



External Affairs  
Canada

Affaires extérieures  
Canada

CAI  
EA676  
T713  
EXP  
1988 June  
STORAGE

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

QUARTERLY ACTIVITY REPORT  
RAPPORT TRIMESTRIEL DES ACTIVITÉS

EUROPE



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





TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM

Quarterly Activity Report  
April - June 1988

Following is the Quarterly Activity Report for the quarter ending June 30, 1988. This report contains a synopsis of activities and results by sector and subsector reported by posts, matched against the proposed activities identified in their 1988/89 post plan. It also contains a report of special unplanned activities that took place during the reporting period.

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

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

Dept. of External Affairs  
Min. des Affaires extérieures  
OTTAWA

DEC 6 1988

RETURN TO DEPARTMENTAL LIBRARY  
RETOURNER A LA BIBLIOTHEQUE DU MINISTRE

PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE

Rapport trimestriel des activités  
avril - juin 1988

Voici le Rapport trimestriel des activités du trimestre qui a pris fin le 30 juin 1988. Le Rapport contient un résumé des activités et des résultats déclarés par les missions, par secteur et sous-secteur, qui sont comparés aux projets d'activités indiqués dans les plans de mission de 1988-89. Il s'y trouve également un rapport sur les activités spéciales non planifiées qui ont été accomplies pendant la période visée.

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

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





QUARTERLY PROJECT REPORT OF EXPORT PROMOTION PROGRAM  
 AT RISK  
 SYNOPSIS OF KEY ACTIVITIES AND RESULTS IN MISSION'S ANNUAL PLAN

E U R O P E

<u>Mission</u>	<u>Page</u>	<u>Mission</u>	<u>Page</u>
Ankara	1	Helsinki	93
Athens	10	Lisbon	101
Belgrade	16	London	106
Berne	27	Lyon	115
Bonn	35	Madrid	116
Brussels	41	Milan	125
Brussels, NAC	48	Moscow	131
Bucharest	49	Munich	136
Budapest	56	Oslo	143
Copenhagen	62	Paris	149
Dublin	70	Prague	157
Dusseldorf	77	Rome	161
Hague, The	86	Stockholm	166
		Vienna	176
		Warsaw	182

Dept. of External Affairs  
 Min. des Affaires extérieures  
 OTTAWA  
 DEC 1981  
 RETURN TO PERFORMING LIBRARY  
 RETOURNER À LA BIBLIOTHÈQUE DU MINISTÈRE





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

REPORT 4  
88/10/21

POST : 401-ANKARA

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

URBAN TRANSIT

COMPLETION OF A COMPREHENSIVE PACKAGE PROPOSAL, INCLUDING INDUSTRIAL BENEFITS, FINANCING AND COUNTERTRADE COMPONENTS.  
ESTABLISHMENT OF A SPECIAL LINE OF CREDIT FOR URBAN TRANSIT/ TRANSPORTATION BY EDC ABOVE THE COUNTRY NATIONAL CEILING.

CORRECT PACKAGE WILL RESULT IN A CONTRACT AWARD.  
WILL PLACE CANADIAN FIRMS IN MOST FAVOURED SUPPLIER POSITION.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ASSIST CDN CONSORTIUM (CC) IN BIDDING FOR ANKARA URBAN TRANSIT PROJ. (AUTP). -PROMOTE CDN VESSEL TRAFFIC SYSTEM (VTS) CAPABILITY. -PROMOTE CDN LOCOMOTIVE/CREW TRAINING SIMULATOR CAPABILITY.

CDN FIRM & ONE FRENCH FIRM SHORT-LISTED. 3 COMPETITORS ELIMINATED. "FINAL" BIDS 5JUL88. -CDN CO GIVEN EXCL. RIGHTS TO CONDUCT CCPF-FINANCED STUDY BY TURKISH MIN. OF TRANSP. -POST ORGANIZED VERY SUCCESS. BRIEFING TO TRKSH STATE RAILWAYS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

TRACKING:

COMPLETION OF THE ANKARA URBAN TRANSIT PROJECT WITH CDN INDUSTRY PARTICIPATION

ALL SUB-SECTORS

YADIRGANI POLULMED JINSE LIBERTIA LOCAL AGENTS AND/OR PARTNERSHIP APPROVED BY THE TURKISH GOVERNMENT FOR THE CONSTRUCTION OF THE ANKARA URBAN TRANSIT PROJECT

VIT 808-SECTORS

PROMOTION OF THE TURKISH ELECTRICITY MARKET WITH THE TURKISH ELECTRICITY MARKET

4081-407-808000

004-DEFENCE EQUIPMENT/OPERATION TECHNOLOGY WITH TURKEY

88/10/21

CONVINCE CANADIAN FIRMS TO PARTICIPATE IN THE CONSTRUCTION OF THE ANKARA URBAN TRANSIT PROJECT

REPORT 4  
88/10/21

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

POST : 401-ANKARA

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
TURKEY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

VISIT TO CDA BY PRESIDENT & STAFF OF THE DEFENCE INDUSTRY DE-  
VELOPMENT & SUPPORT ADMINISTRATION (DIDSA) THIS VISIT WAS UN-  
AVOIDABLY POSTPONED THREE TIMES.

SELECTION OF ADATS TO MEET TURKISH LOW LEVEL  
AIR DEFENCE (LLAD) REQUIREMENTS. (2. INCREASE  
AWARENESS OF CDN DEFENCE INDUSTRY CAPABILI-  
TIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONCLUDE SUCCESSFUL MISSION TO CANADA BY VAHIT  
ERDIM, PRESIDENT OF DIDA.  
SUPPORT NAVAL SYSTEMS MISSION  
ASSIST CANADIAN COMPANY TO WIN LLAD COMPETITION.

VISIT SCHEDULED FOR WEEK OF 19 SEPT. 88.  
MISSION CONSISTING OF 6 COS VISITED TURKEY 30-31  
MAY 88; BRIEFING TO TURKISH GEN. STAFF & NAVY.  
VISITED VAHIT ERDEM TO PROMOTE PROJ. CDN. CO.  
WELL PLACED. DECISION NOT EXPECTED BEFORE END '88

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

REPORT 4  
88/10/21

POST : 401-ANKARA

007-POWER & ENERGY EQUIP. & SERV.  
TURKEY

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

PROMOTION OF THE SOUTHEAST ANATOLIAN PROJECT (GAP) WITH CDN INDUSTRY. (PROJECT INCLUDES 18 DAMS & 14 HYDRO ELECTRIC POWER PLANTS)

ASSISTANCE TO KLOHN-LEONOFF IN THE DELIVERY AND PRESENTATION OF THEIR FEASIBILITY STUDY FOR THE TORTUM II HYDRO PROJECT.

PROMOTION OF THE FIVE HYDRO DAM/POWER PLANT PROJECTS ON THE CORUH RIVER IN NORTHEASTERN TURKEY.

PROMOTE ADVANCE RESEARCH IN THE UPGRADING AND DE-SULPHURIZATION OF LIGNITE FOR THERMAL POWER PLANT USE.

PREPARATION OF AN INFORMATION PROGRAM TO PROMOTE THE PARTICIPATION OF CANADIAN POWER GENERATION FIRMS IN THE BIDDING FOR THE THIRD NATURAL GAS-FIRED POWER GENERATION PLANT FOR THE MARMARA REGION.

NUCLEAR

ACCEPTANCE OF 'BOT' FORMULA FOR FINANCING OF THE AKKUYU NUCLEAR PLANT. \$1.5B FUNDING FOR THIS 600 MW PLANT IS NEEDED.

COMPLETION OF NEW FUNDING FORMULA PROPOSAL, BRINGING IN NEW FOREIGN PARTICIPANTS.

ALL SUB-SECTORS

EXPANSION OF THE LIST OF POTENTIAL LOCAL AGENTS AND/OR PARTNERS EXPERIENCED IN PROMOTION OF BUSINESS FOR TRANSMISSION LINE HARDWARE AND POWER LOAD MANAGEMENT SYSTEMS.

PROMOTION OF CDN POWER GENERATION/OPERATION TECHNOLOGY WITH THE TURKISH ELECTRIC AUTHORITY (TEK).

CONVINCE CANADIAN FIRM TO TEAM WITH TURKISH PARTNER COMPANIES AND BID ON TURKISH POWER LINES CONSTRUCTION/REHABILITATION PROJECT.

ANTICIPATED RESULTS:

OBTAIN THE PARTICIPATION OF CDN FIRMS IN THE GAP PROJECT.

CONCLUSION OF A SOLE-SOURCE CONTRACT FOR CDN FIRM TO DO THE DESIGN WORKS AND CONSTRUCTION OF THE FACILITY.

PARTICIPATION IN BIDDING ON CONSTRUCTION OF EACH DAM & POWER PLANT BY CDN FIRMS.

UTILIZATION OF CDN DEVELOPED TECH. IN LIGNITE UPGRADING FOR POWER GENERATION. (2) THE OPENING OF NEW OPPORTUNITIES FOR CDN ENGINEERING COMPANIES IN POWER DEVELOPMENT.

PARTICIPATION OF AT LEAST ONE CANADIAN FIRM IN BIDDING ON CONSTRUCTION OF THE NATURAL GAS-FIRED POWER PLANT.

ACCEPTANCE OF 'BOT' WILL UNDOUBTADLY RESULT IN CANDU SALE. TURKISH GOVERNMENT IS COMMITTED TO THE CANDU TECHNOLOGY.

SALE OF 600 MW CANDU FACILITY.

INCREASED NUMBER OF ACTIVE LOCAL AGENTS INTERESTED IN COOPERATION WITH CDN SUPPLIERS IN TEK (TURKISH ELECTRICITY AUTHORITY) TENDERS WILL HELP IMPROVE SALES PROSPECTS.

