair resounding success. Participation of Stephen Yan and Andrew Sharp and immed sales of \$125,000;Potash Board of Directors visited Mlsia and met key fertilizer importers; Walker farms negotiating dairy cattle j.v. with Guthrie

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

POST :511-KUALA LUMPUR

# 011-OIL & GAS EQUIPMENT, SERVICES MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

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

ENCOURAGE PETRONAS & LOCAL INDUSTRY PARTICIPATION IN MANAGEMENT TRAINING PROGRAMS.

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

TRACKING-ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 SUPPORT CDN COMPANIES BIDDING PGUP II PROJECTS; PROMOTE CDN PARTICIPATION IN EXPANDED MLSIAN OFFSHORE DEVELOPMENT PROGRAM; ALERT MFRS OF EX-PLORATION EQUIPMENT/SERVICES TO MLSIAN REQUIRE-MENTS.

OUARTER: 2 -----

QUARTER: 3 Support Cdn participation in PGUP proj; introduce new Cdn suppliers of equipment, services & technology; identify training opportunities resulting from opening of Petronas manpower training centre.

QUARTER: 4 Identify new equipment suppliers to bid upcoming tenders; Assist consultants and equipment suppliers to obtain CNG contracts; promote Cdn participation in exploration and product activities.

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

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

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

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

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

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

### QUARTERLY RESULTS REPORTED:

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

Visit of Alta Min Shaben: MMC awarded contract to build pipeline, Cdn cos to pursue sub-contracts; 12 new cos introduced at GASTECH 88; Home Oil an Gulf Cda signed PSC with Petronas; Nova awarded QC contract.SAIT & Canuck submit training prop.

Cardium Tools Services.Cdn Intl Fluid Services submitted bids for Petronas; BC Gas pursuing franchise for gas distribution network; Gulf Cda and IPL signed production sharing contracts wit Petronas Carigali.

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

POST : 511-KUALA LUMPUR

# 007-POWER & ENERGY EQUIP. & SERV. ATZYAIAM

# PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

# ALL SUB-SECTORS

ASSIST CDN COS BIDDING ACCELERATED TRANSMISSION PROJ.& VARIOUS ESTABLISH INITIAL CDN EOPT SALES IN POWER PROJS.FUNDED UNDER ADB & IBRD.

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

#### PROMOTE CANADIAN COAL SUPPLIERS WITH NEB

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

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

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

# ANTICIPATED RESULTS:

SECTOR.CDN CONSORTIUM AWARDED CONSULTING CONTRACT FOR 275KV TRANSMISSION PROJ.

AECL AWARDED GAMMA IRRADIATOR CONTRACT

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ENCOURAGE MORE PROACTIVE MARKETING BY CDN EQUIP AND SERVICES SUPPLIERS; FOCUS TRADE PROMOTION EF-FORT ON SABAH & SARAWAK ELECTRICITY CORPNS: SUP-PORT AECL MARKETING ACTIVITIES WITH PUSPATI; PRO-MOTE STRONGER BILATERAL RELATIONS IN ENERGY SECT

## OUARTER: 2 -----

QUARTER: 3 Identify upcoming projects to be financed by ADB and IBRD; market Canadian capability with Sabah and Sarawak State govts; promote Misian participation at WEC 89 in Montreal.

# QUARTERLY RESULTS REPORTED:

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

IBRD tenders supplied to Markham & Trench & both to bid; HQI awarded \$600,000 scada syst. contract with SEB;Ont Hydro awarded \$350,000 contract w/ Sesco; alerted Cdn suppliers to solar power pilot proj in Sabah, Post briefed WEC Mlsia comm./conf.

ALL DIA.

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

POST : 511-KUALA LUMPUR

007-POWER & ENERGY EQUIP. & SERV. MALAYSIA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 4 Identify key areas for cooperation with Canadian utilities; Assist Trench Electric to supply Breaker Switch Reactors to NEB under ADB Loan; Incoming power generation mission approved; Pro-

QUARTERLY RESULTS REPORTED:

Alerted Ont Hydro To NEB reqmt for generation siting study and proposal now being prepared; vided commercial intelligence and secure 2 week extension to enable Trench to bid ADB project

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

POST : 511-KUALA LUMPUR

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

ANTICIPATED RESULTS:

ACTIVITIES PROPOSED IN POST PLAN: PLANNING:

ALL SUB-SECTORS

CONTINUE TO PROVIDE SUPPORT TO CON CO & THEIR LOCAL AGENT IN MAINTAIN CON CO AS CONTENDER AGAINST TOUGH THEIR PURSUIT OF MAS CONTRACT FOR REPLACEMENT OF EXISTING F-27 BRITISH & DUTCH COMPETITORS. AIRCRAFT.

ASSISTING CANADIAN CONSULTANTS IN THEIR EFFORT TO SECURE CONSUL- EXPAND CANADIAN CONSULTANTS' PRESENCE IN TING CONTRACTS WITH RAILWAYS.

ASSIST CANADIAN CO IN ITS EFFORT TO INTRODUCE THEIR LOCOMOTIVES WIN CONTRACT FOR SUPPLY OF SHUNTERS & SPARE INTO MALAYSIA

WORK WITH CANADIAN COMPANIES TO IDENTIFY UPCOMING TRANSPORTATION POSITION CONSULTING COS TO OFFER EQPT. & RELATED PROJECTS STEMMING FROM NATIONAL TRANSPORT STUDY.

PROMOTE CDN. MADE AVIONICS.NAVAIDS & ATC EOPT... FOLLOW-UP ON COMMERCIAL OPPORTUNITIES IDENTIFIED IN THE AEROSPACE THEM PURSUE POST RECESSION OPPORTUNITIES. PRODUCTS & SERVICES MARKET STUDY

ASSESS INTEREST ON PART OF RAILWAYS.AIRLINES & BUS COS IN HELP CDN. SUPPLIERS OF SUCH MAC HINERY ACOUIRING HEAVY DUTY CLEANING MACHENERY FOR ENGINES & PARTS

TRACKING:

#### ACTIVITIES UNDERTAKEN IN OUARTER:

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

QUARTER: 2 -----

QUARTER: 3 Alert Canadian companies to Genting highway project; assist de Havilland to market Dash 8: promote Cdn sales to KTM and DCA.

QUARTER: 4 Promote Canadian avionics, navadis and ATC equipt;Heighten profile of Cdn equipment and services suppliers with MAS

RAILWAYS & POSITION THEM FOR DOWNSTREAM WORK AS PRIVATIZATION PROCEEDS.

PARTS.

SERVICES AHEAD OF COMPETITORS.

INTRODUCE CDN. SUPPLIERS TO THE MARKET & HELP

INTRODUCE THEIR EOPT. TO MALAYSIA.

#### **OUARTERLY RESULTS REPORTED:**

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

Dessau & Delcan pursuing local associates to bid highway proj; Post organized Dash 8 demo flight; GM Canada met KTM to discuss new rolling stock requirements: Canadian firms alerted to DCA security equipment needs for CHOGM.

Consortium including Canadian Marconi, Navtel, Audor, Pelorus and local partner, Airod, to bid turnkey navaid package for Subang Airport; CAE bidding MAS simulator tender

**REPORT 4** 

# 89/10/10

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

POST : 511-KUALA LUMPUR

# 004-DEFENCE PROGRAMS, PRODUCTS, SERV MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE TO IDENTIFY NEW CAPABLE AGENTS WITH SUCCESFUL TRACK EXPAND LIST OF QUALIFIED AGENTS. RECORDS TO REPRESENT CDN. DEFENCE PRODUCT MANUFACTURERS. INCREASE CHANCES OF SUCCESS IN FUTURE MIN. OF

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

FOLLOW-UP ON CDN. DEFENCE CHIEF GEN. MANSON VISIT TO MALAYSIA. STRENGTHEN CDN./MALAYSIAN DEFENCE RELATIONS.

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

FOLLOW-UP RCMP EOD TRAINING COURSE PROVIDED TO ROYAL INCREASE SALES OF EXPLOSIVE ORDINANCE MALAYSIAN POLICE FORCE OFFICERS.

ASSIST CDN CO IN ITS MARKETING EFFORT TO SECURE SALES OF ESTABLISH CANADA AS BEST & MOST DEPENDABLE CRV 7 ROCKETS.

#### TRACKING:

### ACTIVITIES UNDERTAKEN IN OUARTER:

- QUARTER: 1 ENHANCE CDN PRESENCE THROUGH ESTABLISHMENT OF NEW AGENCY AGREEMENTS. FOLLOW UP ON COMMITMENTS MADE DURING GENERAL MANSON VISIT. PROMOTE SOUR-CING OF CDN SECURITY PRODUCTS FOR CHOGM.
- QUARTER: 2 Follow up on commitments made during CDS General Manson visit to K.L.; promote EOD sales for CHOGM; assist Bristol Aerospace CRV7 marketing effort; introduce new defence products to MINDEF
  - QUARTER: 3 Organize incoming defence mission; promote EOD equipment sale for use at CHOGM; introduce new defence products to Mindef.

# DEFENCE TENDERS.

SATISFACTION OF BOTH SIDES & RDF SYSTEMS OPERATIONAL.

INTRODUCE SENIOR ARMES FORCES PERSONNEL TO ESTABLISH INTERPERSONAL LINK BETWEEN HIGH LEVEL RANKING OFFICERS OF ARMED FORCES.

DISPOSAL EOPT.

ROCKET SUPPLIER & SECURE CONTRACT ONCE FUNDS PERMIT TENDER.

#### QUARTERLY RESULTS REPORTED:

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

> Def. Attache arrived Aug; Chief of Army leading miss. to Cda 1 Nov; SMO Exec.Dir.briefing RMP on CHOGM security prod. rgrmts; Chief of Air Force confirmed attendance at Bristol Aerospace fire power demo; Leigh, Litton briefed Mindef on prods.

Chief of Army led 9 man defence mission to Cda meeting 79 equip suppliers; CCC met RMP to promote security products for CHOGM; Bendix Avelex tendered for night vision goggles; RCMP to hold CHOGM security briefing in Kuala Lumpur

PORT 4

## 1/10/10

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

IST :511-KUALA LUMPUR

# 004-DEFENCE PROGRAMS, PRODUCTS, SERV MALAYSTA

#### ACTIVITIES UNDERTAKEN IN QUARTER: ACKING:

# QUARTER: 4 ollow-up Incoming Def Mission; assist Bristol Aerospace in the sale of CRV& rockets: Resolve

# QUARTERLY RESULTS REPORTED:

BC Min Jansen met Army Chief Yaacob:Leigh Instr pursuing equipt supply for new Corvettes; Bendix RDF contract dispute. Avelex NVG on filed trial;Bristol Aerospace repr visited Kimpr twice: CCC Exec VP to meet Mindef on RDF contract next quarter

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

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

POST :511-KUALA LUMPUR

Canadian Food and Beverage Promotion

Participation of Second Secretary (Commercial) on F.S. Recruitment Board (Across Canada) Dehavilland Canada Dash 8 Special Demonstration

> Visit of the Hon Louise Robic, Quebec Minister of Cultural Affairs and Immigration Visit of the Hon Robert Andrews, Saskatchewan Minister of Trade and Investment Visit of Senator Raymond Perrault

Asean Trade Commissioners Regional Meeting (Ottawa)

Pacific Rim Opportunities Conference - Montreal (Proc VI)

Raytheon Canada Radar Modernization Project Seminar

Retirement of locally engaged Commercial Officer

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

POST : 503-MANILA

007-POWER & ENERGY EQUIP. & SERV. PHILIPPINES

# PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

SOME CDN PARTICIPATION IN BOTH PROJS.

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

BETTER AWARNESS OF CDN CAPABILITY

# TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 Support Cdn cos pursuing Rockwell, Calaca II, Semirara & other power related projects. Organized incoming Electrical Power Mission.

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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

Rockwell proj.appears to be dead.Intervened with NPC Chairman in support of Monenco bid on Calaca II.Advised Monenco on approach.Intervened w/OECF to urge their support in expediting Monenco/ Nujek proposals.Met with Pres. of Semirara to

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

POST : 503-MANILA

# 005-ADVANCED TECH. PROD. & SERV PHILIPPINES

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

??????

COORDINATION WITH CIDA FOR ALLOCATION OF COMPONENT OF BILATERAL \$5-\$10M IN EQPT & SERVICES CONTRACTS AID PROGRAM DEVOTED TO TELECOMMUNICATIONS

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

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

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

ANTICIPATED RESULTS:

EARLY IDENTIFICATION OF EXPORT OPPORTUNITIES FOR TRANSMISSION TO CDN EXPORTERS

INCREASED AWARNESS OF CDN. CAPABILITIES.

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 Support Canadian bids for Misortel and PLDT-X5.

QUARTERLY RESULTS REPORTED:

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

Monitored situation & maintained close liaison with co representatives, but no action requested. Appears that Misortel bid lost to Koreans.

QUARTER: 3 -----

QUARTER: 4 -----

**REPORT 4** 

89/10/10

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

POST : 503-MANILA

ALL SUB-SECTORS

SYSTEM.

# 999-MULTIPLE SECTORS PHILIPPINES

### ANTICIPATED RESULTS:

PLANNING:

COMPLETION OF DATA INPUT TO COMPUTER BASED PROJECT TRACKING BETTER & MORE TIMELY INFORMATION ON PROCURE-

COMPLETION OF BROCHURE OUTLINING SERVICES PROVIDED BY EXTOTT AND MORE CANADIAN COMPANIES SEEKING ASSISTANCE: POST TO ASSIST CANADIAN COMPANIES IN PURSUING ADB PROCUREMENT. TAKING AN INTEREST IN ADB PROJECTS.

CONTINUED EFFORT TO STRENGTHEN CONTACTS AT ADB.