INCLUSION OF AT LEAST ONE CDN FIRM ON THE SHORT LIST OF CO'S BEING CONSIDERED FOR TEK'S REHAB OF POWER PLANTS & CONTROL SYSTEMS PROJECTS

PARTICIPATION OF AT LEAST ONE CDN CO. IN TENDERING PROCESS FOR TURKISH POWER LINE CONSTRUCTION & REHABILITATION PROJECTS.



REPORT 4  
88/10/21

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

POST : 401-ANKARA

007-POWER & ENERGY EQUIP. & SERV.  
TURKEY

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ASSIST CC IN FINALIZATION OF CONTRACT FOR LAMAS RIVER HYDRO ELECTRIC POWER PROJECT (HEPP) ASSIST ANOTHER CC IN PURSUIT OF 1000KM 380KV BOT POWER TRANSMISSION PROJECT.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

SUBSTANTIAL AGREEMENT REACHED ON TERMS. CONTRACT EXPECTED MOMENTARILY. CC HAS OBTAINED A LETTER FROM THE MINISTRY OF ENERGY AGREEING TO EXCLUSIVE NEGOTIATIONS ON PROJECT.

AMERICAN  
REPORT

001-POWER & ENERGY EQUIP. & SERV.

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



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

REPORT 4  
88/10/21

POST : 401-ANKARA

011-OIL & GAS EQUIPMENT, SERVICES  
TURKEY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

MACHINERY AND EQUIPMENT

ENCOURAGEMENT OF MORE EFFECTIVE AND FREQUENT CALLS ON POTENTIAL CLIENTS BY CANADIAN EXPORTERS OF EQUIPMENT OR SERVICES.

CONTINUED CONTACTS WITH MINISTRIES, POTENTIAL LOCAL PARTNERS TO IDENTIFY AND ACTIVELY PURSUE NEW PROJECTS.

MARKETING ASSISTANCE TO JOINT VENTURE CONSORTIUM IN THEIR NEGOTIATIONS WITH THE TURKISH PIPELINE CORPORATION (BOTAS) AND STATE PLANNING ORGANIZATION TO UNDERTAKE NATURAL GAS PROJECT IN TURKEY.

IDENTIFY ACTION AND ASSISTANCE TO CANADIAN OIL COMPANIES INTERESTED IN EXPANDING THEIR OVERSEAS OPERATION INTO THE TURKISH MARKET

INVESTIGATION OF EQUIPMENT PROCUREMENT OPPORTUNITIES IN UPCOMING LNG AND TURKEY-IRAN NATURAL GAS PROJECTS.

ACTIVE AND CONTINUED PURSUIT OF UPCOMING TENDERS LISTED IN SECTION 7-9 AND ENCOURAGE OF CANADIAN CONSULTING FIRMS TO PARTICIPATE IN THESE PROJECTS.

ANTICIPATED RESULTS:

BETTER PROMOTION OF CANADIAN CAPABILITY IN OIL AND GAS SECTOR.

INCREASED AWARENESS OF COMPETITION AND UNDERSTANDING OF CLIENT'S REQUIREMENTS, ESSENTIAL FOR SUCCESS IN BIDDING,

SECURING CONTRACT FOR CDN. FIRM TO COMPLETE NATURAL GAS DISTRIBUTION PROJECTS FOR TURKISH CITIES OF BURSA AND ESKISEHIR.

SECURING OF NEW OIL EXPLORATION LICENCES FOR CANADIAN COMPANIES.

IDENTIFICATION OF AREAS WHERE CANADIAN EQUIPMENT CAN SUCCESSFULLY BE INCORPORATED IN THESE PROJECTS.

INVOLVEMENT OF AT LEAST ONE CDN ENGINEERING/CONSULTING FIRMS IN LNG AND IRAN/TURKEY PIPELINE PROJECT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ASSIST CC TO WIN CONTRACT FOR GAS DISTRIBUTION IN CITIES OF BURSA/IZMIT/ESKISEHIR FM BOTAS (TRKSH STATE GAS CORP.) -PROMOTE CDN CAPABILITY IN PIPELINE CONSTR'N -PROMOTE TURKISH USE OF CDN HEAVY OIL TECHNOLOGY.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

FINAN'L CONSTRAINTS HAVE CAUSED PROJ. TO SLIP TO NEXT FISCAL YEAR. -CDN CO. WILL BID ON ANKARA PIPELINE W/POST SUPPORT -TURKISH MIN. OF STATE RESPONSIBLE FOR OIL & GAS TO VISIT CDA. W./HEAD TURKISH STATE PETROL. CORP (TPAD)



REPORT 4  
88/10/21

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

POST : 401-ANKARA

010-MINE, METAL, MINERAL PROD & SRV  
TURKEY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

EQUIPMENT AND MACHINERY

MARKETING SUPPORT TO COMINCO'S EFFORTS TO FORM A CONSORTIUM TO UNDERTAKE UPGRADING OF THE LEAD-ZINC PLANT OF STATE OWNED CONCERN CINKUR.

MONITORING AND REPORTING OF ETIBANK'S (STATE MINING AUTHORITY) ALUMINUM SMELTING COMPLEX AND MARKETING SUPPORT TO SNC'S EFFORTS TO PARTICIPATE IN TENDER FOR UPGRADING THE PLANT.

AWARD OF CONTRACT FOR PROJECT IMPLEMENTATION AND MANAGEMENT.

SECURING OF CONTRACT FOR PROJECT IMPLEMENTATION AND MANAGEMENT.

MINE DEVELOPMENT SERVICES

CONTACTS WHICH WERE MADE WITH THE MINISTRY OF ENERGY AND NATURAL RESOURCES AND THE STATE MINERALS RESEARCH INSTITUTE (MTA) HAVE NOT YET BORNE FRUIT. THIS ACTIVITY WILL BE CONTINUED IN THE NEXT FY.

THE ESTABLISHMENT OF A DIALOGUE WITH THE STATE PLANNING ORGANIZATION (SPO) TO OBTAIN INFORMATION ON HOW THE BOT CONCEPT WOULD APPLY TO THE MINING SECTOR, BEGUN IN THE LAST FY, IS NOT YET COMPLETE.

PROMOTION OF CANADIAN SURVEY AND MAPPING CAPABILITIES TO THE MINISTRY OF ENERGY AND NATURAL RESOURCES AND TO THE STATE MINERALS RESEARCH INSTITUTE (MTA).

PROMOTION OF COMINCO'S CAPABILITIES IN PRECIOUS METALS EXPLORATION AND EXTRACTION.

SECURING THE PARTICIPATION OF CDN FIRMS IN THE EXPLORATION FOR AND MINING OF COAL, GOLD, SILVER, LEAD, ZINC AND COPPER IN TURKEY.

CONSORTIUM OF CANADIAN SOURCING FOR TURKISH MINING REQUIREMENTS AND THE IDENTIFICATION OF NEW BUSINESS OPPORTUNITIES.

SECURING OF CONTRACTS FOR CANADIAN MAPPING AND SURVEY COMPANIES.

SECURING OF A MINERAL LICENCE FOR COMINCO TO DO GOLD AND SILVER EXPLORATION AND MINING IN TURKEY.

ALL SUB-SECTORS

IMPROVING THE LIST OF POTENTIAL AGENTS ENGAGED IN MARKETING OF METAL/MINERAL PRODUCTS.

UPDATING THE INFORMATION AVAILABLE IN HAND ON METAL/MINERAL PRODUCTS REQUIREMENT OF TURKISH INDUSTRY.

INTRODUCTION OF CANADIAN METAL/MINERAL PRODUCTS TO TURKISH IMPORTERS WHO CURRENTLY BUY FROM-CANADIAN SOURCES.

PROMOTION OF OPPORTUNITIES IN THE TURKISH MARKET TO CANADIAN PRODUCERS.

EXPANSION IN NUMBER OF AGENTS. IMPROVEMENT IN CANADIAN ACCESS INTO TURKISH MARKET.

INCREASED AVAILABILITY OF MARKET POTENTIAL INFORMATION WHICH WILL HELP CANADIAN EXPORTERS IN SUCCESSFUL MARKETING.

INCREASED SALES OF CANADIAN METAL/MINERAL PRODUCTS TO TURKEY TO \$80 M.

CONCLUSION OF AT LEAST FIVE NEW AGENCY AGREEMENTS BETWEEN CANADIAN AND TURKISH PARTNERS.



REPORT 4  
88/10/21

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

POST : 401-ANKARA

010-MINE, METAL, MINERAL PROD & SRV  
TURKEY

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ASSIST CANADIAN COMPANY TO OBTAIN LICENCE TO PROSPECT FOR GOLD.  
ASSIST CANADIAN COMPANY TO WIN CONTRACT FOR COAL WASHERY FACILITY AT ZONGULDAK.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

CANADIAN COMPANY WAS GRANTED GOLD EXPLORATION LICENCE BY MINISTRY OF ENERGY AND NATURAL RESOURCES. COMPANY HAS OPENED A SUBSIDIARY IN ANKARA. CANADIAN COMPANY HAS BEEN SHORT-LISTED.

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
010-MINE, METAL, MINERAL PROD & SRV  
TURKEY

REPORT 4  
88/10/21

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

POST : 401-ANKARA

014-EDUCATION, MEDICAL, HEALTH PROD  
TURKEY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

EDUCATIONAL SERVICES, EQUIPMENT

CONTACT WAS MADE WITH THE MOE AND HIGHER EDUCATION COUNCIL WITH THE AIM OF IDENTIFYING MAJOR UPCOMING PROJECTS, HAVING OPPORTUNITIES FOR COMPUTER EXPERTISE. THIS ACTIVITY IS ONGOING.

INCREASED AWARENESS OF CDN CAPABILITY IN EDUCATION SECTOR BY TURKISH AGENCIES AND ACHIEVEMENT OF INCREASED INVOLVEMENT OF CANADIAN COMPANIES IN TURKISH PROJECTS.

A COMPREHENSIVE STUDY OF EDUCATION SECTOR IN TURKEY TO IDENTIFY OPPORTUNITIES FOR CANADIAN EXPORTERS.

AN UNDERSTANDING OF TURKISH EDUCATION SECTOR AND OPPORTUNITIES IT OFFERS.

IDENTIFICATION OF CANADIAN EXPERTISE IN EDUCATIONAL COMPUTER SOFTWARE DEVELOPMENT AND TRAINING TO PROMOTE PARTICIPATION IN UPCOMING MAJOR EDUCATIONAL AND VOCATIONAL TRAINING PROJECTS.

ESTABLISHED OF A CDN CONSORTIUM AND ITS PARTICIPATION IN THE COMPUTER AIDED EDUCATION PROJECTS, FUNDED BY TURKISH GOVERNMENT.

MONITORING AND REPORTING ON IBRD'S INVOLVEMENT IN EDUCATION PROJECTS IN TURKEY.

IDENTIFICATION OF CONSULTANCY, TRAINING AND EQUIPMENT PROCUREMENT REQUIREMENTS AND SUCCESSFUL PROMOTION OF CANADIAN PARTICIPATION IN AT LEAST ON PROJECT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ASSIST CC IN BIDDING FOR IBRD-FINANCED NON-FORMAL VOCATIONAL TRAINING PROJECT. PROMOTION OF CDN CAPABILITY IN COMPUTER-AIDED ED. -PROMOTION OF ONT. SCIENCE CENTRE'S SCIENCE CIRCUS.

POST ASSISTED CC IN IDENTIFYING LOCAL PRTRNR & IN SUBMISSION OF PROPOSAL TO MIN. OF EDUCA'N (MOE). AWAITING RESULTS OF BID. -CDN FIRM SUBMITTED FEASIBILITY STUDY TO MOE -ONE SCIENCE CIRCUS SOLD - ANOTHER SALE POSSIBLE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4A  
88/10/21

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

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

POST : 401-ANKARA

VISIT BY HON. G. CHARBONNEAU, SPEAKER OF THE SENATE OF CDA,  
TO PROMOTE THE ANKARA URBAN TRANSIT PROJECT, 1-2 MAY '88.  
ORGANIZATION & SUPPORT OF A VISIT BY THE ASBESTOS INSTITUTE  
TO TURKISH ASBESTOS USERS, FOLLOWED BY A ONE DAY SYMPOSIUM  
IN ISTANBUL 1-20 JUN. 88.  
VISIT BY THE HON. HUGH GRAHAM, MIN. OF AGRI. OF THE PROV.  
OF NEW BRUNSWICK, 3 - 5 JUN 88.  
WIN IMPLEMENT 'N, PHASE I, EQPT DELIVERED 13MAY88, TRAINING  
STARTED IMMEDIATELY.  
PREPARA'N FOR VISIT OF TRKSH MIN. OF STATE KAZIM OKSAY TO CDA  
ORGANIZATION & SUPPORT OF A MISSION FM THE ONTARIO SCIENCE  
CENTRE 25 - 30 JUN 88.  
SUPPORT FOR PRESENT'N OF A HEALTH MASTER PLAN PROPOSAL TO  
THE TURKISH MIN. OF HEALTH 15 APR. - 31 MAY 88.  
OIL AND GAS REPORT.  
ORGANIZATION OF A BRIEFING TO THE TURKISH STATE RAILWAY  
AUTHORITY ON LOCOMOTIVE SIMULATORS 13 JUNE 88.  
ORGANIZATION OF A BRIEFING TO THE TURKISH STATE AIRPORTS  
AUTHORITY ON AIR TRAFFIC CONTROL RADAR SIMULATORS MAY 10 88.

POST : 401-ANKARA

ACTIVITIES PROPOSED IN FURTHER PLANNING

ACTIVITIES UNDERTAKEN IN QUARTER

ACTIVITIES PROPOSED IN FURTHER PLANNING

ACTIVITIES UNDERTAKEN IN QUARTER

GREECE

CONDUCT OF MCA ACTIVITIES AND UNPLANNED SERVICES PERFORMED IN MISSIONS ABROAD

ANTICIPATED RESULTS

10% CHANCE OF WINNING BID FOR \$ 130 MILLION

OBTAIN RFP SUBMISSION OF OFFER \$ 4 M.

INCREASED AWARENESS OF THE AIRCRAFT'S CAPABILITY  
LITIER VALUE \$150 M.

INCREASED AWARENESS OF THE AIRCRAFT'S CAPABILITY  
LITIER VALUE \$150 M.

30% CHANCE OF \$30 MILLION ORDER

QUARTERLY RESULTS REPORTED

PROSPECTS ARE THAT TENDER  
INFO & BROCHURE FOR  
AND  
CLOSELY FOLLOWING ON  
AND BAH-9-300 TO DATE  
30% CHANCE OF WINNING CONTRACT US COMPANY HAS  
WAS INCLUDED IN SYSTEM'S EVALUATION AND AS A  
WAS CHOSEN BY THE US AIR FORCE

ANTICIPATED RESULTS





REPORT 4  
88/10/21

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

POST : 402-ATHENS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE

FOLLOW UP ON EVALUATION PROCEDURES TO ENSURE THAT DHC IS SPECIFIED FOR THE SUPPLY OF DASH-8 300 A/C TO OLYMPIC AVIATION.  
FOLLOW UP ON GOVERNMENTS INTENTIONS TO PURCHASE VIP A/C TO ENSURE THAT CANADAIR IS INCLUDED IN SHORTLIST FOR THE SUBMISSION OF BID.  
ARRANGE FOR DEMONSTRATION OF THE DASH-8 300 A/C TO GREEK OFFICIALS AFTER FARNBOROUGH.  
ARRANGE FOR NEW DEMONSTRATION OF THE CHALLENGER A/C TO GREEK OFFICIALS.

10% CHANCE OF WINNING BID FOR \$ 150 MILLION  
OBTAIN RFQ SUBMISSION OF OFFER \$ 4 M.  
INCREASED AWARENESS OF THE AIRCRAFT'S CAPABILITIES. VALUE \$150 M.  
INCREASED AWARENESS OF THE AIRCRAFT'S CAPABILITIES. VALUE \$150 M.

ALL SUB-SECTORS

ASSIST LAVALIN (UTDC) & BOMBARDIER TO GET THEIR EQUIPMENT INCLUDED IN ONE OF THE PREQUALIFIED CONSORTIUMS.  
GET A CANADIAN MANUFACTURER TO BID ON TENDER FOR 15 LOCOS WORTH \$30 MILLION.

TO GET AT LEAST ONE CANADIAN CO INTO A CONSORTIUM. TO GET SHARE OF \$1.6 BILLION.  
20% CHANCE OF \$30 MILLION ORDER.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 F. U. ON EVALUATION PROCEDURES TO ENSURE THAT DHC IS SPECIFIED FOR THE SUPPLY OF DASH-8-300 TO O. AVIATION. F. U. ON GOVT'S INTENTIONS TO PURCHASE VIP A/C TO ENSURE THAT CANADAIR IS INCLUDED IN SHORTLIST FOR THE SUBMISSION OF BID. ARRANGE FOR

NO DECISION TODATE. PROSPECTS ARE THAT TENDER WILL BE REPEATED AUG 88. INFO & BROCHURES FORWARDED TO COMPETENT GOVT. AUTHORITIES. AGENT AND POST ARE CLOSELY FOLLOWING UP. NO OPPORTUNITY FOR DEMOS OF CHALLENGER AND DASH-8-300 TO DATE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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

POST : 402-ATHENS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ASSIST N. TELECOM, S.R. TELECOM, GLENAYRE AND OTHER CANADIAN COS BY ALERTING THEM ON UPCOMING TENDERS AND MONITORING SUBSEQUENT EVALUATION.

OBTAIN 5% OF AWARD OF CONTRACTS IN RURAL TELECOM AND PORTION OF OTHER SECTORS. VALUE \$ 5 M.

MONITOR GREEK GOVT'S INTENTIONS TO INTRODUCE DATA PROCESSING SYSTEMS INTO PUBLIC SERVICES. VALUE \$220 M.

INCLUSION OF CANADIAN COS IN SHORTLIST OF BIDDER.

GREEK GOVT IS EXAMINING THE POSSIBILITY OF INTRODUCING SATELLITE T. V. - POST IS MONITORING.

INCLUSION OF CANADIAN COS IN SHORTLIST OF BIDDERS. VALUE \$20 M.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ASSIST NORTHERN TELECOM, S. R. TELECOM, GLENAYRE AND OTHER CDN COS BY ALERTING THEM ON UPCOMING TENDERS & MONITORING SUBSEQUENT EVALUATION. MONITOR GREEK GOVT'S INTENTIONS TO INTRODUCE DATA PROCESSING SYST INTO PUBLIC SERV. MONITOR GREEK GOVT'S

POST IS TRANSMITTING ALL RELEVANT TENDERS ISSUED BY THE HELLENIC TELECOM ORG. POST HAS ARRANGED FOR VISIT OF GREEK DEPT OFF. TO VISIT INFORMATICS COS IN CDA & THE PARTICIPATION OF BELL/FIDUTECH IN 1 RELATIVE TENDER. NO DECISION ANNOUNCED TODAY

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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

POST : 402-ATHENS

009-FOREST PRODUCTS, EQUIP, SERVICES  
GREECE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

ORGANIZE TIMBER FRAME HOUSING SYMPOSIUM

GET ARCHITECTS TO SPECIFY CANADIAN TIMBER  
FRAME HOUSING DESIGNS AND MATERIAL \$100,000  
PER ANNUM.

ESTABLISH PLYWOOD STOCKS IN PIRAEUS

ESTABLISH INITIAL SALES. \$100,000 PER ANNUM

INITIATE DISCUSSIONS WITH LEADING GREEK LUMBER/PLYWOOD IMPORTERS.