ACTIVITIES PROPOSED IN POST PLAN:

PERSUADE BANK TO INCLUDE CANADIAN CITIES IN ANNUAL PROCUREMENT INFORM MORE CANADIAN COMPANIES OF OPPORTUNI-SEMINARS PROGRAM.

INCREASED CONTACT/LIAISON WITH CO-FINANCING UNIT AND PRIVATE GREATER BANK AWARENESS OF CANADIAN INTEREST SECTOR DIVISION

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 Prompt response to enquiries; arranging mtgs at ADB for Cdn exporters; issuing tender alerts and providing background info. on upcoming proj. Organiza'n of ADB Seminar series and preparation of background paper on ADB procurement.

QUARTER: 3 -----

QUARTER: 4 -----

MENT OPPORTUNITIES TO REGIONAL POSTS AND CDN EXPORTERS & CONSULTANTS.

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

TIES AND HOW TO PURSUE.

IN CO-FINANCING OPPORTUNITIES.

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QUARTERLY RESULTS REPORTED:

Srvcd some 280 requests for info. & mtgs; issued 56 tender alerts on upcoming projects to some 300 cos. Carried out sem. in Clgry, Vncvr & Trnto which attracted over 200 co. participants.Prepared & distr background paper on ADB bid proc.

**REPORT 4** 

89/10/10

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

POST : 503-MANILA

# 001-AGRI & FOOD PRODUCTS & SERVICE PHILIPPINES

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

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

CONTINUED CLOSE LIAISON WITH SWINE BREEDERS & ENCOURAGE & CONTIUNING SALES{200-300 HEAD/YR}& POSSIBLY ASSIST THEIR TRAVEL TO CANADA.MAINTAIN CLOSE CONTACTS WITH CANOLA MEAL AS FEED COMPONENT.ADDITIONAL FEED FEED MILLERS.

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

MONITOR CLOSELY POLICIES OF THE DEPT. OF AGRICULTURE ON POSSIBLE MARKET FOR 1600 HEAD OF CATTLE PER POSSIBLE 10M CATTLE RESTOCKING PROGRAM.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 Assisted Cdn Swine merchants in developing business. Assisted Cdn dairy suppliers in finding possible market.

QUARTER: 3 -----

OUARTER: 4 -----

ANTICIPATED RESULTS:

WHEAT FEED BARLEY SALES

INTRODUCTION OF ONE OR MORE CANADIAN SUPPLIERS TO MARKET.

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YEAR

#### QUARTERLY RESULTS REPORTED:

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

Assisted in the organization of 2 separate buying missions to Canada. Resulted in a sale of Cdn \$1.3M to Nestle Phil. of skimmed milk powder.

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

POST : 532-MELBOURNE

# 005-ADVANCED TECH. PROD. & SERV AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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FOLLOW UP REQUIRED ON DECEMBER COMPUTER/COMMUNICATIONS MISSION.

COMPILE REVIEW OF FORECASTED DEVELOPMENTS BY TELECOM AUSTRALIA & OTC FOR DISTRIBUTION TO CANADIAN COMPANIES.

ANALYSE/COMPILE REQUIREMENTS FOR PRIVATE SECTOR NETWORKS INDEP. OF TELECOM.

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FOLLOW UP TO COMPUTER/COMMUNICATIONS MISSION.

FOLLOW UP TO REMOTE SENSING STUDY SPECIALLY IMAGE PROCESSING SOFTWARE.

> TO IDENTIFY SPECIFIC SECTORIAL REQUIREMENTS REQUIREMENTS FOR CANADIAN SOFTWARE I.E. MINING, MEDICAL AND NETWORK MANGEMENT SOFTWARE, IMAGE PROCESSING SOFTWARE (REMOTE SENSING).

TRACKING:

.

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ONTARIO TRADE MISSION - NEW ZEALAND/AUSTRALIA

QUARTER: 1 NORTHERN TELECOM PACKET SWITCHING CONTRACT

QUARTER: 2 Northern Telecom Packet Switching Contract.

FINALISATION OF SALES ETC. DISCOVERED DURING MISSION.

> THIS WILL ENHANCED OUR AWARENESS OF OPPORTUN-ITIES AND PROVIDE OPENINGS FOR CANADIAN MANU-FACTURERS.

> > DITTO. (THIS AREA IS GROWING YET MUCH POTENT-IAL REMAINS UNEXPLORED.

TO FINALISE SALES OPPORTUNITIES DOSCOVERED DURING MISSION AND TO IDENTIFY NEW AREAS IF INTEREST.

TO IDENTIFY FUTURE AREAS OF COLLABORATION BETWEEN CANADIAN AND AUSTRALIAN IMAGE PROCES-SING SYSTEM MANUFACTURERS.

TO IDENTIFY NICHE MARKETS OFFERING GOOD POTE-NTIAL FOR CANADIAN TECHNOLOGY.

#### QUARTERLY RESULTS REPORTED:

ALTHOUGH MISSION FOCUS WAS N.ZEALAND, POST ARRAN-GED INDIVIDUAL APPOINTMENTS FOR MISSION MEMBERS. ISOLATION SYSTEMS IDENTIFIED SEVERAL PROBABLY CUSTOMERS FOR THEIR DEFENCE SURVEILLANCE EOPT. ASSESSMENT DEV GRP IDENTIFIED REP.

POST ASSISTED NT PERSONNEL IN MONITORING, ARRAN-GING APPOINTMENTS TO PROMOTE NT BID FOR CDN \$75 MIL CONTRACT. RESULT TO DATE IS THAT NT IS CUR-RENTLY SHORTLISTED WITH RECOMMENDATION/DECISION EXPECTED IN AUGUST.

Expected contract between \$50-70 million now due in the next month or so. Our extensive lobbying with telecom also involving the High Comm. has been helpful. Northern Telecom rep who might be optim.now says they have 90% chance of win.bid.

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

POST : 532-MELBOURNE

# 005-ADVANCED TECH. PROD. & SERV AUSTRALIA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 3 Post support to Northern Telecom in pursuit of packet switching contract with Telecom Australia

QUARTER: 4 Analyse/compile requirements for private sector networks indep of Telecom. Review of developments by Telecom and OTC. QUARTERLY RESULTS REPORTED:

-Northern Telecom awarded contract 11/88 for approximately \$40 million.

Undertaking visits to local companies canvassing support for cdn participation at Communications' 89 - June 89.

Monitor deregulation of Australian carriers-attendance at ATUG Conference.

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

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM

POST : 532-MELBOURNE

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

#### PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

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

## AEROSPACE

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

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

PREPARATION WITH CONAIR LTD. FOR DEMONSTRATION TOUR OF FIRE TO ASSIST IN MARKETING CONAIR PRODUCTS IN FIGHTING AIRCRAFT/EQUIPMENT.

## ANTICIPATED RESULTS:

CANADIAN AUTO PART MANUFACTURERS.

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

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

AUSTRALIA AND SALES OF 3 AIRCRAFT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

#### QUARTER: 1 -----

QUARTER: 2 International Polar Technology Conference (SCAR)

Despite some tricky logistics problems Canadian participation was highly successful in expanding opportunities for sale of Canadian Polar goods and services. Separate report sent to Ottawa.

QUARTER: 3 -----

QUARTER: 4 -----

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

POST : 532-MELBOURNE

#### 009-FOREST PRODUCTS, EQUIP, SERVICES AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

WOOD AND WOOD PRODUCTS

TIMBER FRAME CONSTRUCTION STUDY GROUP NOVEMBER 1987 FOLLOW-UP

VISIT BY CANADIAN TECHNICAL EXPERTS AS FOLLOW UP TO TIMBER FRAME GROUP.

TO MONITOR AND REPORT ON PROPOSED INITIATIVES TO MODERNIZE AND IDENTIFICATION OF OPPORTUNITIES FOR CANADIAN EXPAND AUSTRALIAN PULP & PAPER INDUSTRY.

EQUIPMENT AND MACHINERY

VISITS TO MILLS AND FORESTRY OPERATIONS, PENETRATION OF SECTORAL TO OBTAIN EARLY ADVICE ON PLANNED PROJECTS STUDIES.

ATTEND MAJOR INDUSTRY CONFERENCES E.G. APPITA'88 IN HOBART, TASMANIA.

FOLLOW UP VISIT OF EDC REPRESENTATIVES IN OCT. '87 ON MAJOR PROJECT FINANCING.

DEVELOP LIST OF MAJOR PROJECTS IN FORESTRY SECTOR.

INVESTIGATE PROSPECTS FOR NEW HIGH TECHNOLOGY PRODUCTS IN LOG HANDLING AND CONVERSION.

STUDY CURRENT LAND MANAGEMENT. SILVCULTURE PRACTICES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 INCOMING BUYERS MISSION

ANTICIPATED RESULTS:

EASING OF BUILDING CODE RESTRICTIONS ON MULTI-STOREY STRUCTURES. PROVIDING THE OPP. FOR CDN LUMBER INDUSTRY TO EXPAND SALES BY 15%.

> CHANGES TO BUILDING CODES TO ALLOW MULTI-STOREY WOOD CONSTRUCTION AND INCREASES CDN LUMBER SALES BY 15%.

> > FIRMS AND SALE OF \$40-80 MIL.

AND ALERT CANADIAN SUPPLIERS.

BROADEN CONTACT BASE, GATHER MARKET INTELLI-GENCE.

> IMPROVE OPPORTUNITIES FOR CANADIAN EQUIPMENT IN FINANCE PACKAGE.

> ENHANCE CANADIAN SUPPLIERS POSITION.

IDENTIFY NEW BUSINESS FOR CANADIAN EXPORTERS.

DETERMINE NEW OPPORTUNITIES FOR CANADIAN SUP-PLIERS.

## QUARTERLY RESULTS REPORTED:

POST ARRANGED PULP & PAPER INDUSTRY VISITORS TOUR OF CDN MANUFACTURERS/SUPPLIERS. RESULTS INCLUDE IDENTIFICATION OF EQPT SALES POTENTIAL TO AUSTRALIA PLUS BETTER AWARENESS OF CON EXPER-TISE IN THIS SECTOR.

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

POST : 532-MELBOURNE

## 009-FOREST PRODUCTS, EQUIP, SERVICES AUSTRALIA

#### TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 2 Capital Projects in Australian Forestry Industry

QUARTER: 3 To monitor and report on proposed initiatives to modernize and expand Australian Pulp and Paper Industry.

QUARTER: 4 Monitor projects in Australian pulp and paper industry.

QUARTERLY RESULTS REPORTED:

Continue to follow up to exploit potential. Require concerted effort by Department and DRIE in order to maximise sales opportunities which could exceed \$25 million.

-Sitrep prepared and distributed 12/88. -Preparations started for Cdn Govt/Industry participation at APPITA 89 Show. -Post assisted in \$30 million sale of boiler to Tasmania Pulp/Paper Project.

Attended int'l pulp & paper conference in Feb. - \$200,000 business died result of Pulp Managers Mission to Canada June 1988 likely to lead to \$6 million. - Detailed planning & coordination for major Canadian display at APPITA 89.

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

POST : 532-MELBOURNE

### 016-INDUSTRIAL MACHIN, PLANTS, SERV. AUSTRALIA

## PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TO STUDY THE MARKET FOR GOLD MINING AND PROCESSING EQUIPMENT AND INCREASED SALES BY 10%. NOTIFY CDN INDUSTRY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 ----

QUARTER: 4 -----

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

POST : 532-MELBOURNE

## 001-AGRI & FOOD PRODUCTS & SERVICE AUSTRALIA

#### ACTIVITIES PROPOSED IN POST PLAN: PLANNING:

#### ANTICIPATED RESULTS:

ASSIST AUST. BUYERS TO VISIT CANADA TO SELECT SPECIFIC BREEDS INCREASE VISITORS TO CANADIAN A1 CENTRES. GENETIC MATERIAL.

SUPPORT CANADIAN BREEDERS VISITS TO AUSTRALIA BY PROVIDING FULL MORE MEANINGFUL AND PRODUCTIVE VISITS. INFORMATIION ON POTENTIAL PURCHASERS.

SUPPORT ONTARIO GOVERNMENT INITIATIVES TO BRING TO CANADA KEY INCREASED SALES BY 10% AND CLOSER FEDERAL GENETIC MATERIAL IMPORTERS.

## SEMI & PROCESSED FOOD & DRINK

FOLLOW UP PTI STUDY UNDERTAKEN BY OFFICER FROM EXTOTT(TAN). BE ALERTED TO SPECIFIC GROCERY PRODUCT LINES THIS STUDY TO BE CIRCULATED TO CANADIAN FOOD PROCESSORS. THAT COULD BE SUPPLIED BY CANADIAN COMPANIES.

SURVEY TRADE IN AUSTRALIA VIA THE AUSTRALIAN INTERNATIONAL FOOD EXHIBITION HELD MELBOURNE, 10-13 OCTOBER 1988 FOR ADDITIONAL LINES.

SUPPORT ONTARIO GOVERNMENT'S INITIATIVES TO PROMOTE ONTARIO FOOD PRODUCTS INTO AUSTRALIA.

UNDERTAKE AN IN-HOUSE FOOD SAMPLE SHOW BASED ON SPECIFIC FOOD LINES RECOMMENDED BY TAN.

TO LIAISE WITH DISTRIBUTORS AND MANUFACTURERS TO IDENTIFY OPPOR-TUNITIES FOR SALES, LICENSING AND JOINT VENTURES.

PROVINCIAL RELATIONS.

IDENTIFY SPECIFIC GROCERY PRODUCTS REQUIRED BY AUSTRALIAN IMPORTERS.

INCREASED SALES BY 10% AND CLOSER FEDERAL PROVINCIAL RELATIONS.

INITIATE SALES OF CAN CONFECTIONARY PRODUCTS.