NEW BUYERS IDENTIFICATION START CANADIAN  
LUMBER/PLYWOOD SALES @\$100,000 PER YEAR

DISTRIBUTION OF TIMBER FRAME CONSTRUCTION MANUAL TO ENGINEERS/  
ARCHITECTS AND INSTITUTIONS. ALREADY STARTED.

GREATER AWARENESS OF CANADIAN TIMBER FRAME  
HOUSING METHODS \$ 1 MILLION SALES IN NEXT 3  
YEARS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROPOSED INCOMING LUMBER MISSION POSTPONED FOR  
EARLY 1989 ACCORDING TO RECENT CORRESPONDENCE  
WITH COFI, PART OF THE COST WILL BE COVERED BY  
COFI & PART SELF-FUNDED BY PARTICIPANTS (RETURN  
AIR FARE) & TO ORGANIZE IFC SEMINAR, ESTABLISH

ARE IN CONTINUOUS CONTACT WITH PRE OF LUMBER IM-  
PORTERS ASSOC REGARDING INCOMING MISSION.  
FOLLOWED UP FOR PLYWOOD SALES. ORGANIZED T.F.C.  
SEMINAR.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

GREECE  
017-010 P OVS EXPORTS/SERVICES

REPORT 4  
88/10/21

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

POST : 402-ATHENS

011-OIL & GAS EQUIPMENT, SERVICES  
GREECE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

MONITOR PROCEDURES & DEVELOPMENT & ASSIST CANADIAN COS IN PRESENTING THEIR CAPABILITY TO GREEK AUTHORITIES RESPONSIBLE FOR THE PROJECT OF INTRODUCING NATURAL GAS TO THE COUNTRY.

INTRODUCE CNG TO CITY OF ATHENS TO COMBAT POLLUTION PROBLEM

GET CANADIAN COMPANIES TO GET REGISTERED WITH NAPC (CANADIAN CONTROLLER).

ANTICIPATED RESULTS:

INCLUSION OF CANADIAN COS IN THE SHORT LIST OF REPS TO BE ISSUED. \$3 M.

INTRODUCE NOVA CORP. INTO GREECE.

GET 10% OF BUSINESS OF O&G CONSUMABLES AND NEW EXPLORATION WORK. \$1 M.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ASSIST CDN COS TO OBTAIN CONTRACT(S) WITH THE PUBLIC PETROLEUM CORP. REGARDING THE \$1 BILLION NATURAL GAS PROJ. INTRODUCE CNG TO THE CITY OF ATHENS TO COMBAT POLLUTION PROBLEM. GET CDN COS REGISTERED WITH NAPC (CDN CONTROLLED).

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

POST HAS ARRANGED REPEATED CONTACTS & PRESENTATIONS BY NOVA TO OWNER OF PROJ & FOR A VISIT OF OWNERS TO THE CALGARY N. PETROLEUM SHOW. POST ARRANGED VISIT OF NAPC'S PURCH MGR TO THE CALGARY N. PETROLEUM SHOW AND REP FROM D. E. P.



REPORT 4A  
88/10/21

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

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

POST : 402-ATHENS

FOLLOW UP REGARDING ENQUIRIES RECEIVED AT HITECH 88 - SUPPLY OF INFORMATION REQUESTED AT SAME CONF. (2) PREPARATION OF PROGRAM FOR NAVAL EQUIP MISSION JUNE 1-3 1988 - ASSISTANCE TO MISSION. (3) ARRANGEMENTS FOR INCOMING BUYER (1) TO THE 17-19 APRIL 1988 AIA MONTREAL SHOW. (4) ARRANGEMENTS & ASSISTANCE FOR INCOMING BUYERS (2) TO THE CALGARY NPS SHOW, JUNE 13-17, 88. (5) PREPARATORY WORK FOR DEFENDORY 88 (OCT 4-8, 88). (6) PREPARATION OF COMPREHENSIVE BRIEFING FOR GEN. VANCE'S OFFICIAL VISIT TO GREECE. (7) ORGANIZED TOGETHER WITH THE NAT'L TECHNICAL UNIVERSITY OF ATHENS THE SECOND TIMBER FRAME CONSTRUCTION SEMINAR ON 20-21 MAY. SPEAKERS INCLUDED 5 CDNS. POINT OF SEMINAR WAS TO PROMOTE TFC TECHNIQUES & HENCE PLYWOOD SALES. (8) AGRICULTURE REPORT - REPORTED TO OTTAWA ON JUNE 15, 1988. (9) ECONOMIC REPORT ON THE "FIVE-YEAR ECONOMIC & SOCIAL PLAN FOR GREECE 1988-89. (10) ORGANIZED A TECHNICAL DAIRY GENETIC INCOMING MISSION WITH OFFICIALS FROM MINISTRY OF AGRIC & THE ATHENS ARTIFICIAL INSEMINATION CENTER. (11) VISIT OF AGRICULTURE CDA SEED POTATOE OFFICIALS (J. DEGRAAF, B. BORRELL) TO THE NAXOS SEED POTATO REPROD CENTER & TO MIN OF AGRICULTURE IN ORDER TO BE INFORMED ON LOCAL SITUATION REGARDING 88/89 DERO

REPORT 4  
88/10/21

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

POST : 474-BELGRADE

003-GRAINS AND OILSEEDS  
BULGARIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CEREAL GRAINS

NEGOTIATION OF BILATERAL PLANT QUARANTINE AGREEMENT.

WOULD PERMIT SALES OF GRAINS "SUBSTANTIALLY FREE FROM "WEEDS ON BUG LIST OF BANNED IMPORT -S.

VISIT OF SENIOR LEVEL BULGARIAN PLANT QUARANTINE EXPERTS TO CANADA.

PAVE WAY FOR SUCCESSFUL NEGOTIATION OF BILATERAL AGREEMENT.

TO HAVE BULGARIAN EXPERTS CONTINUE TO ATTEND CIGI COUSE ON WHEAT/CANOLA. (THIS SHOULD BE CONFIRMED WITH THE CANADIAN GRAINS COMMISSION ASAP).

WOULD INCREASE PROFILE OF CANADIAN WHEAT AND INTRODUCE CANOLA AS ALTERNATE OILSEED.

TO INVITE WHEAT BOARD POFFICIALS TO PARTICIPATE FOR AT LEAST PART OF PLOVDIV FAIR.

INCREASED VISIBILITY IN MARKET TO INDICATE OUR SERIOUSNESS AS SPOT SUPPLIER.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

-----

TO INVITE WHEAT BOARD POFFICIALS TO PARTICIPATE FOR AT LEAST PART OF PLOVDIV FAIR.

WHICH CONSIDER PROGRESS REPORTS DURING THE REPORTING PERIOD.  
LISTED AS ON THE SPECIFIC AND/OR GENERAL ACTIVITIES

VI MISSIONS YUNION DES EXPORTS AGRICOLAS  
BULGARIEA BUREAU REGIONAL DE EXPORTS PROMOTION AGRICOLAS



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

REPORT 4  
88/10/21

POST : 474-BELGRADE

016-INDUSTRIAL MACHIN, PLANTS, SERV.  
BULGARIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ENCOURAGE THE FORMATION OF A CANADIAN CONSORTIUM FOR A COMPREHENSIVE APPROACH TO STELL MILL MODERNIZATION. (OF KEY DECISION MAKERS.

ANTICIPATED RESULTS:

A GLOBAL OFFER COVERING TOTALITY OF PROJECT. (ALTHOUGH CONTRACT AWARD INDETERMINATELY STALLED DUE TO LACK OF FINANCING AND CHANGES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 CONTINUOUS SUPPORTS TO FOUR MAJOR CANADIAN PROJECTS IN THE FIELDS OF: FOOD PROCESSING, PULP AND PAPER, RECYCLING OF RESOURCES AND FOAM EGG TRAY MANUFACTURING EQUIPMENT.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

NUMEROUS CONTACTS INCLUDING PERSONAL VISITS TO BULGARIAN CLIENTS TO PROMOTE AND ADVANCE THESE PROJECTS.

REPORT 4  
88/10/21

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

POST : 474-BELGRADE

001-AGRI & FOOD PRODUCTS & SERVICE  
BULGARIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FOOD HANDLING, PROCESSING EQUIP

ASSISTANCE TO RODOPA MEAT INDUSTRY DELEGATION VISITING CANADA.

NEGOTIATION OF CONTRACT BY KNUD SIMONSEN INDUSTRIES FOR MEAT PROCESSING EQUIPMENT.

CONTINUATION OF OUR CONTACTS WITH THE BULGARIAN FOOD PROCESSING INDUSTRY. ENCOURAGE CANADIAN COMPANIES TO PARTICIPATE IN PLOVDIV FAIR.

BETTER INFORMATION ON THEIR INTERESTS AND PURCHASING POTENTIAL.

PRESENTATION ON GAMMA IRRADIATION FOR FOOD STERILIZATION (WE HAD SOME INFORMATION AVAILABLE AT PLOVDIV FAIR, BUT PROPOSE PRESENTATION BE DONE TO TARGET AUDIENCE BY AECL RADIOCHEMICAL REPS).

OVERCOME MYTHS OF RADIO-ACTIVE CONTAMINATION OF FOOD STUFFS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 IMPROVEMENT OF THE QUALITY OF AGRICULTURAL PRODUCTION & FOOD PROCESSING AS A PRIORITY OF BOTH BULGARIA & YUGOSLAVIA. ON-GOING RESEARCH OF AGRI-FOOD OPPORTUNITIES (THROUGH, AMONG OTHER TOOLS, TRADE MISSIONS).

2ND MISSION, IN 3 MONTHS, FROM ONT MINISTRY OF AGRICULTURE & FOOD, VISITED YUGOSL & BULGARIA. N.B. SEED POTATO MISSION AT MINISTERIAL LEVEL, VISITED YUGOSL. MANY NEW OPPORTUNITIES HAVE BEEN UNCOVERED AS A RESULT OF THESE 2 MISSIONS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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

POST : 474-BELGRADE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

AS MARKETING HAS BEEN DONE BY NORTH TELECOM'S AUSTRIAN PARTNER,  
WE HAVE NOT BEEN VERY INVOLVED. OUR PRINCIPAL ROLE VIS-A-VIS THIS  
PROJECT AT THIS STAGE IS MARKET INTELLIGENCE.

SALES OF 4 AND POSSIBLY 5 AIRCRAFT IN THE  
NEXT YEAR.  
JAT AND ADRIA SHOULD MAKE DECISIONS IN THE  
NEXT 2-3 YEARS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

A SENIOR DEL FR CANADAIR VISITED VIENNA IN MAY  
ACCOMPANIED BY THE AMS & THE COMP COULD MET WITH  
THE VIKTOR MIN OF FOREIGN TRADE THE DIR GEN OF  
EDSP, THE PRES OF GENEX & THE DEP MIN OF AERIAL  
CROATIA TO FURTHER THE PROJECT.

ETED VI EMERGOOSE  
IBOGENA BION IN TIME MEM OBYOKI/MIETZ IDELLI  
OVS INDIMCT EBES OF INY/LLIEMED THE WVIC BE  
CONSWCL WITH NALLY-OVS B NEWS WLOW AND OIG  
LVC EIMATTA OBYED ON BUKIOLA STOMED 25 WIT

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

WITH THE AUSTRIAN GOVERNMENT WE WILL DO THE CANADIAN EQUIP  
OVS EQUIPMENT AND SERVICE SUPPLIERS IN THE 1988 FISCAL YEAR  
ENCOURAGE THROUGH DIRECT CONTACT ACTIVE PARTICIPATION OF OIG AND  
OVS TO THE AUSTRIAN BELIEFERS SHOW IN CIVICIA  
INCLUDING MISSION CONDUCTED OF BELIEFERS/ACTIVES SHOW THE AND WVIC-  
OVS EQUIPMENT - INY AND NALLY-OVS WILL BE MAINTAINED  
CONDUCTING CONTACT WITH THE TWO AUSTRIAN CUSTOMERS FOR OIG AND

INCREASED BYTES OF OIG AND OVS EQUIPMENT  
REORDERED VIKTOR/EDS OF CANADIAN SUPPLIERS  
EQUIPMENT AND SERVICES  
STO WITHION FOR WVIC IN OYTES OF CIVICIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST : 474-BELGRADE

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

REPORT 4  
88/10/21

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

REPORT 4  
88/10/21

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

POST : 474-BELGRADE

011-OIL & GAS EQUIPMENT, SERVICES  
YUGOSLAVIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CONTINUOUS CONTACT WITH THE TWO YUGOSLAV CUSTOMERS FOR OIL AND GAS EQUIPMENT - INA AND NAFTA-GAS, WILL BE MAINTAINED.

\$10 MILLION PER ANNUM IN SALES OF CANADIAN EQUIPMENT AND SERVICES.

INCOMING MISSION COMPOSED OF REPRESENTATIVES FROM INA AND NAFTA-GAS TO THE NATIONAL PETROLEUM SHOW IN CALGARY.

HEIGHTENED AWARENESS OF CANADIAN CAPABILITIES

ENCOURAGE THROUGH DIRECT CONTACT ACTIVE PARTICIPATION OF OIL AND GAS EQUIPMENT AND SERVICE SUPPLIERS IN THE 1988 ZAGREB AUTUMM FAIR, WITH THE ABLERTA GOVERNMENT, AS PART OF THE CANADIAN STAND.

INCREASED SALES OF OIL AND GAS EQUIPMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUOUS SUPPORT OF CANADIAN FIRMS IN THEIR EFFORTS TO SELL OIL & GAS EQUIPMENT & SERVICES TO THE YUGOSLAV OIL AND GAS INDUSTRY.

L/C FINALLY OPENED ON PREVIOUSLY SIGNED \$2 MIL. CONTRACT WITH NAFTA-GAS. 8 REPS FROM YUGO OIL & GAS IND(INCL. PRES OF INA) ATTENDED THE NAT'L PETROLEUM SHOW IN JUNE. NEW OPPORTUNITIES IDENTIFIED AT ENERGOGAS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

REPORT 4  
88/10/21

POST : 474-BELGRADE

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

CONTINUOUS ACTIVE SUPPORT FOR CANADAIR'S ACTIVITIES TO SELL CL-215 TO FDSP.  
ACTIVE SUPPORT OF DE HAVILLAND'S EFFORTS TO WIN THE SALES OF 5 DASH 8-300 TO JAT AND 2 DASH 8-300 TO ADRIA AIRWAYS.

ANTICIPATED RESULTS:

SALES OF 4 AND POSSIBLY 5 AIRCRAFT IN THE NEXT YEAR.  
JAT AND ADRIA SHOULD MAKE DECISIONS IN THE NEXT 2-3 YEARS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 CONTINUED ACTIVE SUPPORT OF CANADAIR'S EFFORTS TO SELL 4 CL-215 AIRCRAFT TO THE FEDERAL DIRECTORATE FOR SUPPLY AND PROCUREMENT (FDSP).
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

A SENIOR DEL FM CANADAIR VISITED YUGOSL IN MAY & ACCOMPANIED BY THE AMB & THE COMM COUNS MET WITH THE YUGOSLAV MIN OF FOREIGN TRADE, THE DIR GEN OF FDSP, THE PRES OF GENEX, & THE DEP MIN OF AGRIC OF CROATIA, TO FURTHER THE PROJECT.

REPORT 4  
88/10/21

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

POST : 474-BELGRADE

009-FOREST PRODUCTS, EQUIP, SERVICES  
YUGOSLAVIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FOLLOW UP WITH MAJOR YUGOSLAV IMPORTERS/USERS ON REQUIREMENTS.  
CONTACT CANADIAN EXPORTERS TO ENCOURAGE AND ASSIST IN SERIOUS CO-  
NSIDERATION OF THIS MARKET.

FACILITATE DIRECT CONTACTS BETWEEN SEVERAL  
CANADIAN EXPORTERS AND YUGOSLAV IMPORTERS TO  
INCREASE CDN MARKET SHARE AND THE NUMBER OF  
CDN COMPANIES ACTIVE IN THE MARKET.

EQUIPMENT AND MACHINERY

DUE TO THE UNCERTAIN WECONOMIC SITUATION IN THE COUNTRY, AN IBRD  
LOAN FOR THE BOSNIA AND HERCEGOVIA FORESTRY PROJECT WAS CANCELLED  
AND A PLANNED FORESTRY SEMINAR DID NOT TAKE PLACE. THE IBRD PROJ-  
ECT IS BEING REVISED.

INCREASED AWARENESS OF A RANGE OF CANADAIAN  
FORESTRY CAPABILITY.

SYSTEMATIC VISITS TO YUGOSLAV PULP AND PAPER COMPANIES AS WELL AS  
MAJOR SAWMILLS TO IDENTIFY THEIR NEEDS AND PROMOTE CANADIAN CAPA-  
BILITIES.

INCREASED AWARNESS OF AND SALES OF BROADER  
RANGE OF CANADIAN FORESTRY EQUIPMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

GRAVITY TO LOSING THE EXPORT  
FROM THE LINES OF CARRY P THE ONE MIN OF YOUNG IN  
THE ANOTHER MIN OF EXPORTION JUNE THE ONE MIN OF  
YUGOSLAVIA BY THE WAY P THE COME COME THE ONE  
Y SERIES DET IN CARRYING ASSETS ABOVE IN THE S

WELL 5-3 LEAVE  
THE ONE MIN SHOWD MAKE DECISIONS IN THE  
NEW LEAVE  
SWES OF 4 WHO LOSSING P VINCHELL IN THE  
WELLSHED SERIES

474-BELGRADE

009-FOREST PRODUCTS, EQUIP, SERVICES

REPORT 4

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



REPORT 4  
88/10/21

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

POST : 474-BELGRADE

007-POWER & ENERGY EQUIP. & SERV.  
YUGOSLAVIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ACTIVE PROGRAM OF VISIT TO YUGOSLAV UTILITIES TO MONITOR THEIR ENERGY DEVELOPMENT PLANS AND TO INCREASE THEIR AWARENESS OF CANADIAN EXPERTISE AND CAPABILITY.

ONGOING SUPPORT OF AECL CANDU PROPOSAL.

ANTICIPATED RESULTS:

IN THE LONG RUN, AWARD OF BOILERS, TURBINES AND INSTRUMENTATION CONTRACTS TO CANADIAN COMPANIES.

AWARD OF NUCLEAR POWER STATION CONTRACT TO AECL.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

88/10/21  
REPORT 4

REPORT 4  
88/10/21

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

POST : 474-BELGRADE

001-AGRI & FOOD PRODUCTS & SERVICE  
YUGOSLAVIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL, POULTRY BREEDING STOCK

THE VISIT OF THE DEPUTY MINISTER OF AGRICULTURE CANADA IN YUGOSLAVIA IN APRIL ' 87 HAS OPENED THE DOOR TO POSSIBLE SALES OF CATTLE BREEDING STOCK.

CONTINUE TO VISIT THE MAJOR AGRICULTURAL COMBINATS AND ACQUAINT THEM WITH CANADIAN CAPABILITY IN THIS SECTOR.

PURCHASE OF CATTLE BREEDING STOCK IN CANADA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 IMPROVEMENT OF THE QUALITY OF AGRIC PROD & FOOD PROCESSING AS A PRIORITY OF BOTH BULGARIA AND YUGOSLAVIA. ON-GOING RESEARCH OF AGRI-FOOD OPPORTUNITIES(THROUGH, AMONG OTHER TOOLS, TRADE MIS- SIONS).