TO PROMOTE SALES AND INCREASE RETURNS VIA LICENSING ETC BY ASSISTING IN TWO JV ASSESS-MENTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

REPORT #5 89/10/06

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

532 - MELBOURNE

AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN 

ANTICIPATED RESULTS

MINE, METAL, MINERAL PROD & SRV MINERALS AND MINERAL PRODUCTS FAMILIARIZE AUSTRALIAN MINING SECTOR WITH ATTRACTIONS OF INVESTING IN THREE NEW MAJOR INVESTMENTS IN CDA MINES. CANADA.

ADVANCED TECH. PROD. & SERV 777777 SELECTED CALLS ON KEY SOFTWARE COMPANIES PROMOTING INVESTMENT IN TWO NEW JOINT VENTURES IN CANADA. CANADA.

AGRI & FOOD PRODUCTS & SERVICE AGRICULTURE MACH, EQUIP, TOOLS CALL ON TWENTY MOST PROMINENT AGRICULTURAL MACHINERY & EQUIPMENT ONE NEW INVESTMENT IN CANADA. MANUFACTURERS TO PROMOTE JOINT VENTURE IN CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

DEVELOP PROGRAM WITH DEPT. INDUSTRY TECHNOLOGY & RESOURCES OF VICTORIA POSSIBLY PRODUCE SEVERAL SERIOUS CANDI-STATE GOVERNMENT TO ENHANCE JOINT VENTURES (STRATEGIC PARTNERING DATES. PHILOSOPHY).

REPORT #5

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

QUARTER : 3	
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## QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FISCAL YEAR 88 FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 522-NEW DELHI

#### 007-POWER & ENERGY EQUIP. & SERV. INDIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

CONTINUE TO WORK CLOSELY WITH CANADIAN FIRMS IN DEVELOPING APPRO-PRIATE STRATEGIES WHEN PURSUING MAJOR CAPITAL PROJECTS.

EMPHASIZE AND PROMOTE INDUSTRIAL COLLABORATION OPPORTUNITIES IN SECTOR.

DEVELOP AND MAINTAIN COMPREHENSIVE PROJECT TRACKING SYSTEM FOR PROJECTS IN THIS SECTOR.

ANTICIPATED RESULTS:

SIGNED CONTRACT FOR ONE OR MORE MAJOR CAPITAL PROJECTS VALUE \$300-500 MILLION CDN.

INCREASE IN NUMBER OF COLLABORATIONS IN THIS SECTOR AND RESULTING EQUIPMENT/SERVICES SALES

SYST.TO BE FULLY DEVELOPED WITHIN 3 MONTH PERIOD & MAINTAINED REGULARLY RESULTING IN IMPROVED PROJ.MONITORING & OVERALL MARKET INTELLIGENCE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

- QUARTER: 2 Continue to work closely with Canadian firms in developing appropriate strategies when pursuing major capital projects.
- QUARTER: 3 Continue to work closely with Canadian firms in developing appropriate strategies when pursuing major capital projects.
- QUARTER: 4 Continue to work closely with Canadian firms in developing appropriate strategies when pursuing major capital projects

QUARTERLY RESULTS REPORTED:

Ongoing liaison with Indian govt. and financing agencies for advancement of Canadian interests on projects such as Chamera (Chamba) Yamunanage Rihand Unchahar, etc.

Ongoing liaison with Indian Government and financing agencies for advancement of Canadian interests on projects such as Chamera (Chamba) Yamunanagar, Rihand Unchahar, etc.

a) Indian Cabinet approval for Cdn bilateral approach to Yamunanagar project obtained.
b) Dialogue continued with GOI relating to finanegotiation session for Chamera II Project.
c) Ongoing liaison on Rihand, Srinagar, & Nathpart Schemera Schemera

**REPORT 4** 

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

POST : 522-NEW DELHI

## 005-ADVANCED TECH. PROD. & SERV INDIA

## PLANNING:

## ACTIVITIES PROPOSED IN POST PLAN:

#### ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

ASSESS POSSIBILITY OF PURCHASING INDIAN SOFTWARE FOR CANADIAN COMPUTER INDUSTRY.

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

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

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

INITIATE STUDY OF INDIAN SCIENTIFIC INSTRUMENTATION AND ELECTRO-NIC COMPONENTS IN ORDER TO IDENTIFY CANADIAN EXPORT OPPORTUNITIES

## TRACKING: ACTIVITIES UNDERTAKEN IN OUARTER:

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

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

QUARTER: 2 Follow-up on MOC Jan. '88 visit for implementation of MOU, MOC/TRC Research agreement. 2.Organize & follow up proposed DRIE Space Industry mission to India as follow-up to DRIE Industrial collaboration visit Oct. 1987

ESTABLISHMENT OF GOVT TO GOVT AND PRIVATE TO PRIVATE STRATEGIC LINKAGES & INDUSTRIAL COL-LABORATIONS IN COMMUNICATIONS SECTOR.

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

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

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

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

WILL EQUIP POST IN ADVISING CANADIAN COMPA-NIES SEEKING BUSINESS IN THIS SECTOR.

#### QUARTERLY RESULTS REPORTED:

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

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

Discussions on MOU btwn DOC & TRC continuing.

2. Followed up - incoming Mission scheduled for November 1988

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

POST : 522-NEW DELHI

#### 005-ADVANCED TECH. PROD. & SERV INDIA

#### TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 3 Follow-up on MOC January 88 visit for implementation of MOU,MOC/TRC Research agreement.Continue support to CANAC/ATI for Railways Telecom Project.Organise/follow-up proposed DRIE Space Ind. Miss. to India as follow-up to vis.Oct.87.
- QUARTER: 4 Follow-up on MOC January'88 visit for implementation of MOU, MOC/TRC Research agreement. Continue support to CANAC/ATI for Railways Telecom project. 8th IETF, February 1989

## QUARTERLY RESULTS REPORTED:

Discussions on MOU between DOC and TRC continuing.Support being provided.Railway telecom tender has not yet been issued.Held highly successful seminars and industry meetings in Delhi and Bangalore in November 88.

Discussions on MOU between DOC and DOT/TRC continuing.

Support being provided. Railway Telecom tender has not been issued. Nearly 40 Cdn cos participated. Several agency/joint venture/export cont.

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

POST : 522-NEW DELHI

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

#### PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

INDUSTRIAL COOPERATION ACTIVITIES IN SUPPORT OF AUTOMOTIVE PARTS 1 OR 2 JOINT VENTURES OR TECHNOLOGY TRANSFER SECTOR. ARRANGEMENTS.

DEVELOPMENT OF INCREASED DATA BANK DETAILING INDIAN INDUSTRIAL IN LONG TERM ENHANCED CANADIAN PRESENCE IN CAPABILITY TO SUPPORT CANADIAN BIDS WHICH MUST HAVE INDIAN RAIL, URBAN TRANSIT AND AEROSPACE SECTORS. 

DEVELOP AND COMPUTERIZE INFORMATION ON INDIAN INDUSTRIAL CAPABI- INCREASED NUMBER OF COLLABORATIVE ARRANGE-LITY IN SUPPORT OF EXPANDED INDUSTRIAL COOPERATION FOCUS OF POST. MENTS BETWEEN INDIAN AND CANADIAN COMPANIES.

Sector Line errores into and the statements while articles

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

ANTICIPATED RESULTS:

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

POST : 522-NEW DELHI

011-OIL & GAS EQUIPMENT, SERVICES INDIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

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

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

IMPLEMENTATION OF PLAN TO ENCOURAGE MAJOR INDIAN OIL & GAS COMPA-NIES TO MAKE US USE OF CIDA PROFESSIONAL DEVELOPMENT TRAINING FUND.

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

- QUARTER: 2 Develop high profile mktg. campaign in India and Cda to support CIDA/EDC LOC for Oil & Gas Sector 2. Implement plan to encourage major Indian Oil & Gas co's to use CIDA Professional Development Training Fund
- QUARTER: 3 Develop high profile marketing campaign in India and Cda to support CIDA/EDC LOC for Oil & Gas Sector.Implement plan to encourage major Indian Oil & Gas companies to use CIDA Professional Development Training Fund.

QUARTER: 4 -----

ANTICIPATED RESULTS:

SIGNIFICANT AND IMMEDIATE INCREASE IN ATTEN-TION ON CANADIAN CAPABILITY RESULTING IN INCREASED SALES.

WHEN SIGNED SIGNIFICANT INCREASE IN LINKS BETWEEN CANADIAN COMPANIES AND ONGC

ENHANCED CONTACT BETWEEN INDIAN OIL OFFICIALS AND CANADIAN EXPERTISE. LONGER TERM COMMER-CIAL BENEFITS WILL ACCRUE.

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

RATIONALIZE RESOURCES AVAILABLE.

QUARTERLY RESULTS REPORTED:

Initiatives made, more specifically at National Petroleum Show, Calgary in May '88 though LOC was formally signed later.

2. Being pursued with companies

Initiatives made & contracts have started being let under LOC.Four successful Seminars on gas were held in Delhi/Bombay/Madras in November 86 Being pursued with companies.

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

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

## POST : 522-NEW DELHI

Agriculture Canada - Mission on embryo transfer technology Jan 1989 Visit of Premier Grant Devine of Saskatchewan - Feb 1989

Trade facilitation office - buying mission for sporting goods Mar 1989 CIBC - Industrial seminars at Bombay, Madras, Delhi Feb 1989 Visit of Hon. Monte Kwinter to Bombay, Madras, Calcutta, Delhi Feb 1989 Alberta Oil & Gas Mission Feb 1989

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

POST : 527-OSAKA

## 005-ADVANCED TECH. PROD. & SERV JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

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

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

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

ANTICIPATED RESULTS:

FOCUSSING OF SECTORAL CAPABILITIES AND PREPA-RATION FOR SUPPORT OF NEW MARKETING ENDEAVOU-RS.

IDENTIFICATION OF IMPORTANT CONTACTS FOR

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 SOFTWARE MISSION TO JAPAN - PROGRAMME DEVELOPMENT.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 Telecom Mission: Develop individual programmes for mission participants designed to find new agents, direct sales and market intelligence.

QUARTERLY RESULTS REPORTED:

MISSION CANCELLED FOR LACK OF INDUSTRY INTEREST IN CANADA.

Seven company reps expected to participate in two-day programme.

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

POST : 527-OSAKA

#### 001-AGRI & FOOD PRODUCTS & SERVICE JAPAN

#### PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

SEMI & PROCESSED FOOD & DRINK

FOLLOW-UP WITH FOOD CHAINS/DEPARTMENT STORES TO ENCOURAGE CONTIN-UED STOCKING OF CANADIAN PRODUCTS AFTER FOOD FAIRS AND TO DETER- STORES. SALES OF \$1.5 MILLION CANADIAN. MINED MARKET ACCEPTANCE AND ADVISE EXPORTERS ON WAYS TO IMPROVE PRODUCT PRESENTATION.

MARKET RESEARCH INTO AREAS OF OPPORTUNITIES.

SUPPORT DEPARTMENT STORES/RESTAURANT TO SPONSOR CANADIAN FOOD FAIRS.

FOOD SHOW ON THE PREMISES OF THE CONSULATE GENERAL.

#### TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 OSAKA MEAT PURVEYORS ASSOCIATION MISSION TO ALBERTA - IDENTIFIED PLAYERS, PERSUADED AND DEVELOPED PROGRAMME IN COORDINATION WITH ALBERTA GOVERNMENT.
- QUARTER: 1 CANADA FOOD FESTIVAL ROYAL HOTEL POST PLANNED AND INITIATED EVENT COINCIDING WITH CJBC.
- QUARTER: 2 Osaka Solo Food Show at Congen (fair) planning, logistics, set up and follow-up. 2. Nichiro Food Promo. planning, prov. of merchandising aids & display material, & participation by our staff incl. Cdn cooking demonstrations
- QUARTER: 3 Canada Food Fair at Daimaru Dept. Daimaru's firts Canada food fair; Congen won Daimaru's commitment to hold fair and provided logistical and promotional support.
- QUARTER: 4 Canada Food Fair Programme: Four different organizations sponsored shows during guarter (Hilton New Otani, Miyako Hotels, plus Kintetsu Department Store).

#### ANTICIPATED RESULTS:

AVAILABILITY OF CANADIAN FOOD PRODUCTS IN

IDENTIFICATION OF CDN PRODUCTS FOR THIS MARKET AND NEW IMPORTERS.

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

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

#### QUARTERLY RESULTS REPORTED:

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

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

Better than expected attendance (over 200) w/10 Canadian companies as participants. 2. 748 inst. clients of Nichiro attended, purchasing over \$1 mill. of seafood prod. of F.P.I. of Nfld. & range of prod. from Canada Packers

Resulted in retail sales of approximately \$84,000 (see BAF) and plans by Daimaru for much larger scale Canada promotion in 1989.

Post initially persuaded organizations to hold these in-store fairs which are now annual events . Post continues to provide organizational and logistical support. See business influenced reports.

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

POST : 527-OSAKA

#### 002-FISHERIES, SEA PRODUCTS & SERV. JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FOLLOW-UP WITH FISH IMPORTERS TO DETERMINE ACCEPTANCE OF CANADIAN FISH PRODUCTS AND WAYS TO IMPROVE PRODUCT PRESENTATION. BETTER ACCEPTANCE, CONSOLIDATED DISTRIBUTION CHANNELS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

ADIVAZIONE E GANKA MEAN PORVETERS ANACESTATIEN REGISTOR TO ALBERTA - EDENTIFIEM FLATELS, REMAINING AND ADERTA - EDENTIFIEM FLATELS, REMAINING AND ADERTE - EDENTIFIEM AND AND ENA METHE ALBERTES

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

POST : 527-OSAKA

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

JAPAN

## PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

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

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

RESUBMISSION OF REGISTRATION BY SEVEN COMPANIES.

unitary a state state product - much infrarry all and not

INCREASED NUMBER OF CANADIAN COMPANIES FIND-ING JOINT VENTURE PARTNERS FOR KIAC AIRPORT PROJECT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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

POST : 527-OSAKA

#### 009-FOREST PRODUCTS, EQUIP, SERVICES JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

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

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

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

- QUARTER: 2 Cdn Window & Door Mfr's Assn (mission) to Osaka - develop program provide logistics assistance
- QUARTER: 3 Kobe Housing Project preliminary planning for events associated with promotion of Canadian village next year.
- QUARTER: 4 Kobe "canada Mura" Promotion: Planning associated with promotion of project including video tape production, budgeting and initial planning for seminars to be held next fall.