2ND MISSION, IN 3 MONTHS, FROM ONT MIN OF AGRIC & FOOD, VISITED YUGOSL & BULG. - N. B. SEED POTATO MISSION AT MINISTERIAL LEVEL, VISITED YUGOSL. MANY NEW OPPORTUNITIES HAVE BEEN UNCOVERED AS A RESULT OF THESE 2 MISSIONS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

REPORT 4  
88/10/21

POST : 474-BELGRADE

010-MINE, METAL, MINERAL PROD & SRV  
YUGOSLAVIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

VISIT TO THE 3 MAJOR INTERGRATED STEEL COMPANIES IN YUGOSLAVIA TO PROMOTE INCREASED SOURCING OF CANADIAN IRON ORE AND COKING COAL. THROUGH DIRECT CONTACT WITH CANADIAN COMPANIES ENCOURAGE INCOMING VISITS TO THE MARKETPLACE.

INCREASED CONTACTS WITH ASBESTOS IMPORTERS TO TRY TO RECAPTURE OUR TRADITIONAL MARKET SHARE. ENCOURAGE CANADIAN EXPORTERS TO VISIT THE MARKET.

CONTINUOUS MONITORING OF LOCAL SITUATION. GIVEN CURRENT SHORTAGE OF FOREIGN CURRENCY, THE OUTLOOK IN THE SHORT TERM FOR INCREASED SALES IS NOT OPTIMISTIC.

CONTINUED SUPPORT AND NOTIFICATION OF CANADIAN SUPLIERS CURRENT AND POTENTIAL.

ANTICIPATED RESULTS:

INCREASED PURCHASES OF CANADIAN COAL AND IRON ORE.

MORE AGRESSIVE MARKETING EFFORTS ON THE PART OF THE CANADIAN PRODUCERS AND INCREASED SALES OF CANADIAN ASBESTOS.

MAINTAIN MARKET SHARE.

MAINTAIN MARKET SHARE

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTERLY RESULTS REPORTED:

REPORT 4A  
88/10/21

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

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

POST : 474-BELGRADE

ON MAY 15TH, THE YUGOSLAV GOVERNMENT ANNOUNCED A MAJOR ECONOMIC REFORM PROGRAM AIMED AT RESOLVING THE CURRENT ECONOMIC CRISIS. THAT PROGRAM INCLUDES: A SUBSTANTIAL LIBERALIZATION OF IMPORTS, CONTROL OF WAGES AND SALARIES, THE LIBERALIZATION OF PRICES, THE CREATION OF A FOREIGN EXCHANGE MARKET, ETC. AT THE REQUEST OF THE TRADE NEGOTIATIONS OFFICE (TNO), WE RESEARCHED AND PREPARED A MAJOR ANALYSIS OF THE ANNOUNCED IMPORT LIBERALIZATION PROGRAM. GIVEN THE COMPLEXITY OF THE IMPORT REGIME, THE PIECING TOGETHER OF THAT REPORT NECESSITATED SEVERAL DAYS OF WORK.

QUARTER: 1  
ACTIVITIES

IMPROVEMENT OF THE QUALITY OF EXPORT PRODS & FOOD PROCESSING AS A PRIORITY OF SOVN BULGARIA AND POLYMERASIA ON ACQUISITION OF ACQUISITION OF OPPORTUNITIES FOR EXPORT OF OTHER TOOLS. TRADE MIS- MANAGERIAL ACTIVITIES CONDUCTED IN QUARTER.

QUARTER: 2

CONVENTION AND POLITICAL CONTINGENT EXPENSES AND MOBILIZATION OF EXPORTERS

QUARTER: 3

ENTER IN THE MARKET OF FOREIGN COUNTRIES THE GROWTH IN THE EXPORT LEVEL FOR INCREASED CONTINUOUS MONITORING OF FOREIGN DEMAND GIVEN CURRENT SHORTAGE

ALSO IN THE MARKET OF FOREIGN COUNTRIES THROUGH DIRECT CONTACT WITH EXPORTING COMPANIES ENCOURAGE INCREASING EXPORTS THROUGH MONITORING OF EXPORTING FROM ONE AND CONTACT WITH ALSO IN THE MARKET THROUGH DIRECT CONTACT WITH EXPORTING COMPANIES IN ALTERNATIVE TO

ACTIVITIES

ACTIVITIES CONDUCTED IN FISCAL YEAR

POST : 474-BELGRADE

ACTIVITIES CONDUCTED IN FISCAL YEAR

ACTIVITIES

ACTIVITIES CONDUCTED IN FISCAL YEAR



REPORT 4  
88/10/21

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

POST : 409-BERNE

013-CONSUMER PRODUCTS  
SWITZERLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

APPAREL (CLOTH, FUR, SHOES) TEXT

CALLS ON 12 MAJOR FURRIERS AND PREPARATION OF REPORT ON THE SWISS MARKET FOR FUR GOODS.

PRE-FAIR MAILING CAMPAIGN AND SELECTION OF BUYERS TO 1988 AND 1989 IFF, MONTREAL.

CALLS ON 20 FURRIERS IN VARIOUS SWISS CITIES TO OBTAIN THEIR COMMENTS, ASCERTAIN THEIR REQUIREMENTS, DISCUSS POSSIBLE PROBLEMS

UPDATING OF STATISTICS AND REVIEWING OF PREVIOUS FUR REPORT.

PREPARE REPORT ON THE SWISS MARKET FOR SPORTING GOODS ALONG WITH COMPREHENSIVE STATISTICAL DATA.

PRE-FAIR MAILING FOR THE FALL ISPO FAIRS, MUNICH, IN 1989 AND 1990.

MAILING OF INFORMATION TO SWISS BUYERS ON THE CSGA FAIR AND ASCERTAINING INTEREST IN VISITING FAIR.

ANTICIPATED RESULTS:

MAILING REPORT TO CANADIAN PARTICIPANTS IN IFF TO GENERATE INCREASED INTEREST IN SWISS MARKET.

ON-SITE SALES BY 6 BUYERS EXPECTED TO REACH \$ 1. 2.

IN DEPTH KNOWLEDGE OF THE PREVAILING SITUATION IN THE SWISS FUR MARKET.

MAILING REPORT TO CANADIAN COMPANIES WHO ARE EXPECTED TO PARTICIPATE IN THE IFF FAIR.

IDENTIFY 15 TO 20 NEW POTENTIAL VISITORS TO ONE OF THE NEXT CSGA FAIRS.

ESTABLISH 6 TO 8 NEW BUYING CONNECTIONS AND 4 TO 5 NEW AGENCIES.

HIGHLIGHTING POTENTIAL OF SWISS SPORTING GOODS MARKET BY MAILING REPORT TO CANADIAN EXPORTERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 PROVIDE NEW BUYERS TO INTERNATIONAL FUR FAIR IN MONTREAL, APRIL 88, AND FOLLOW-UP ON PREVIOUS BUYER ACTIVITY.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

THREE NEW BUYERS ATTENDED IFF88. OUR FOLLOW-UP ON SOME OF THE BUYERS WHO ATTENDED IFF 87 AND IFF 86 SHOW ANNUAL PURCHASES OF MORE THAN CDN \$ 6, 240, 000.



REPORT 4  
88/10/21

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

POST : 409-BERNE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

TO FOLLOW-UP ON THE GENEVA CATV PROGRAM.

TO ASSESS POTENTIAL FOR ADD ON PRODUCTS & SERVICES. TO INVITE MR. CHEVALIER/CODITEL TO VISIT CDN SUPPLIERS TO DISCUSS BUSINESS OPPORTUNITIES.

TO MONITOR THE DEVELOPMENT OF THE MARKET FOR HOME TV DISHES AND CONVERTERS FOR DBS. VIA CONTACT WITH DISTRIBUTORS WHICH REPRESENT 80% OF MARKET.

TO INCREASE BY 2 THE NUMBER OF CDN COMPANIES BEING REPRESENTED IN SWITZERLAND.

TO MONITOR THE IMPLEMENTATION OF THE NEW SWISS TELECOMMUNICATION LAW. VIA CONTACT WITH PTT.

TO IDENTIFY MARKET OPENINGS AND OPPORTUNITIES BROUGHT BY LEGAL CHANGES + DEREGULATION.

TO MONITOR DEVELOPMENTS IN THE USE OF SATELLITE CHANNELS.

TO IDENTIFY OPPORTUNITIES THAT THE PROPOSAL MADE BY SWISS PRIVATE SECTOR COULD REPRESENT FOR CANADA.

TO PROMOTE CDN PARTICIPATION AT THE INTERNATIONAL "MONTREUX TV SYMPOSIUM 89", A MAJOR INDUSTRIAL TV TRADE FAIR.

TO BRING TOGETHER INDIVIDUAL CDN EXHIBITORS AND INTERESTED PROVINCES AS ONE GROUP OF EXHIBITORS WITHIN A CDN PAVILION.

COMPUTERS, SOFTWARE & SYSTEMS

TO COMPLETE STUDY ON SWISS COMPUTER MARKET TO IDENTIFY AREA OF GROWTH; TYPE OF PRODUCTS IN DEMAND.

TO SEND COPIES TO PEOPLE RESPONSIBLE FOR MKT DEVELOPMENT IN OTTAWA, DRIE REGIONAL OFFICES & PROVINCIAL BODIES DEALING WITH EXPORT PROMOTION.

TO DEVELOP A DATA-BASE AND COMPANY PROFILE SYSTEM ON THE 600 SWISS COMPANIES EVOLVING IN THE COMPUTER MARKET.

TO SUPPLY CDN EXPORTERS WITH MORE ACCURATE INFORMATION AND TO PREPARE MATERIAL FOR THE WIN PROGRAM.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 FOLLOW-UP TO OUR PARTICIPATION AT TELECOM '87, OCTOBER 1987.

DIRECT SALES FROM SHOW AT CDN PAVILION AMOUNT TO \$20 MILLION, WHILE ANTICIPATED SALES TO 1991 ARE ESTIMATED TO \$597 MILLION (FOR 23 COMPANIES OUT OF 33 EXHIBITING), 66 AGENTS/DISTRIBUTORS APPOINTED.