Market survey of local requirements will shortly lead to follow-up mission and exhibition

QUARTERLY RESULTS REPORTED:

Players assembled for production of video, seminars and other promotional activities next fiscal year.

by Canadian supplyers using Congen facilities

2x4 Association and Cofi providing technical assistance for video which is well underway and on schedule, budget confirmed for promotion associated with project opening and fall seminar REPORT #5

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

527 - OSAKA

PLANNING:

JAPAN

ACTIVITIES PROPOSED IN POST PLAN 

#### ANTICIPATED RESULTS -----

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

777777 ALL SUB-SECTORS PROSPECTIVE CANDIDATES IN SECTOR WHICH HAVE BEEN IDENTIFIED THROUGH INVESTMENT SEMINARS ORGANIZED BY CONGEN DURING 86-87 FY OR IDENTIFIED HAS RESOURCES TO FOLLOW-UP WITH TOP THREE BY OTHER MEANS WILL BE CONTACTED & THEIR IMMEDIATE INVESTMENT INTEN-TIONS DETERMINED

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

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

NON SECTORALLY ORIENTED ACTIVITIES

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

REPORT ON STRATEGIES OF OTHER FOREIGN GOVERNMENTS TO PROMOTE INVEST-MENT IN KANSAI.

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

GENERATE TEN NEW ENOUIRES FOR WHICH CONGEN BEST PROSPECTS.

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

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

IDENTIFY & COMMUNICATE IMPORTANT NEW IN-VESTMENT OPPORTUNITIES TO CHAMBER MEMBER-SHIP LEADING TO DIRECT INVESTMENT IN CDA.

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

REPORT #5 89/10/06

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

JAPAN

527 - OSAKA

......

TRACKING: ACTIVITIES UNDERTAKEN IN OUARTER

QUARTER : 1

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

#### QUARTER : 2

OCCI manufacturing investment mission follow-up w/members individually to assess mission success 2. President Investment Canada P. Labbe visit to Kansai

3. OCCI mission report - design cover, develop events associated w/report's release, press conference

4. Quebec Biotechnology Investment Promotion

Mission mbr rpt to OCCI mbrship supp. & encour-

#### QUARTER : 3

1.OCCI Manufacturing Mission to Canada -Report 2.OCCi Report & Release to media - Event 3. Electrical Machinery Investment Presentations (DRIE/GSTM)

4. Infotech Investment Presentations (DRIE/IITI) 5. Corporate Liaison with 12 company case-load 6. Nomura Securities Seminar and Mission.

#### QUARTER : 4

1. Nomura's Cda Investment Seminar: organize and recruit speakers, provide organizational and logistical support & develop programme for keynote speaker from Canada.

2. Nomura Investment Mission to Canada: initial planning, organization.

3. Ongoing corporate liaison activities.

RESULTS REPORTED -----

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

aged investment in Canada

authorities

2. Program set up to follow up & supp. further investment promo. activ. (Nomura mission to Cda OCCI mission report)

3. President Saji will participat at press conf. coinciding with visit of President Labbe 4. Impressive roster of speakers has been assem. for seminar incl. present. by Cda's most import. biotechnology co's and by local biotechnology

Favourable comments made about investment opportuniyies in Cda mfg.sector. Top media reps from territory attended press conf.with Pres.of OCCI Mr. Saji & Pres.of Invest.Cda Paul Labbe. Detailed presentations made to 14 cos using Congen facilities. Follow-up continuing. General presentations made to prod.exec.at Sanyo ,Sharp,Matsushita & Omron.Follow-up continuing.

Report completed & distributed to 800 companies.

1. Cooperation received from Tokyo Embassy for bringing former FTA deputy negotiator. Follow up and agreement to sponsor investment mission to

Prelim.planning meetings etc.for events in 1989.

Canada confirmed by Nomura. 2. Dates established, itinerary under discussion 3. Post has added 7 investment prospects to ongoing case load from total of 23 cold call visits this guarter.

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

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

#### POST : 527-OSAKA

Montreal Urban Community in territory for one day programme set up by Post (investment and trade promotion). New Brunswick Provincial Government in territory for one day programme set up by Post (investment and trade promotion Alberta Provincial Government in territory for two day programme set up by Post (investment and trade promotion). Saskatchewan Provincial Government in territory for two day programme set up by Post (investment and trade promotion). Manitoba Minister of agriculture in territory for one day programme set up by Post (trade and investment promotion). Minolta "Canada Impressive" tourism promotion.

Consumer Prod. Prom. using multi-purpose room: 6 cos used room individually for garment promotions for cumulative PROC VI in Montreal HOM Spencer away from Post two weeks.

Conference Board of Canada in territory for three day programme set up by Post. Con State And

1037 1514-5001

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

POST : 519-SEOUL

005-ADVANCED TECH. PROD. & SERV KOREA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

??????

GATHER & UPDATE INFO ON THE PLANNED PROJECTS FOR R.S. SYS IN COMING YEARS.

PREPARE A REPORT ON KOREAN REMOTE SENSING SECTOR'S CURRENT STATUS AND PROSPECTS.

??????

CATALOGUE SHOW FOR CANADIAN EQUIPMENT.

HOLD 4-5 INDIVIDUAL COMPANY DEMONSTRATION IN EMBASSY.

ALL SUB-SECTORS

HOLD CATALOGUE SHOWS ON ELECTRONIC COMPONENTS.

and the second state of the second state

UPDATE JOINT VENTURE AND TECHNOLOGY TRANSFER REPORTS.

PLAN FOR TECHNOLOGY TRANSFER SEMINAR IN THIS SECTOR DURING PROPOSED CANADA WEEK IN SEOUL.

HOLD 3 INDIVIDUAL DEMONSTRATION IN EMBASSY TRADE DISPLAY AREA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 A)FOLLOW-UP INCOMING DATACOM MISSION.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

ANTICIPATED RESULTS:

IDENTIFICATION ON CDN OPPORTUNITY.

INCREASED INTEREST & ACTIVITY IN THIS MARKET BY CDN FFIRM.

INCREASED NUMBER OF AGENTS.

ESTABLISH 3 AGENCY/LICENSEE AGREEMENTS

INCREASED NUMBER OF ACTIVE LOCAL AGENTS IN THIS SECTOR.

ATTRACT CDN FIRMS TO INCREASE INDUSTRIAL COO-PERATION WITH KOREAN FIRMS.

ESTABLISH TWO TECHNOLOFY TRANSFER AND JOINT VENTURE AGREEMENTS IN THIS SECTOR BY FY 88/89

ESTABLISH 3 AGENCY/LICENSEE ARRANGEMENTS.

QUARTERLY RESULTS REPORTED:

A)KOREA SECURITIES COMPUTER HAS INVITED NEWBRIDGE TECHNOLOGIES AND GANDALF TO PARTICIPATE IN THEIR UP-COMING BID REQUEST.

1. Company on exception (one times links for the beinging between fillingness constants of the secral approximate the exception first-sector to the sector build be been approximate the sector sector first and particul 2 because there are parts by mescale first and particul 2 because there are parts by meparing sector beat from a sector of the sector sector parts over the sector of the sector sector.

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

POST : 519-SEOUL

004-DEFENCE PROGRAMS, PRODUCTS, SERV KOREA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

COMPLETE AEROSPACE STUDY.

COMPLETE INVENTORY OF AVAILABLE AGENTS.

TWO CATALOGUE AND VTR PRESENTATIONS IN TRADE CENTER.

PROPOSE CANADA/KOREA AEROSPACE COOPERATION AGREEMENT

PROVIDE DETAILED KNOWLEDGE OF KOREAN AEROSPA-CE PLANS TO CDN INDUSTRY.

ANTICIPATED RESULTS:

ENSURE CON FIRM AVOID AGENTS UNACCEPTABLE TO MND.

ESTABLISHED 4 NEW AGENCY ARRANGEMENTS.

INVOLVE 4 NEW CDN FIRMS IN MND PROCUREMENT ACTIVITIES.

ESTABLISHED AGREEMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 Hold two catalogue and one VTR presentation in Held 3 presentations, 2 by Canadair and 1 by Spar

QUARTER: 4 A) Propose aerospace co-operation agreement B) Complete inventory of available agents

C) complete aerospace study

QUARTERLY RESULTS REPORTED:

the Trade Center. Aerospace. Canadair has appointed one agent and identified potential for the Challenger & CL215. Spar sold Imaging Systems to the Korean military

> A) On-going consultations with Korean industry and goverment

B) Inventory completed

C) completed last FY. 

**REPORT 4** 

#### 89/10/10

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

POST :519-SEOUL

## 009-FOREST PRODUCTS, EQUIP, SERVICES KOREA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

WOOD AND WOOD PRODUCTS

DISPLAY OF CANADIAN FORESTRY PRODUCTS IN KOREA

IN DEPTH STUDY ON LOCAL HOUSING BUILDING CODE.

HOST TECHNICAL SEMINAR FOR TIMBER FRAME HOUSE IN KOREA.

BUILDING OF CANADIAN STYLE RESIDENTIAL HOUSE IN SECUL BY TIMBER FRAME METHOD.

PULP AND PAPER PRODUCTS

MEET 6 TIMES PER YEAR WITH LOCAL PULP & PAPER FIRMS TO DISCUSS INVESTMENT OPPORTUNITIES IN CANADA. REPORT QUARTERLY TO PNC, TTI, INV CAN

READ AND ANALIZE PUBLISHED LOCAL PULP AND PAPER EXPANSION PLANS. REPORT QUARTELY TO OTTAWA.

SEND PRESS CLIPPINGS, KOREAN GOVT REPORTS, EMBASSY ANALYSES ON LO- PROVIDE C.P.P.I. WITH LOCAL PRODUCTION CAL PAPER INDUSTRY INFORMATION TO OTTAWA TO DETERMINE MKT FOR PULP & PAPER.

TO INTRODUCE THERMAL MECHANICAL PULP(TMP) PRODUCTS TO KORE VIA A SEMINAR IN SEOUL.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 A)MONITOR LOCAL PULP AND PAPER EXPANSION PLAN. B) PROVIDE C.P.P.I. WITH LOCAL PRODUCTION INFORMATION.
- QUARTER: 1 A)DISPLAY CANADIAN FORESTRY PRODUCTS IN KOREA. B) PROMOTE SALES OF PLYWOOD, PARTICULE BOARD AND OTHER NEW PRODUCTS.

QUARTER: 2 -----

ANTICIPATED RESULTS:

BETTER AWARENESS OF CDN FOREST PRODUCTS.

AWARE OF LOCAL HOUSING CODE FOR PROMOTION OF TIMBER FRAME HOUSE.

BETTER AWARENESS OF CDN HOUSING TECHNIQUES IN KOREA.

GOOD OPPORTUNITY TO SHOW LOCAL CONTRACTORS ON TFH TECHNIQUES. SELL TWO TFA HOUSES.

VISIT BY LOCAL FIRMS TO CANADA.

ALERT CANADIAN FIRMS FOR SERVING & RAW MATER-IAL EXPORT OPPORTUNITY.

INFORMATION.

ESTABLISHED TMP MARKET IN KOREA.

#### OUARTERLY RESULTS REPORTED:

A)SITUATION MONITORED AND CANADIAN FIRMS ALERTED OF SPECIFIC OPPORTUNITIES. B)REPORT CONTAINING LATEST LOCAL PAPER INFORMA-TION PREPARED AND DISTRIBUTED.

A) DISPLAY MOUNTED AT THE KOREA HOUSING FAIR. B) SAMPLES DISPLAYED AT KOREA HOUSING FAIR.

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

POST : 519-SEOUL

009-FOREST PRODUCTS, EQUIP, SERVICES KOREA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 3 a)Prepare Newsprint Report. b)Follow-up on local pulp and paper firms for possible investment.

OUARTERLY RESULTS REPORTED:

a)Report completed and distributed. b) Two Korean firms announced major investment in this sector. Total investment could reach \$163 million.

QUARTER: 4 A) Hold seminar on thermo mechanical pulp A) Seminar held by Nortek and Alberta B) Study local housing building code, hold a technical seminar on TFC houses in Korea and build one Canadian Style residential house using TFC methods.

B) Study completed; achieved better awareness of regulations and initiated action to build house. Activity progressing but now on hold pending decision on certain legal aspects of the project.

ANTER AND MARKET PUTENTIAL INT CARDA STERIE

**REPORT** 4

#### 89/10/10

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

POST :519-SEOUL

#### 003-GRAINS AND OILSEEDS KOREA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

CEREAL GRAINS

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

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

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

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

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

#### OILSEEDS

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

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

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

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

#### TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 -----

QUARTER: 3 -----

## ANTICIPATED RESULTS:

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

DEMONSTRATE VALUE OF USING CANADIAN DEHY ALFALFA ALFALFA

EXPORTS OF 12 MT OF MILLING WHEAT.

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

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

EXPAND MARKET POTENTIAL FOR CANOLA SEEDS.

PROVIDE KOREAN CRUSHERS WITH NECESSARY TECHN-ICAL INFORMATION ON CRUSHING CANOLA SEEDS.

REPORT TO CANADIAN SUPPLIERS ON ENDUSE OF PRODUCT.

SALES OF 15.000 M/T OF CANOLA SEED IN 1988.