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

REPORT 4  
88/10/21

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

POST : 409-BERNE

005-COMM. & INFORM. EGP. & SERV  
SWITZERLAND

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 COMPLETED REPORT ON THE SWISS COMPUTER MARKET.

QUARTER: 1 INFORMED CANADIAN MANUFACTURERS ON OPPORTUNITY THAT SWITZERLAND OFFERS RE DIRECT BROADCASTING TO SATELLITE RECEPTION.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

IMPORT OF HARDWARE HAS DOUBLED SINCE 1984 TO REACH 2 BILLION DOLLARS IN 1987, WHILE SOFTWARE IMPORTS ARE ESTIMATED TO BE IN THE VICINITY OF \$1.9 BILLION FOR 1988.

VARIOUS OFFERS MADE BY CDN FIRMS TO THREE SWISS COMPANIES OFFERING DISHES AND DEMODULATORS FOR DIRECT TV SATELLITE RECEPTION. 100 UNITS SOLD.

BRITAIN  
REPORT 4

MISSION'S ANNUAL PLAN  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM

REPORT 4  
88/10/21

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

POST : 409-BERNE

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
SWITZERLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

WORK CLOSELY WITH CANADIAN MANUFACTURERS WHO INDICATED AN INTEREST IN SWISS DEFENCE MARKET.

CDN FIRMS INVITED TO TENDER ON GRD REQUIREMENTS. HOPE TO ACHIEVE 4 TENDERS.

TO MONITOR CLOSELY SWISS DEFENCE PROGRAM AND LONG TERM PLANNING AND PROJECTS. (VISIT TO ARMAMENT GROUP).

TO IDENTIFY 3 NEW ACQUISITION PROJECTS AND INFORM CDN MANUFACTURERS ON THESE OPPORTUNITIES.

TO ATTEND HITEC 89 TO MEET CDN EXPORTERS.

INFORM CDN MANUFACTURERS ON THE SWISS MARKET AND INTRODUCE 4 NEW SUPPLIERS TO GRD (SWISS ARMY PROCUREMENT GROUP).

TO MONITOR SWISS SELECTION OF NEW FIGHTER JETS (F 18 IS ONE OF THE LEADING CONTENDERS).

INFORM CDN SUBCONTRACTORS ON NEW DEVELOPMENT. SHORT LIST OF 2 IS DUE AT BEGINNING OF 1988.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MONITOR SWISS ACQUISITION EXERCISE FOR FIGHTER AIRCRAFT.

EMBASSY HELPED ARRANGE FOR DND TO PROVIDE CF-18 TO BE USED IN TEST FLIGHTS AS PART OF FINAL COMPETITION BETWEEN F-16 AND F-18.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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

POST : 409-BERNE

016-INDUSTRIAL MACHIN, PLANTS, SERV.  
SWITZERLAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

USE STATISTICS AND APPROPRIATE DATA IN ORDER TO UNDERTAKE MARKETING STUDY AND IDENTIFY SPECIAL SECTORS WITH POTENTIAL FOR CDN EXPORTERS.

VISIT POTENTIAL NEW IMPORTERS OF SPECIAL MACHINERY IN ORDER TO IDENTIFY SPECIFIC NEEDS THAT CAN BE FILLED BY CANADIAN FIRMS.

ANTICIPATED RESULTS:

PROVIDE INFORMATION ON POTENTIAL NICHES TO APPROPRIATE CANADIAN FIRMS.

ESTABLISH 2 - 3 BUYING CONNECTIONS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTERLY RESULTS REPORTED:

CLARIFY INVESTMENT PLANS & ANY ROADBLOCKS TO SIGNIFICANT INCREASES.

CREATE SHORT LIST FOR FURTHER ACTION

COMPLETE THE INVESTMENT AGREEMENT NEGOTIATIONS IN THIS SECTOR.

EMISEN THE WORKEL  
DETERMINE IF OTHER CANADIAN COMPANIES CAN  
HELD A LUNCH MEETING WITH AT LEAST 3  
POLYMER INDUSTRIES AS PART OF PRESENTATION  
EMISOR CANADIAN COMMERCE ALPH 25/87A

WORKEL WITH COMPETITIVE OFFERS  
DEVELOP/GET/INVESTMENT/INVESTMENT/INVESTMENT  
SWISS CORPORATIONS' INVESTMENT PLANS  
VILICITATED RESULTS:

INCREASE SWISS CONSIDERATION OF CANADIAN  
STARTED TO INVESTMENTS.

001-409-BERNE

004-LOWEEL HYDROGIC FOOD SERVICES

88/10/21

MI MISSIONS ABROAD FOR FISCAL YEAR 88  
MISSION'S ANNUAL PLAN

REPORT 4  
88/10/21

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

POST : 409-BERNE

009-FOREST PRODUCTS, EQUIP, SERVICES  
SWITZERLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

PREPARE A SOURCING SURVEY TO DETERMINE PRICE AND SOURCE OF SUPPLY OF ALL MAJOR IMPORTERS OF WOOD AND WOOD PRODUCTS.

WORK WITH COFI TO DETERMINE AVAILABLE SOURCES OF SUPPLY IN CANADA FOR MOST POPULAR WOOD PRODUCTS IN SWITZERLAND.

MAKE DATA ANALYSIS OF IMPORT PRACTICES OF MAJOR (4 - 8) SWISS IMPORTERS AND PROVIDE QUALITATIVE AND QUANTITATIVE DATA TO CANADIAN EXPORTERS.

ANTICIPATED RESULTS:

ENCOURAGE FIVE CANADIAN FIRMS TO ENTER SWISS MARKET WITH COMPETITIVE PRICES.

PINPOINT CANADIAN COMPANIES WITH SUPPLY CAPABILITIES.

DETERMINE IF OTHER CANADIAN COMPANIES CAN ENTER THE MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

MISSION'S ANNUAL PLAN FOR FISCAL YEAR 88  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM



REPORT #5  
88/10/21

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

409 - BERNE

SWITZERLAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

DEFENCE PROGRAMS, PRODUCTS, SERV OTHER DEFENSE PROD & SERV.  
WORK CLOSELY WITH DERLIKON-BUEHRLE ON COMPLETION OF OFFSET PROGRAM AND  
OPPORTUNITIES TO DEVELOP ACCESS TO USA MARKET.

DOCUMENT DERLIKON-BUEHRLE INVESTMENT PLANS  
FOR CANADA. EVALUATE POTENTIAL FOR ADDITI-  
ONAL INVESTMENT.

PETROCHEM & CHEM PROD, EQP, SERV CHEM & PETROCHEM PRODUCTS  
USE IPAC SEMINARS TO REFINE LIST OF POTENTIAL INVESTORS. DO TWO MAI-  
LINGS AS FOLLOW ON TO PINPOINT HIGH POTENTIAL CASES.

CREATE WORKING LIST OF COMPANIES WITH IN-  
VESTMENT POTENTIAL ON LYR, 2-3 YR, 5 YR  
SCALE.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY  
FOLLOWING PASSAGE OF PATENT ACT IN 1987 WILL ACTIVELY RESUME DISCUSS-  
IONS WITH CIBA-GEIGY, SANDOZ & HOFFMANN-LA ROCHE ON INVESTMENT IN  
CANADIAN PLANT AND RESEARCH.

CLARIFY INVESTMENT PLANS & ANY ROADBLOCKS  
TO SIGNIFICANT INCREASES.

AGRI & FOOD PRODUCTS & SERVICE FOOD HANDLING, PROCESSING EQUIP  
IDENTIFY SWISS FIRMS WITH ACTIVE PROGRAM FOR INVESTMENT ABROAD.

CREATE SHORT LIST FOR FURTHER ACTION.

SERVICE INDUSTRIES TOURISM  
SELECTED MAILINGS TO POTENTIAL TOURISM INVESTORS IDENTIFIED OVER PAST  
YEAR.

COMPLETE ONE OR TWO INVESTMENT DECISIONS  
IN THIS SECTOR.

NON SECTORALLY ORIENTED ACTIVITIES

UTILIZE CANADIAN-SWISS ASSOC. AS PLATFORM FOR HIGH LEVEL SPEAKERS PRO-  
GRAM FEATURING CANADIAN POLITICAL AND BUSINESS LEADERS.

HOLD 8 LUNCHEON MEETINGS WITH AT LEAST 3  
POLITICAL LEADERS MAKING PRESENTATIONS.

CORPORATE LIAISON VISIT PROGRAM.

DEVELOP FURTHER OUR BASE OF DATA ON MAJOR  
SWISS CORPORATIONS' INVESTMENT PLANS.

MAILING PROGRAM OF MAJOR FINANCIAL ISSUES IN CANADA TO KEY BANKING  
CORPORATE EXECUTIVES (INFO FROM FINDTT/INVCDAOTT).

INCREASE SWISS CONSIDERATION OF CANADIAN  
PORTFOLIO INVESTMENTS.

REPORT #5  
88/10/21

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

409 - BERNE

SWITZERLAND

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

IPAC SEMINARS IN GENEVA AND ZURICH.  
VISIT OF MINISTER WILSON.

DESPITE INTENSIVE COMPETITION BOTH EVENTS HAD RESPECTABLE TURNOUT OF POTENTIAL SWISS INVESTORS (60 & 90). QUALITY OF PRESENTATIONS GENERALLY GOOD (1 NOTABLE EXCEPTION). TIMING WAS POOR AS OIL MARKET CONTINUED ON DOWNWARD TREND. DUE TO CHANGE IN VISIT TIME UNABLE TO PROVIDE MIN. WILSON AS SPEAKER TO INVESTMENT GROUP. WE WERE ABLE TO INCLUDE VISITS TO THREE KEY PRIVATE BANKS.

QUARTER : 2

QUARTER : 3

QUARTER : 4

409 - BERNE

88/10/21  
88/10/21

ACTIVITIES UNDERTAKEN IN QUARTER 1  
RESULTS REPORTED



REPORT 4  
88/10/21

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

POST : 423-BONN

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

OTHER DEFENSE PROD & SERV.