#### OUARTERLY RESULTS REPORTED:

A)LIAISED ON A CONTINUOUS BASIS.GENERATED SALES OF 5.650 METRIC TONS. B)LIAISED ON A CONTINUOUS BASIS.GENERATED SALES OF 15,000 METRIC TONS. C)KUNKUK UNIVERSITY FEED TRIAL COMPLETED.

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

POST : 519-SEOUL

# 003-GRAINS AND OILSEEDS

KOREA

#### TRACKING: ACTIVITIES UNDERTAKEN IN OUARTER:

OUARTER: 4 A) Annual wheat, grain and Oilseed survey B) Lobby for liberalization of feed barley market access. C) Lobby with Ministry of Agriculture to further C) Mission went to Canada but soybean oil sur-

open the Canola seed market

QUARTERLY RESULTS REPORTED:

A) Survey completed and distributed B) Projected sales could not be achieved as it is difficult to obtain government approval.

plus limits market potential.

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

POST :519-SEOUL

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

## PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

## AUTOMOTIVE

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

CONDUCT INVESTMENT AND INDUSTRIAL COOPERATION OPPORTUNITY SEMINAR FOR AUTOMOTIVE INDUSTRY.

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

## ANTICIPATED RESULTS:

ESTABLISH ONE JOINT VENTURE BETWEEN AUTOPARTS COMPANIES.

INCREASED LOCAL AWARENESS OF OPPORTUNITIES WITH CDN AUTOMOTIVE INDUSTRY.

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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REPORT #5 89/10/06

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

519 - SEOUL

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KOREA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN 

ANTICIPATED RESULTS -----

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

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

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

777777 ?????? DEVELOP INDIVIDUAL INTEREST DURING NORMAL TRADE LIAISON ACTIVITIES. RESPOND TO INTERESTS OF POTENTIAL ENTREPRENEURIAL IMMIGRANTS.

NON SECTORALLY ORIENTED ACTIVITIES

SUPPORT INVESTMENT PROMOTION ACTIVITIES OF 4 CDN BANKS HERE.

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

SUPPORT INVESTMENT PROMOTION ACTIVITIES OF PROVINCIAL OFFICERS IN FIVE INDIVIDUAL INVESTMENTS. EMBASSY.

PROCESS.

DEVELOP SPECIFIC INTEREST BY INDIVIDUAL

DECISION BY KOREAN FIRMS TO INVEST IN ONE

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

ACCESS TO USA MARKET VIA CANADA.

REPORT #5

89/10/06

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

KOREA

519 - SEOUL

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## TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

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

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

QUARTER : 2

QUARTER : 3

 Develop interest during normal trade liaison activity.

 Support investment promotion activities of Canadian banks.

 Support investment promotion activities of provincial offices.  Liaised and identified three specific opportunities.

2. Provided information on two individual investments.

3. Two major investment projects announced in Ontario

QUARTER : 4

Organize FTA oriented investment seminar with Korea Trade Association.

- 2. Incoming investment mission to Canada
- 3. Information campain
- 4. Encourage Korean Pulp and Paper association
- to consider projects n Canada

was cancelled. Seminar postponed to next visit in 89/90

- 2. Cancelled as funding not available
  - 3. Translated, printed and distributed Prospec-
- tus Canada in Korean language.
  - 4. Liaised regularly

Interest demonstrated for one project.

1. Planned to be held during MINT visit which

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

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

#### POST : 519-SEOUL

Visit of A) Deputy Minister of Trade & Delegation B) Director General, North Asian Bureau Provincial Ministerial visits from A)Alberta Intergovernmental Affairs B) Saskatchewan Trade & Immigration C) Quebec International Relations/Saskatchewan Premier visit and aborted but fully planned MINT & delegaiton visit MISSIONS A)Airshow Canada B) Drie re investment in automobile sector C) APIAC Tourism Task Force D) OMAF animal by-prod Mission Trade Center Presentations A) Canadair CL-215

Incoming Missions to Canada A) Import Diversification B) Canada-Korea Alfafa Seminars C) Globe 90 Semina: A) Tourism in Canada/Travel Night B) Canada-Korea Alfafa Seminars C) Globe 90 Market Studies completed:A) food products B)Intellectual property protection and direct investment in Korea C) Canadian Exporters Guide to Korea

For Company cisits:A) Suncor B) Nova Petrochemical/Participation in tip orientation program, proc VI

biougic ban as into face to feer meeting with bridge in an this date to feer meeting with tribubles. Accurged our tes of eastings in our part of sales of paradom strongs?

there appa of Can bonefits to be derived from modelble JR in adie parts manufacturing. Analoted Thompson Gordon in astabilishing of dervice chartre in Shunghar Marbaue to records thereign. Sentials i Continued cultivation of contexts with bridge construction company to keep abrear of devalue conta and plan contrain for Canadian Time.

ANALTER: 4 To desuring apportunities to introduce Consultan Inclassing agree to read as Standard branquarterian problems.

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

POST : 506-SHANGHAI

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

#### PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

CONTINUING SUPPORT THRUST FOR SALES OF AIRCRAFT TO REGIONAL CAR- AIRCRAFT SALES CONTACT WITHIN FY87-88 RIER(INCLUDING IMPLEMENTATION OF CIDA SPONSORED STUDY OF AIRLINE AIRCRAFT EQUIPMENT FY88-89/89-90 DEVELOPMENT).

FOLLOW-UP TO SHANGHAI ECONOMIC LEADERS MISSION RELATED TO HUANGPU CDN PARTICIPATION IN PROJECTS FY 89/90 AND 90/91 BRIDGE AND SUBWAY PROJECTS.

ACTIVE ONGOING ASSISTANCE TO CDN FIRMS PURSUING PROJECTS IN SEC-TOR FOCUSSING ON ELEMENT SUCH AS FINANCING AND COMPETITION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 SUPPORT PROMOTION OF CANADIAN EXPERTISE IN MAJOR LOCAL PROJECTS. IDENTIFY NEW AREAS FOR POTEN-TIAL CANADIAN INVOLVEMENT.

#### QUARTER: 2 -----

QUARTER: 3 Continued cultivation of contacts with bridge construction company to keep abreast of developments and plan contract for Canadian firm.

QUARTER: 4 To develop opportunities to introduce Canadian technologies to resolve Shanghai transportation problems.

QUARTERLY RESULTS REPORTED:

CLOSE FOLLOW UP WITH CDN CO PURSUING METRO PROJ. ORGANIZED MTGS WITH MAYOR ZHU RONG JI & METRO CORP'N. MTGS/FOLLOW UP ON BEHALF OF CDN CO. PUR-SUING REVIEW CONSULTANT SRVC ON HUANG PU RIVER BRIDGE.ARRANGED MTG & SITE VISIT IN VNCVR FOR

> Cleared away number of Chinese Misconceptions & brought Cdn co into face to face meeting with bridge co so they understand nature of Cdn contribution. Arranged series of meetings in support of sales of commuter aircraft

Launched initiative of automotive study to determine scope of Cdn benefits to be derived from possible JV in auto parts manufacturing. Assisted Thompson Gordon in establishing of service centre in Shanghai Harbour to retrofit thordon

ANTICIPATED RESULTS:

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

POST : 506-SHANGHAI

006-?????? PEOPLE'S REP OF CHINA

EXPORT SALES.

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW-UP ON RESULTS OF INSTRUMENTATION MARKET STUDY AND OUTGOING BUILD ON DEVELOPING AWARENESS OF CDN CAPABI-MISSION

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

SECURE CONTRACT FOR CDN TEAM.

LITY.ESTABLISHMENT OF JOINT VENTURES. NEW

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTERLY RESULTS REPORTED:

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

analizers however still have done in second an attend

QUARTER: 2 -----

OUARTER: 3 -----

QUARTER: 4 -----

**REPORT 4** 

## 89/10/10

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

POST : 506-SHANGHAI

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

#### PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

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

FOLLOW-UP TO SHANGHAI ECONOMIC LEADERS MISSION TO CDA RE TELEPHO-NE NETWORK EXPANSION. SUPPLIERS FOR EXPANSION PROJECTS.

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

DEVELOP FOCUS ON RURAL TELECOM SECTOR.

ANTICIPATED RESULTS:

ON PROJECT WITHIN FY 87/88.

ESTABLISH CDN MFTRS AS COMPETITIVE POTENTIAL

SALE CONTRACT.

PROVIDE MKT INTELLIGENCE ON EMERGING SECTOR.

QUARTERLY RESULTS REPORTED:

## TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

- QUARTER: 3 To monitor Development of Shanghai Policy on acquisition of satellite ground station.
- QUARTER: 4 To monitor development in post telecom administration on acquisition of new technologies.

Spar successes in North China & Shandong Peninsula provided opportunity to arrange for Spar experts to come to Shanghai & meet PTA decision makers to sensitize them to advantages of Spar System. Spar is now frontrunner in Shanghai comp

Used opportunity of visit of Quebec Minister of International Affairs to present Memotec technology to gathering of senior decision-makers. Also introduced Gandalf Equipment to PTA

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

POST : 506-SHANGHAI

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

## PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 -----

QUARTER: 3 Promote and follow up priority agricultural projects.

QUARTER: 4 -----

HERDERAR LICAL SOFTWARE COMPLETTS AND THIS TO ISSUE TO

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

CONTINUED SALES OF SEMEN. DEVELOPMENT OF MAR-KET FOR WIDER RANGE OF AG PRODUCTS FM CANADA

> ESTABLISHMENT OF COOP BREEDING CENTRE, INCREA-SED SALES OF CDN SEMEN AND EMBRYOS.

> INTRODUCE CDN TECHNOLOGY; DEVELOP SALES OPPO-RTUNITIES.

#### QUARTERLY RESULTS REPORTED:

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

Several future co-op proj identified during meeting w/Zhejiang agriculture bureau following Dec mission to B.C. Organized prog.w/Shanghai agric. comm.for Quebec Agric Del.which led to serious contract negotiation over hatchery project.

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

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

POST : 506-SHANGHAI

Canada China Trade Coordination Conference

#### Quebec Minister Gobeil Visit

Preparation for Canada Month

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

POST -512-SINGAPORE

005-ADVANCED TECH. PROD. & SERV SINGAPORE

#### PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

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

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

HOLD PRODUCT SEMINARS FOR POTENTIAL CUSTOMER AND REPRESENTATIVES.

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

#### ??????

CONTINUE TO WORK ON THE TELECOMS NETWORKING AND TRADERS INCREASE CANADIAN COMPANIES' OPPORTUNITIESS SYSTEMS REQUIREMENTS.

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

CONTINUE TO DEVELOP CONTACTS WITH NATIONAL COMPUTER BOARD OFFICIALS.

WORK WITH SINGAPORE TELECOMS REGARDING THEIR INTEGRATED BILL-ING SYSTEM REQUIREMENTS.

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

ENCOURAGE LOCAL SOFTWARE COMPANIES AND INSTITUTIONS TO VISIT CANADA.

ENSURE THAT AT LEAST ONE CANADIAN COMPANY

ANTICIPATED RESULTS:

PARTICIPATES SUCCESSFULLY IN THE PILOT PROJECT.

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

> INCREASED SALES OF TELECOMMUNICATION PRODUCTS AND SYSTEMS.

CANADIAN COMPANIES WILL BECOME AWARE OF UP-COMING TENDERS AND PROJECTS, AND HAVE SUFFI-CIENT TIME TO PREPARE PROJECT PROPOSALS.

TO BID ON THE PROJECT.

INCREASE THE MARKET SHARE OF CANADIAN COMPUT-ER SOFTWARE CAPABILITIES.

> AN INCREASE IN THE LEVEL OF AWARENESS OF CAN-ADIAN COMPUTER SOFTWARE CAPABILITIES.

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

INCREASE CANADIAN SUPPLIERS VISITS AND INCRE-ASE SALES.

INCREASE CANADIAN MARKET SHARE FOR COMPUTER SOFTWARE AND SYSTEMS.

#### 89/10/10

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

POST : 512-SINGAPORE

005-ADVANCED TECH. PROD. & SERV SINGAPORE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

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

QUARTER: 2 -----

QUARTER: 3 To introduce to the Singapore market Canadian software companies and products.

QUARTER: 4 Participation in Asia Telecoms.

8 companies participated in the Canadian pavilion at the Singapore Informatics'88 exhibition.

17 companies participated in Canadian pavilion. Estimated resulting sales approximately \$15m.

CANTINUE TO LOURTER AND GLAISS WITH LOCAL INFERTER REFERENCES.

CONTINUE TO DEWELOW CONTACTS WE'RE NATIONAL CONVERSE.

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DERING, DER VERTIGENERUNGEN DIE BERGEN DIE AL LAARE DER EDERINGEN CONNERV.

TRANSMENT CAMPAGE MATCHINE AND INCOME.

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

POST : 512-SINGAPORE

#### 004-DEFENCE PROGRAMS, PRODUCTS, SERV SINGAPORE

PRESENTATIONS TO BEEK INTERPTISE. PROVIDENCES IN A DESCRIPTION OF A DESCRI

#### ACTIVITIES PROPOSED IN POST PLAN: PLANNING:

AEROSPACE & MARINE

CONTINUE TO DEVELOPE CLOSER CONTACTS WITH PROCUREMENT AND TECHNI- AN INCREASE IN CANADIAN EXPORTS OF MILITARY CAL STAFF IN THE INDUSTRY.

FOLLOW UP ON OPPORTUNITIES REVEALED DURING INCOMING DEFENCE MISSION.

ARMAMENTS & VEHICLES

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

IDENTIFY MARKET OPPORTUNITIES AS THEY DEVELOP. ALERT POTENTIAL SUPPLIERS TO UPCOMING OPPOR-

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

UPDATE MARKET SYRVEY FOR MILITARY AEROSPACE SECTOR. TO IDENTIFY MARKET OPPORTUNIIES AND NOTIFY POTENTIAL CANADIAN SUPPLIERS.

ANTICIPATED RESULTS:

AEROSPACE EQUIPMENT.

AN INCREASE IN CANADIAN EXPORTS OF MILITARY AEROSPACE EQUIPMENT.

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

TUNITIES.

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

POST :512-SINGAPORE

#### 001-AGRI & FOOD PRODUCTS & SERVICE SINGAPORE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

HORTICULTURE (FRUIT, VEG, FLOR)

CONTINUE TO DEVELOP CLOSER CONTACTS WITH MAJOR IMPURTERS. AN IMPROVEMENT IN THE IMAGE OF CANADIAN PROD-

PRESENTATIONS TO BULK IMPORTERS, DISTRIBUTORS AND MAJOR RETAIL STIMULATE IMPROVEMENT OF CANADIAN MARKET SHA-OUTLETS HIGHLIGHTING CANADIAN PRODUCTS.

SEEDS & SPECIAL CROPS

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

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

PRESENTATIONS TO BULK IMPORTERS. DISTRIBUTORS AND MAJOR RETAIL STIMULATE AN IMPROVEMENT OF CANADIAN MARKET OUTLETS.

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ALL SUB-SECTORS

CONTINUE TO IDENTIFY JOINT-VENTURE PARTNERS OR LICEN-CEES WITH THE POTENTIAL TOUTILISE CANADIAN ENGINEERING DESIGN EX-PERTISE.

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

OUARTER: 3 -----

QUARTER: 4 -----

ANTICIPATED RESULTS:

UCTS IN THE MARKET.

RE IN FY 1988/89 FOR FRESH APPLES AND FROZEN VEGETABLES.

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

UCTS.

SHARE FOR SOYBEANS, RAPESEED AND MUSTARD SEED ACTIVITIES OBDERTARY IN QUARTER

AN INCREASE IN MARKET PENETRATION FOR CANADI-AN DESIGNED EQUIPMENT.

AN INCREASED IN THE NUMBER OF CANADIAN COMPA-PANIES REPRESENTED IN SINGAPORE.

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

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

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POST : 512-SINGAPORE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

AEROSPACE

FOLLOW-UP ON MARKET OPPORTUNITIES ARISING OUT OF INCOMING SINGAP- AN INCREASE IN CANADIAN MARKET PENETRATION. ORE AVIATION MISSION (NOV.86) AND ASIAN AEROSPACE EXHIBITION AND AN INCREASED AWARENESS IN CANADA OF LOCAL (JAN.88).

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

MARKET OPPORTUNITIES.

STIMULATE IMPROVEMENT IN CANADIAN MARKET SHARE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

89/10/10

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

POST :512-SINGAPORE

#### 011-OIL & GAS EQUIPMENT, SERVICES SINGAPORE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

CONTINUE TO IDENTIFY JOINT-VENTURE PARTNERS OR LICENCEES WITH AN INCREASE IN MARKET PENETRATION FOR CANADI-THE POTENTIAL TO UTILISE CANADIAN ENGINEERING DESIGN EXPERTISE. AN DESIGNED EQUIPMENT.

PROMOTE VISITS BY RELEVANT CONTACTS TO MAJOR CANADIAN OIL AND GAS AN INCREASE IN THE NUMBER OF CANADIAN COMPA-EXHIBITIONS.

And the second statement of the second statement of the second statement of the second statement of the second

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 MEET WITH LOCAL COMPANIES ACTIVELY PURSUING MAJOR PROJECTS IN ASIA AND ENSURE THAT THEY ARE AWARE OF CANADIAN EXPERTISE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

ANTICIPATED RESULTS:

NIES REPRESENTED IN SINGAPORE.

AN INCREASE IN ASIAN MARKET PENETRATION IN

QUARTERLY RESULTS REPORTED:

CONTACT WITH LOCAL COMPANY LED TO DISCOVERY OF A TENDER IN PROCESS. CANADIAN COMPANY SAIT WAS ADVISED AND SIGNIFICANT CONTRACT (C\$25 MILLION) RESULTED.

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

POST : 512-SINGAPORE

#### 013-CONSUMER PRODUCTS & SERVICES SINGAPORE

ACTIVITIES PROPOSED IN POST PLAN: PLANNING:

#### ANTICIPATED RESULTS:

LEISURE PROD. TOOLS HARDWARE

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

IDENTIFY AND LIAISE WITH NEWLY ESTABLISHED POTENTIAL IMPORTERS OF CANADIAN HEALTH AND FITNESS EQUIPMENT. EXPERTISE AND INCREASE CANADIAN MARKET SHARE.

NAME STREET OF AND ICLUST OF DESCRIPTION

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

ENSURE THAT LOCAL FIRMS ARE AWARE OF CANADIAN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

OUARTER: 1 -----

QUARTERLY RESULTS REPORTED:

QUARTER: 2 -----

OUARTER: 3 -----

QUARTER: 4 -----

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REPORT #5

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88 89/10/06 FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

512 - SINGAPORE

#### SINGAPORE

PLANNING: ----

ACTIVITIES PROPOSED IN POST PLAN ------

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

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

ANTICIPATED RESULTS

ADVANCED TECH. PROD. & SERV ALL SUB-SECTORS THIS DYNAMIC SECTOR IS GROWING RAPIDLY & INDUSTRY CONTACTS WILL BE COMPANIES WILL BE ADVISED OF CDN INNOVA-REGULAR & FREQUENT IN ORDER TO IDENTIFY OPPORTUNITIES AS THEY ARISE.

OTHER SERVICES ALL SUB-SECTORS CONTINUE TO IDENTIFY COMPANIES WHICH HAVE THE POTENTIAL & INTEREST IN IDENTIFY NEW PROSPECTS FOR THE INVESTMENT INVESTING IN CDA AND PROVIDE NECESSARY DETAILED INFORMATION ON INVEST- COUNSELLORS MISSION PROPOSED FOR SEPTEMBER MENT OPPORTUNITIES TO THEM.

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

TIONS & GROWTH POTENTIAL, & EXECUTIVES ENCOURAGED TO INCLUDE CDA IN THEIR TRAVEL ITINERARIES.

1988.

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

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512 - SINGAPORE

SINGAPORE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

QUARTER : 2

QUARTER : 3

QUARTER : 4

Promotional campaigns and high-level visits.

Visited 17 potential investors together with Lovatt of Investment Canada. Uncovered number of serious investment inquiries.

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

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

#### POST : 512-SINGAPORE

12 person-days were spent in Brunei on familiarization visits by Second Secretary (Commercial) & 2 Commercial Officer Commercial Counsellor participated in Proc VI in Montreal

> Minister Andrew (Min. Trade, Saskatchewan) visited Singapore with Sask.mission. Visit planned & co-ordinated By Comm.Div. Considerable effort was expended planning, together with BC Office,for visit in Apr,1989 of BC Min.Intl Business Jansen.

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

POST : 533-SYDNEY

#### 005-ADVANCED TECH. PROD. & SERV AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

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PC, OFFICE AUTOMATION/DATA COMMUNICATION MISSION FOLLOW UP. ESTABLISH SALES/NEW AGENTS.

REVISION TO 10 MARKET STUDIES IN AREA.

??????

FOLLOW UP TO COMPUTER/COMMUNICATIONS MISSION.

MARKET STUDY BY POST

#### 777777

VISIT TO AUTO FACTORIES.

POST MARKET STUDY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

ANTICIPATED RESULTS:

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

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

> > VISIT BY FIRMS.

IDENTIFY SALES OPPORTUNITIES.

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

POST : 533-SYDNEY

# 014-EDUCATION, MEDICAL, HEALTH PROD AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

PHARMACEUTICALS, BIOTECHNOLOGY

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

BIOTECH STUDY - DISSEMINATION TO CANADIAN INDUSTRY. ENTRY OF SIX NEW CDN FIRMS INTO THE MARKET; 3 JOINT VENTURE AGREEMENTS & SALES.

JOINT VENTURE AGREEMENTS AND SALES.

QUARTERLY RESULTS REPORTED:

ANTICIPATED RESULTS:

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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POST : 533-SYDNEY

### 013-CONSUMER PRODUCTS & SERVICES AUSTRALIA

#### PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

CONDUCT MARKET STUDY OF AUSTRALIAN BOOK MARKET. AIM WILL BE TO INCREASE CANADIAN SHARE OF \$40M IMPORT MARKET SELECT MARKET NICHES WHICH HAVE POTENTIAL FOR CANADIAN BOOK MAR-KETERS.

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

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

# ANTICIPATED RESULTS:

IMPROVE VISIBILITY OF CANADIAN MADE BOOKS WITHIN THE BOOK TRADE.

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

INCREASE KNOWLEDGE OF IMPORTERS ABOUT SPECIF-IC PRODUCTS OF CANADA. CATALOGUES WILL BE IN-STANT REFERENCE FOR SOURCES OF SUPPLY. INCRE-ASE CANADIAN EXPORTERS IN 3 PRODUCT AREAS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

1

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

#### QUARTERLY RESULTS REPORTED:

PARTICIPANTS MET WITH POTENTIAL REPRESENTATIVES FOR PROMOTION OF THEIR PRODUCTS. TIED IN WITH FOCUS OF EXPO 88. DIRECT SALES 103.000.

89/10/10

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

POST : 533-SYDNEY

# 009-FOREST PRODUCTS, EQUIP, SERVICES NEW GUINEA

### PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 3 -----

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89/10/10

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

POST : 533-SYDNEY

008-TRANSPORT SYS, EQUIP, COMP, SERV. NEW GUINEA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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REPORT 4 89/10/10	QUARTERLY PROGRESS REPORT O AT MISSIONS ABROAD FORECAST OF KEY ACTIVITIES AND ANTICIPATED	D FOR FISCAL YEAR 88
POST :533-SYDN	EY 005-ADVANCED TECH. PR NEW GUI	
PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1		
QUARTER: 3		
QUARTER: 4		

89/10/10

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

POST : 533-SYDNEY

# 010-MINE, METAL, MINERAL PROD & SRV NEW GUINEA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

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TRACKING: ACTIVITIES UNDERTAKEN IN OUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

ANTICIPATED RESULTS:

REPORT #5 89/10/06 QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88 FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

533 - SYDNEY

PLANNING:

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AUSTRALIA

ANTICIPATED RESULTS

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

ACTIVITIES PROPOSED IN POST PLAN

FOCUS ON SECTORAL INVESTMENT OPPORTUNITIES FOR INVESTORS

ALS THE REPORT OF PARTY OF THE

MINE, METAL, MINERAL PROD & SRV MINERALS AND MINERAL PRODUCTS INVESTMENT ENCOUNTER SESSIONS

TARGETTED AUDIENCE - 4 SESSIONS OF 100 POTENTIAL INVESTORS.

#### NON SECTORALLY ORIENTED ACTIVITIES

EDC SEMINAR

ENHANCE AWARENESS OF SERVICES OFFERED.

REPORT #5 89/10/06

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

533 - SYDNEY

#### AUSTRALIA

NUMBER OF STREET

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

QUARTER : 1

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

QUARTER : 2

QUARTER : 3

QUARTER : 4

TRAFFIC TERRORIE TERRORIE TRAFFIC PROSPECTS FOR REV EXPERIE FILMS IN TRAFFICTURES AND A DESCRIPTION AND AND REAL PROPERTY PRODUCTS

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POTONIAL INST NOT - BUCKAGAT, PULSEA, PARALA

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DATE & HEAT BY PROCEEDED

FOLLOW OF MICH ADDITION AND THE THE PLAN AND THE CANODAL THEOREM. THATMIDING CALLS BE PARTICIPATED IN COMPACELY, AND THEOREM PURITIES REFERENCE ON REALL PRODUCTIONS.

CONTINUE TO REAL JUSTICITES ADDICAST OF LADART DEVELOPMENTS IN JUST-

RESULTS REPORTED

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

POST : 520-TOKYO

#### 015-CONSTRUCTION INDUSTRY JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

A MARKET SURVEY FOR THIS SECTOR.

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

ANTICIPATED RESULTS:

TRADE FAIR OR TRADE MISSION PARTICIPATION WILL BE ENCOURAGED.

------ THEFT IN AND STATES - 4 SECTION OF THE

INCREASE AWARENESS OF CANADIAN CAPABILITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

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QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST : 520-TOKYO

#### 001-AGRI & FOOD PRODUCTS & SERVICE

JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANIMAL, POULTRY BREEDING STOCK

PURSUE IMPORT PROTOCOL FOR BOVINE EMBRYOS

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

HORTICULTURE (FRUIT, VEG, FLOR)

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

DEVELOPMENT OF NEW CUSTOMERS FOR MUSHROOMS

PROMOTION OF HORTICULTURAL PRODUCTS IN CANADA FOOD FAIR PROGRAM.

CONTINUE TRIAL SHIPMENTS ON FRESH RABERRIES.

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

SEEDS & SPECIAL CROPS

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

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

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

MEATS & MEAT BY-PRODUCTS

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

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

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

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

WHEN APPROVED BY JAPANESE GOVERNMENT, ACCESS FOR CANADIAN APPLES.

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

EXPANDED CONSUMER AWARENESS AND SALES DEVELO-PMENT.

NEW SALES \$100,000 ONCE BUSINESS IS DEVELOPED

NEW BUSINESS DEVELOPMENT

INCREASED AEARENESS AMONG CANADIAN EXPORTERS RE JAPANESE MARKET OPPORTUNITIES.

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

INCREASE CANADIAN SHARE OF PULSES IMPORTS INTO JAPAN.

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

BETTER INFORMED CANADIAN PORK EXPORTES ON IMPORTANT JAPANESE MARKET.

89/10/10

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

POST : 520-TOKYO

#### 001-AGRI & FOOD PRODUCTS & SERVICE JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

MEATS & MEAT BY-PRODUCTS

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

NEGOTIATE INCREASED BEEF ALLOCATION WITH MINISTRY OF AGRICULTURE INCREASE FROM CURRENT 100 MT QUOTA BY MINIMUM FOR USE IN EMBASSY FOOD PROMOTIONS.

EMPHASIZE PORK, BEEF AND TURKEY IN ALL CONSUMER AND TRADE ACTIVI-TIES.

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

SEMI & PROCESSED FOOD & DRINK

1.0

SEEK NEW PARTICIPANTS IN CANADA FOOD FAIR PROGRAM, BUILD ON LAST NEW BUSINESS OF \$25 MILLION DURING NEXT YEAR'S NEW ENTRIES PARTICULARLY NICHIRYU GROUP.

DEVELOP A PROGRAM OF JAPANESE BUYERS VISITS TO CANADA.

DEVELOP NEW CONTACTS IN FOOD SERVICE SECTOR.

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

CONCENTRATE IN IDENTIFYING NEW CUSTOMERS FOR HIGH POTENTIAL PRO-CESSED PRODUCTS, EG FRENCH FRIES, BOTTLED WATER, MAPLE PRODUCTS, GORIES AMOUNTING TO \$20 MILLION DURING NEXT WHISKEY, CUSTOM PACK FOODS.

DEVELOP IMPROVED SYSTEMS OF HANDLING TRADE ENQUIRIES FROM MORE POTENTIAL BUYERS PUT IN CONTACT WITH CA-POTENTIAL NEW CANADIAN EXPORTERS.

FEED, FERTILIZER & VET PRODUCTS

POST WORKING WITH AGRIC. CANADA IN THE DEVELOPMENT OF FUMIGATION ACCESS TO LONG-FIBRE BALED HAY MARKET OF TESTS AND NEGOTIATION OF A PROTOCOL FOR HAY PRODUCTS, TO MEET \$100 MILLION PER YEAR. POTENTIAL SALES \$25-JAPANESE PHYTOSANTIARY REQUIREMENTS FOR IMPORTED BALED HAY.

ORGANIZE FEEDING TRIALS USING DEHYDRATED ALFALFA PELLETS. MARKET MAINTENANCE/EXPANSION OF CURRENT SALES

#### ANTICIPATED RESULTS:

GRADUALLY INCREASE MARKET PENETRATION FOR CANADIAN BEEF.

OF 10%

BUILD AWARENESS OF HIGH QUALITY MEAT FROM CA-NADA

BUILD NEW RELATIONSHIPS AND EVENTUALLY SALES OF CANADIAN MEAT.

2-3 YEARS.

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

DEVELOP NEW BUSINESS LEADS IN THIS IMPORTANT SECTOR.

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

INCREASED SALES OF 20-30% FOR THESE CATE-12 MONTHS.

NADIAN FOOD EXPORTERS.

35 MILLION ANNUALLY 1995.

BY 25% (\$10 MILLION/ YEAR).

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

POST : 520-TOKYO

# 001-AGRI & FOOD PRODUCTS & SERVICE JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

FEED. FERTILIZER & VET PRODUCTS

THROUGH INDUSTRY AND REPORTING ASSIST CANADIAN EXPORTERS IN DE- INCREASED REVENUE TO CANADIAN EXPORTERS OF VELOPING NEW MARKETING TECHNIQUES AND PACKAGING METHODS TO MINI-MIZE STORAGE AND HANDLING COSTS.

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

INITIATE A REPORT OF PRICES AND IMPORT VOLUMES OF FEEDSTUFFS TO CANADIAN EXPORTERS WILL BE IN A BETTER SITUA-ASSIST THE CANADIAN EXPORTERS IN THEIR MARKETING ACTIVITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 PREPARATION OF SECTOR/PRODUCT PROFILES - ORGANI-ZE TECHNICAL WORKSHOPS FOR DEHY ALFALFA - IDEN-TIFY PRODUCTS FOR CUSTOM PACK IN CANADA - INTRO-DUCE IDENTIFIED CANOLA OIL - PROMOTE CANADIAN FOOD FESTIVALS/BUYING MISSIONS

QUARTER: 2 -----

QUARTER: 3 - Japanese buyers mission to Canada -Promote introduction of 100% canola oil at retail. -Seek new participants in Cda Food Fair program. -Pursue import access for bovine embryos.

QUARTER: 4 1. Japanese buyers mission to Canada 2. Promo introduction of 100% canola oil at retail.

3. Seek new participants in Cda Food Fair program 4. Participation in Foodex

ANTICIPATED RESULTS:

\$3-5 MILLION OVER 5 YEARS.

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

TION TO MAKE MARKETING/PRICING DECISIONS.

COMPLETED FOR BOTTLED WATER, PEAT MOSS. - RESUL-TED IN PROD SALES VALUED AT \$3.8 MIL. - BEVERA-GES, BREAD MIX UNDER ACTIVE NEGOTIATION. - LICEN-SE AGREEMENTS SIGNED BY CANOLA COUNCIL & 2 JAPA-NESE OIL PROCESSORS. - JONATHAN, FUJIYA, NICHIRYU

> -Nichiryu, Seiyu, Coop, Jonathan, Jetro, Mitsubishi completed missions to Cda \$15 million in purchases. - Agreement with 2 Japanese oil processors -30 new participants have joined program.-Health agreem.has been reached.-Study to be implemented

1.Nichiryu, Seiyu, Coop, Jonathan, JETRO, Mitsubishi completed missions to Canada \$15 million in purchase.

2.Agreement with two Japanese oil processors. 30 new participants have joined program.

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

POST : 520-TOKYO

#### 002-FISHERIES, SEA PRODUCTS & SERV. JAPAN

ACTIVITIES PROPOSED IN POST PLAN: PLANNING:

FISH & SHELLFISH & OTHER PROD

PROMOTE CANADIAN SEAFOOD AT EVERY OPPORTUNITY UNDER CANADA FOOD DEVELOP HIGH QUALITY IMAGE FOR CANADIAN SEAF-FAIR PROGRAM.

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

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

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

IDENTIFY MARKET POTENTIAL FOR UNDERUTILIZED SPECIES. EG. SEA UR-CHIN, SURF CLAM, CAPELIN, DOGFISH.

PROMOTION OF ATLANTIC LOBSTER IN HOTELS, RESTAURANTS AND SUPERMARKETS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

#### QUARTER: 2 -----

- QUARTER: 3 -Develop promotional campaign for capelin. -Introduce Trade Enquiry Service for fish products. Provide improved market intelligence. -Initiate market development for Atlantic herring roe.
- QUARTER: 4 1.Develop promotional campaign for capelin 2. Introduce Trade Enquiry Service for fish prdct 3. Provide improved market intelligence 4. Initiate market development for Atlantic
  - herring roe.

# ANTICIPATED RESULTS:

OOD AND BUILD TRADE AND CONSUMER AWARENESS.

IMPROVED MARKET ACCESS AND RETURNS TO CANADI-AN FISHERIES SECTOR.

IMPROVED KNOWLEDGE OF MARKET SITUATION FOR SELECTED SPECIES.

PERMIT INDUSTRY TO MAKE MORE INFORMED PRICE/ MARKETING DECISIONS.

DEVELOP INCREASED EXPORT BUSINESS FOR UNDERU-TILIZED SPECIES.

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

#### QUARTERLY RESULTS REPORTED:

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

> -Project funding now received from ACOA, final planning underway. - Suisan Keizai Shimbun began publishing in Sept. - Fisheries report published ,also detailed species report. - Mission to Japan completed, mkt develop.strategy underway.

1. Project funding now received from ACOA, final planning underway.

2.Suisan Keizai Shimbun began publishing in 88/9 3. Fisheries market report & detailed species rpt 4. Mission to Jpn completed, mkt research underway

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

POST : 520-TOKYO

#### 010-MINE, METAL, MINERAL PROD & SRV JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

#### ANTICIPATED RESULTS:

MINERALS AND MINERAL PRODUCTS

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

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

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

ANALYSIS OF MARKET POTENTIAL FOR RARE EARTHS AND METALS

#### METALS, PRIMARY & FABRICATED

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

CONTINUED REPORTING ON JAPANESE POSITION IN INTERNATIONAL COMMODITY GROUPS.

CONTINUED MONTHLY ANALYSIS OF MARKET DEVELOPMENTS CONCERNING METALS TRADE.

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

1.4

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

QUARTER: 2 -----

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

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

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

IDENTIFICATION OF EXPORT/LICENSING/JOINT VENTURE OPPORTUNITIES.

LICENCING AND JOINT VENTURE PROJECTS IN BOTH CANADA AND JAPAN.

IMPROVE INFORMATION BASE FOR CANADIAN IN-DUSTRY.

IMPROVE INFORMATION BASE FOR PRIVATE SECTOR.

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

#### QUARTERLY RESULTS REPORTED:

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

89/10/10

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

POST : 520-TOKYO

#### 010-MINE, METAL, MINERAL PROD & SRV JAPAN

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM

AT MISSIONS ABROAD FOR FISCAL YEAR 88

TRACKING:

QUARTER: 3 Monitoring, analysis of FY89 coking coal negotiations.

ACTIVITIES UNDERTAKEN IN OUARTER: QUARTERLY RESULTS REPORTED: Negotiations completed end of December QUARTER: 4 None None HALIGAMAN HON BEAT MOLTAN MOLTAN

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

POST : 520-TOKYO

# 013-CONSUMER PRODUCTS & SERVICES JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

APPAREL (CLOTH, FUR, SHOES) TEXT

PROVIDE THE JAPANESE FUR INDUSTRY WITH REGULAR INFORMATION FROM CANADA.

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

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

INTENSIFY PUBLICITY AT THE CANADA TRADE CENTER WITH RE-GARD TO FUR GARMENTS.

ENCOURAGE CANADIAN COMPANIES VISITS TO JAPAN AND ASSIST THEM AS APPROPRIATE

#### JEWELERY & GIFTWARE

CONTACT OUTLETS CURRENTLY SELLING CANADIAN JEWELLERY.

FOLLOW UP ON REQUESTS RE IMPORT OF CANADIAN JEWELLERY.

MEET WITH AGENTS AND REVIEW THEIR IMPORT/DISTRIBUTION STRATEGY.

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

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

PREPARE REGULAR REPORTS FOR CANADIAN EXPORTERS ON MARKET EVOLU-TION.

#### CULTURE INDUSTRIES

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

VISIT GALLERIES THAT SPONSOR CANADIAN ARTISTS.

ANTICIPATED RESULTS:

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

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

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

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

INCREASE NUMBER OF CANADIAN COMPANIES SELLING IN JAPAN.

INCREASE SALES NEXT YEAR.

TO GET NEW DISTRIBUTORS.

OPEN NEW DISTRIBUTION OUTLETS.

DOUBLE OUR SALES TO JAPAN.

INCREASE THE NUMBER OF DISTRIBUTORS.

ATTRACT NEW EXPORTERS AND ASSIST PRESENT EXPORTERS.

APPOINTMENT OF DISTRIBUTOR, ESTABLISHMENT OF DISTRIBUTION OUTLETS.

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

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

POST : 520-TOKYO

### 013-CONSUMER PRODUCTS & SERVICES JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

CULTURE INDUSTRIES

ASSIST LOCAL AGENTS IN THEIR MARKETING EFFORTS.

INCREASE PUBLICITY OF CANADIAN ARTS AND CRAFTS THROUGH THE CANADA TRADE CENTER.

ASSISTS LOCAL AGENTS TO ORGANIZE SOLO SHOWS.

USE MAIL ORDER CATALOGUE TO ADVERTISE.

LEISURE PROD. TOOLS HARDWARE

FOLLOW UP ON HINODE MISSION RE INTENT OF PURCHASE.

INTRODUCE CANADIAN COMPANIES TO NEW DIY STORES THROUGH DIY ASSOCIATION.

MEET REGULARLY WITH SPORTS EQUIPMENT AGENTS AND INTRODUCE NEW PRODUCTS.

ENCOURAGE AGENTS OF SPORTS EQUIPMENT TO PARTICIPATE IN REGIONAL SHOWS.

PROMOTE IDEA OF SELLING CANADIAN DIY PRODUCTS TO JAPANESE HOME BUILDERS.

SEND NEW BUYERS TO MONTREAL SPORTING GOODS SHOWS.

FURNITURE & APPLIANCES

VISIT OUTLETS SELLING CANADIAN PRODUCTS AND PROMOTE CANADIAN PRODUCTS.

KEEP UP WITH NEW TRENDS IN FURNITURE INDUSTRY AND PREPARE REPORTS FOR THE CANADIAN INDUSTRY.

DIALOGUE WITH FURNITURE ASSOCIATION AND MAIN MANUFACTURERS RE INTEREST IN IMPORTING SPECIFIC ITEMS TO COMPLETE THEIR NEW LINES. ANTICIPATED RESULTS:

OEPN NEW DOORS TO CAMADIAN INDUSTRY.

CREATE GREATER AWARENESS OF OUR PRODUCTS.

ADDING NEY BEAME BUILDING TEMPERATING TEMPE

CREATE AWARENESS OF CANADIAN PRODUCTS.

INCREASE DIRECT SALES.

IDENTIFY CLEARLY THE PRODUCTS CANADA SHOULD FOCUS ON.

TO CREATE AWARENESS OF WHAT CANADA NOW PRODUCES.

INCREASE SALES.

FIND MORE LOCAL DISTRIBUTORS AND MAKE SPOT SALES.

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

WIDEN RANGE OF PRODUCTS SOLD IN JAPAN.

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

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

GET NEW ENTRANTS INTO THE MARKET.

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

POST : 520-TOKYO

# 013-CONSUMER PRODUCTS & SERVICES JAPAN

ACTIVITIES PROPOSED IN POST PLAN: PLANNING .

CONSUL & SERVS NOT ELSE SPECI

THROUGH THE OPERATIONS OF THE CANADA TRADE CENTER PROMOTE APPLIANCES.

THROUGH A PROGRAM OF CALLS WITH AGENTS GENERATE MORE INTEREST IN FIND NEW WAYS AND OUTLETS TO MARKET PRODUCTS. THEIR PROMOTION OF CANADIAN PRODUCTS.

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

CONSUL & SERVS NOT ELSE SPECI

PURSUE HIGH TARIFFS ISSUE WITH MINISTRY OF FINANCE.

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 MARKETING OF CANADIAN CONSUMER PRODUCTS.

QUARTER: 2 Marketing of Canadian consumer products.

QUARTER: 3 -Planning participation in Seiyu promotion - Regional shows in Nagoya & Aomori area & others. -Short term preparation for Gift Show.CSFA miss. sporting goods show, Yokohama Show, Yes Yokohama Health care prod. - Int. report on mail order cat.

QUARTER: 4 1.Develop new business in consumer products sector.

SALES WOULD INCREASE DRAMATICALLY IF DUTIES WERE LOWERED.

KEEP OUR SHARE OF THE MARKET.

- QUARTERLY RESULTS REPORTED:

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

Major fur workshops undertaken in Tokyo and Osaka. Participation in Tokyo Gift Show, DIY Show, World Jewellery Show and Tokyo Packaging Show.

> Successful participation - -Participated in 5 regional shows. - All events now will planned & ready for execution. - Report partially completed. Info from Cdn Co. late to come.

1.Participation: Tokyo Sporting Goods Trade Fair, CSGA Mission to Mtl, Tokyo Boat Show, Healthcare '89, YES Yokohama '89

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INCREASE OUR SMALL MARKET SHARE.

INTRODUCE NEW EXPORTERS TO JAPANESE MARKET.

ANTICIPATED RESULTS:

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

POST : 520-TOKYO

#### 003-GRAINS AND OILSEEDS JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

CEREAL GRAINS

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

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

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

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

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

#### OILSEEDS

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

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

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

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

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

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

# ANTICIPATED RESULTS:

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

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

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

A REDUCTION IN THE WHEAT PRICE WOULD CONTRIB-UTE TO INCREASED CONSUMPTION.

INCREASE THE EXPORT OF PROCESSED GRAIN PRODU-CTS.

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

MAINTENANCE OF CANADIAN SALES OF CANOLA, FLA-XSEED, SOYBEANS TO JAPAN.

EXPANSION OF CANOLA PRODUCT SALES IN JAPAN.

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

MAXIMIZE USEFULNESS OF BILATERAL MEETINGS; STRENGTHEN RELATIONSHIP.

CREATE CANOLA OIL PRODUCT AWARENESS AT CONSU-MER LEVEL, ENHANCING OIL SALES.

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

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#### POST : 520-TOKYO

# 003-GRAINS AND OILSEEDS

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

QUARTER: 3 -----

QUARTER: 4 -----

INVESTIGATION VILL DEVELOF CONTRACTOR

ALL MENTIFIED INVESTMENT PROSPECTS WHEL HE ADMITICALLY, REPORTED ON & MONED TOMAND POSITIVE INVESTMENT PERIFICING WHERE A 1 METANAG

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PRESPECTS FOR INVESTMENT NOR LOCATIVIED UNISAME STUDY]. CAUDIDATES NEW HONDPACTURING FARMAITTES, TELEPHOLOGY TRANSFER & EARCE LICENSING WILL BE SELENTED FOR ASSELON FOR EDA.

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

520 - TOKYO

JAPAN

PLANNING:

# ACTIVITIES PROPOSED IN POST PLAN

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE

BANKERS OUTREACH PROGRAM HAS REACHED PHASE OF A SECTORAL SEMINAR FOR AUTOPARTS CUSTOMERS. OTHER PROSPECTS HAVE BEEN IDENTIFIED. OUTOING & INCOMING MISSIONS OF KEY PARTS COMPANIES WILL FOLLOW. DRIE (MORRISON) VISIT OF TARGETTED JPNSE COMPANIES WILL BE SUPPORTED.

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MISSION TO FOLLOW COMPLETED TECHNICAL INDUSTRY BRIEFINGS FOR PROSPECTS SELECTED THROUGH BANKING OUTREACH PROGRAM. CONTINUED CORPORATE LIAISON WITH JPNSE COMPONENTS COMPANIES. FTA STRENGTHS TO BE EMPHASIZED.

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

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

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

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

ACTIVE LIST OF POTENTIAL INVESTORS.

JPNSE GREENFIELD & JV INVESTMENT IN CDA.

ANTICIPATED RESULTS

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

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

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

#### NON SECTORALLY ORIENTED ACTIVITIES

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

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

PUBLIC RELATIONS-THE KANAO FILM & REPORT HAVE BEEN USED EXTENSIVELY BUT ARE BECOMING OUTDATED. A NEW FILM & SHOWCASE LITERATURE ARE RE-QUIRED. DIRECT MAIL ACTIVITIES WILL BE EXPANDED. PERIODIC INVESTMENT NEWSLETTER WILL BE IMPLEMENTED. IMAGE MEASUREMENT STRATEGIES ARE REQ'D COMPLETION OF PROGRAM FOR ORIGINAL 5 BANKS WILL YIELD SECTORAL RESULTS DESCRIBED ABOVE. EXTENSION OF PROGRAM FOR NEW BANKS WILL PAVE WAY FOR SIMILAR RESULTS.

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

ADVERTISING & PUBLIC RELATIONS STRATEGY FOR INVESTMENT PROMOTION WILL BE MORE EFFECTIVE & ITS SUCCESS MEASURED. REPORT #5 89/10/06

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

520 - TOKYO

#### JAPAN

HOLDE - BURNER OF TRANSPORT

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

QUARTER : 1

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

#### QUARTER : 2

Auto parts mission to Japan.
 DRIE investment prospecting mission to Japan.
 Banking outreach activities.
 Public relations activities.
 Corporate liaison activities.

#### QUARTER : 3

1. MITI Investment Mission to Canada. 2. DRIE investment prospecting mission to Japan. 3. Study of sectoral investment trends in U.S.A., post FTA. 4. Ranking outreach activities. 5. Participation in Invex 88. 6. Public relations activities. 7. Corporate liaison activities.

#### QUARTER : 4

Sumitomo Bank mission of customers
 Internal mission of bank officers

- 3.Support of ISTC missions
- 4. Public Relation activities
- 5.Corporate Liaison activities

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

**RESULTS REPORTED** 

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1.Deferred pending j.v. workshop in Cdn in late 88. 2.ACKP/Bower visit to MITI, banks, trading coys in Sept. 3.Successful Bank of Tokyo internal invstmt survey mission; 10 days sectorally oriented program, yielding specific invstmt prospects currently being promoted by BOT officers. 4.Conceived & negotiated co-op program for printing/funding FTA brochure with key banks/trading coys; assisted in publica'n by Sumitomo Bank of "Invstmt in Cda" book.5.Individual contact with

1. deferred to 1989. 2. Successful visits by IITI(Watkins/Burke)& GSTM(Robinson/Terry).Industry presentations & co.calls which led to solid opport.for follow-up. 3.Cancelled in absence of funding. 4.Obtained agreement of Sumitomo Trust & Bank for'89 mission. 5.Exhibition cancelled. 6.Designed & obtained funding support for comprehensive FTA Comm.Strategy. 7.On-going management of and active particip.in prog.;91 inv.pros. currently on-file;44 compl.invest.in most recent

- 1.Deferred to 1989/90
- 2.Mitsubishi Bank mission completed
- Rick Bower visit, review of industrial cooperation agreements, meetings with major investment contacts.
- 4. Implemented major elements of FTC communications (Amb. Richie visit, Amb. Steers press conference, newspaper ads, direct mail)
- 5. Ongoing management of 94 investor prospects

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

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

POST : 520-TOKYO

Saskatchewan Premier Grant Devine Mission

Mr. Gordon Ritchie (FTA Investment Seminar)

Quebec Minister of Int'l Affairs, Paul Gobeil Mission

Joint Economic Committee

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EMR Minister J. Epp Mission

National Defence College Mission

Quintette Arbitrators Visit (incl. Hon. N.T. Nemetz)

Forest Harvesting Equipment Seminar and its Mission

Foodex 89

Manitoba Agriculture Minister Glen Findlay Mission

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

POST : 531-WELLINGTON

#### 009-FOREST PRODUCTS, EQUIP, SERVICES NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

WOOD AND WOOD PRODUCTS

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

LOBBY NZ AUTHORITIES TO RELAX PRESENT IMPORT RESTRICTIONS COVERN-REMOVAL OF IMPORT RESTRICTIONS BY 1988 ING SHINGLES/SHAKES

EQUIPMENT AND MACHINERY

FOLLOW UP OF 87/88 FOREST EQUIP MISSION TO SECURE AGENCY CONNEC- MINIMUM OF 4 AGENCIES TO BE ESTABLISHED TIONS

PROMOTE MANUFACTURE UNDER LICENCE OR JV BY INDUSTRY BLITZ

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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THREE NEW AGENCY CONNECTIONS

ACTIVITIES UNDERTAIN IN QUARTERS

ANTICIPATED RESULTS:

MINIMUM OF 2 JV'S TO BE ESTABLISHED

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

POST : 531-WELLINGTON

# 013-CONSUMER PRODUCTS & SERVICES NEW ZEALAND

PLANNING:

ANTICIPATED RESULTS:

ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

VISIT CANADIAN GIFT AND TABLEWARE SHOW JANUARY 1988. INCOMING NZ MEET CANADIAN EXPORTERS AND CONDUCT CATALOGUE BUYERS MISSION.

VISIT TORONTO HARDWARE SHOW FEBRUARY 1988. INCOMING NZ BUYERS MEET CANADIAN EXPORTERS AND CONDUCT CATALOGUE MISSION.

CATALOGUE SHOW, FURNITURE, AUCKLAND, WELLINGTON

CATALOGUE SHOW, GIFTWARE, AUCKLAND, WELLINGTON

CATALOGUE SHOW, HARDWARE, AUCKLAND, WELLINGTON

SHOW ON RETURN.

SHOW ON RETURN.

INTRODUCE TO NEW ZEALAND IMPORTERS MANUFACTU-RERS AND BUYERS, CDN FURNITURE, ESTABLISH 4 NEW AGENCIES.

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST : 531-WELLINGTON

# 001-AGRI & FOOD PRODUCTS & SERVICE NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

SEMI & PROCESSED FOOD & DRINK

WOOLWORTHS SUPERMARKET PROMOTION 1988 - MARCH

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

CATALOGUE SHOWS, AUCKLAND, WELLINGTON

VISIT FOOD PACIFIC 88 IN VANCOUVER

WOOLWORTHS SUPERMARKET PROMO MARCH 1989

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

# ANTICIPATED RESULTS:

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

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

INTRODUCE 5 NEW CANADIAN COMPANIES TO NZ BUYERS AND IMPORTERS

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

INCREASE OF CANADIAN SHARE OF MARKET BY 10%

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

POST : 531-WELLINGTON

# 005-ADVANCED TECH. PROD. & SERV NEW ZEALAND

#### PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

PREPARATION OF REPORT ON YEAR-AFTER-DEREGULATION OF TELECOMS IDENTIFICATION OF DIRECTIONS OF TELECOMS

PROMOTION OF CANADIAN CAPABILITIES IN IT REALISING ONE JV IN IT INDUSTRY

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

LOBBY DTI TO DEREGULATE TELECOMS NETWORK

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ACTIVITIES

MICROTEL AS PREFERRED SUPPLIER FOR AUSSAT

PROVIDE OPPORTUNITY FOR MICROTEL

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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

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#### NEW ZEALAND

006-??????

ANTICIPATED RESULTS:

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

#### ??????

COLLECTION OF BROCHURES FROM CANADIAN EXPORTERS FOR TABLE TOP INTRODUCTION OF 10 CANADIAN COY TO N.ZEALAND SHOWS.

2 TABLE TOP SHOWS

UPDATE OF ELECTRONICS SURVEY

SURVEY OF INDUSTRIAL PROCESS CONTROL EQUIPMENT IN NZ

MARKET

ESTABLISH 6 NEW CDN AGENCIES

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DISTRIBUTE SURVEY TO 50 CANADIAN COY AND RESULT IN 10 NEW AGENCIES

INITIAL INTRODUCTION OF NZ MKT TO 15 CDN COYS NOT PRESENTLY EXPORTING

#### QUARTERLY RESULTS REPORTED:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST : 531-WELLINGTON

# 004-DEFENCE PROGRAMS, PRODUCTS, SERV NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

PREPARATION OF DETAILED REPORT OF NZ MOD OPPORTUNITIES FOLLOWING IDENTIFICATION OF 4-6 NEW OPPORTUNITIES HITECH

LOBBY NZ MOD AND DND TO ENTER INTO PROCUREMENT MOU

DELINEATION OF STRENGTHS OF NZ AGENTS

CONVINCING MOD AND DND TO HAVE JOINT DEVELOPMENT

ESTABLISHMENT OF EXPANDED MOU

4 NEW AGENCY AGREEMENTS

INITIATION OF FIRST SMALL SCALE JOINT DEVELO-PMENT PROJECT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

DARTER: & .....

REPORT #5

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88 89/10/06 FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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NEW ZEALAND

PLANNING: ------

ÁCTIVITIES PROPOSED IN POST PLAN 

ANTICIPATED RESULTS -----

ADVANCED TECH. PROD. & SERV ?????? CONTINUED INCLUSION OF INVESTMENT & GROWTH OF IT INDUSTRY IN CDA & TECHNOLOGY TRANSFER EXAMPLES & INFORMATION IN PUBLICATIONS.

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

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

ANTICIPATE TWO CO-PRODUCTION JV.

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

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

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NEW ZEALAND

TRACKING:
ACTIVITIES UNDERTAKEN IN QUARTER

QUARTER : 1

QUARTER : 2

QUARTER : 3

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QUARTER : 4

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