VISITS TO MAJOR TRADE AND STANDARDS ORGANIZATIONS, CONSULTANTS AND  
TRADE PUBLICATIONS

FOLLOW-UP ON EXISTING TRADE ENQUIRIES RE REPRESENTATION IN FRG

SURVEY BY TELEPHONE AND LETTER OF MAJOR MANUFACTURERS AND INSTAL-  
LERS OF SECURITY EQUIPMENT RE INTEREST IN CANADIAN PRODUCTS

DIRECT MAIL OUT OF SECURITY PRODUCTS CATALOGUE AND QUESTIONNAIRE  
TO SELECTED MANUFACTURERS, INSTALLERS

DIRECT APPROACH TO CANADIAN SUPPLIERS IN RESPONSE TO INTEREST  
EXPRESSED BY GERMAN FIRMS CONTACTED

COMPILATION OF SUBSECTOR PROFILES TO AID IN PRIORITIZED FOLLOW  
UP OF MARKET OPPORTUNITIES, INDUSTRIAL COOPERATION ETC.

ALL SUB-SECTORS

RESEARCH, DEVELOPMENT AND PRODUCTION STEERING COMMITTEE MEETING -  
OTTAWA, NOV. 88

DEFENCE SCIENCE MOU FOLLOW-UP FOR R & D IN RADAR, ASW, EW AND  
OTHER RELATED TECHNOLOGIES

HITEC '88 MEETINGS WITH CANADIAN COMPANIES INTERESTED IN GERMAN  
MARKET.

MARKET IDENTIFICATION THROUGH LIAISON VISITS WITH INDUSTRY

SURVEY OF AGENTS, REPRESENTATIVES AND COMPANY TO COMPANY BUYING  
CONNECTIONS.

RESEARCH AND DEVELOPMENT JOINT ACTIVITIES ON GOVT TO GOVT AND  
COMPANY TO COMPANY BASIS

PREPARATION OF BASIC MARKET PROFILE FOCUSING  
ON ENTRY REQUIREMENTS

ESTABLISHING AND STRENGTHENING OF COMPANY  
CONTACTS. LONGER TERM: EXPORT SALES

PREPARATION OF DISTRIBUTION LISTS

ESTABLISHMENT OF PRIORITY COMPANY AND PRODUCT  
SECTORS FOR PROMOTION EFFORTS

NEW BUYING CONNECTIONS AND EXPORT SALES

IMPROVED HANDLING AND FOLLOW UP ONGOING TRADE  
ENQUIRY WORK

GOVT ACTION ON POTENTIAL PRODUCT DEVELOPMENT

R & D COLLABORATION IN EMERGING TECHNOLOGIES

IDENTIFICATION OF NEW SUPPLIERS FOR DEFENCE  
PRODUCTS

IDENTIFICATION OF NEW PRODUCT AREAS FOR CDN  
DEFENCE EQUIPMENT

NEW ARRANGEMENTS FOR INTERESTED CANADIAN  
COMPANIES.

LONG RANGE COLLABORATION FOR FUTURE JOINT  
DEVELOPMENT

REPORT 4  
88/10/21

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

POST : 423-BONN

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
GERMANY WEST

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ORGANIZATION AND EXECUTION OF DEFENCE INDUSTRIAL  
TRADE MISSION TO THE FEDERAL REPUBLIC OF GERMANY

QUARTER: 1 OPERATION OF INFORMATION BOOTH AT INTERNATIONAL  
AEROSPACE SHOW IN HANNOVER.

QUARTER: 1 PREPARATION FOR CANADIAN STAND AT SECURITY '88,  
ESSEN

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

22 CANADIAN BUSINESSMEN VISITED 16 GERMAN COMPANIES,  
PRELIMINARY RESULTS LOOK VERY GOOD.

5 CANADIAN COMPANIES MADE USE OF FACILITIES OF INFO  
BOOTH TO PROMOTE PRODUCTS. ONE FIRM SALE TO DATE.

STAND LOCATION & SPACE CONFIRMED. CDN COS REMINDED  
RE PARTICIPATION(3 POSITIVE REPLIES). EXTOTT/  
DRIOTT & CDN TRADE OFFERED OPPORTUNITY OF FEATURE  
ARTICLE IN LEADING FRG SECTOR TRADE MAGAZINE.

004-DEFENCE PROGRAMS, PRODUCTS, SERV

GERMANY WEST

POST : 423-BONN

REPORT 4

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
GERMANY WEST

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



REPORT 4  
88/10/21

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

POST : 423-BONN

013-CONSUMER PRODUCTS  
GERMANY WEST

RESULTS REPORTED

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CULTURE INDUSTRIES

- MEETINGS WITH GERMAN PUBLISHERS AND LITERARY AGENTS IN COOPERATION WITH PUBLIC AFFAIRS SECTION
- RESPONSE TO TRADE ENQUIRIES FROM INDIVIDUAL AUTHORS AND PUBLISHERS
- PREPARATION OF FACT SHEET ON FRG BOOK TRADE WITH FOCUS ON EDUCATIONAL SOFTWARE.

- INTRODUCTION OF AUTHORS AND TITLES, AND ULTIMATELY RIGHTS SALES
- ESTABLISH RELATIONSHIPS WITH LITERARY AGENTS AND USERS. ULTIMATELY SALES OF RIGHTS.
- \$30,000 INCREASE IN SALES, PREDOMINANTLY FOR NEW MARKET ENTRIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PREPARATIONS FOR CANADIAN STAND AT FRANKFURT BOOK FAIR.

RECEPTION ARRANGEMENTS, CATALOGUE ENTRIES, STAND SPACE RESERVATION & ADMINISTRATION COMPLETED. PEMDS FOR COMPANY PARTICIPATION APPROVED ON ONGOING BASIS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

423 - BONN

ACTIVITIES UNDERTAKEN IN POST PLAN

RESULTS REPORTED

REPORT 4  
88/10/21

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

REPORT #5  
88/10/21

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

423 - BONN

GERMANY WEST

PLANNING:  
-----

ACTIVITIES PROPOSED IN POST PLAN  
-----

ANTICIPATED RESULTS  
-----

MULTIPLE SECTORS ??????  
No proposed activities indicated

NON SECTORALLY ORIENTED ACTIVITIES

CULTIVATE AWARENESS IN FRG BANKING & FINANCIAL COMMUNITY THROUGH CONTINUOUS PROGRAM OF CORPORATE LIAISON & INFORMATION DISSEMINATION & HIGH PROFILE SPEAKING EVENTS, AND DEVELOP JOINT EVENTS AIMED AT GERMAN CLIENTS.

PUBLISH 10 ISSUES OF INVESTMENT NEWSLETTER SCAN, WITH AS-IT-BREAKS INVESTMENT NEWS ON CDA. SELECTED MAILING LIST OF APPROX. 1000 FIRMS AND INDIVIDUALS.

ADVERTISING & INTERVIEWING FOR ENTREPRENEURIAL IMMIGRANTS.

BANKS ARE CO-DETERMINANTE OF MAJOR INVESTMENT DECISIONS IN FRG: EXPECT TO INCREASE THEIR UNDERSTANDING OF CDA & BENEFIT FROM THEIR SUPPORT WITH CLIENT FIRMS.

BRIDGE INVESTMENT-SPECIFIC INFO GAP RE CDA & STIMULATE FRG FIRMS TO FIND OUT MORE; CREATE UP-TO-DATE AUDIENCE FOR POST EVENTS.

ATTRACT UP TO 150 BUSINESS IMMIGRANTS TO BRING TO CDA UP TO \$150M CAPITAL.



REPORT #5  
88/10/21

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

423 - BONN

GERMANY WEST

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

ECONOMY OF CANADA/INVESTMENT CLIMATE/FTA PRESENTATIONS WITH MESSRS. LABBE (INVEST CDA, DODGE (MIN OF FINANCE), T. D'AGUINO (BCNI). A) AT BDI (FEDERATION OF GERMAN IND.) WITH PRESENCE OF AMBASSADOR AND 60 REP OF INDUSTRY, FINANCE & BUSINESS.  
B) AT BHF BANK FRANKFURT WITH PRESENCE OF AMB. AND 12 CHAIMEN/DIR OF INDUSTRY AND BUSINESS.  
C) IN STUTTGART IN COOPERATION WITH CONGEN MUNICH  
D) IN MUNICH IN COOPERATION WITH CONGEN MUNICH.

TO DETERMINE POSSIBILITY TO CHANGE CUSTOMER TASTER.  
INCREASE MARKET/CONSUMER AWARENESS OF TFC AND RELATED BUILDING PRODUCTS.  
INCREASED AWARENESS AND DEMAND FOR THESE CANADIAN PRODUCTS.

QUARTER : 2

QUARTER : 3

QUARTER : 4

QUARTERLY RESULTS REPORTED:  
SEVERAL PROJECTS BETWEEN KENT HOMES AND BELGIAN CO. INTROS FORMALIZED WORTH 2.5 MILLION \$  
FIRST UNIT SHIPPED MID-JUNE. TWO MORE TO FOLLOW

WHICH COMBINED EUROPEAN RESOURCES DURING THE REPORTING PERIOD:  
LISTED BELOW ARE THE SELECTED MAJOR ACHIEVED ACTIVITIES

AT MISSIONS WHERE FOR SEVERAL YEARS AN  
CONVINCING PROGRESS RECORD OF EXPORT PROMOTION WORK

88-10-21

88-10-21

REPORT 4A  
88/10/21

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

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

POST : 423-BONN

INVESTMENT COUNSELLOR VISITED CANADA (MEETINGS WITH E. A.,  
D. R. I. E., B. C. N. I., DRESDNER BANK, TORONTO DOMINION BANK, ROYAL  
BANK. (2) FEDERAL/PROVINCIAL MEETING: PRESENTATION OF INVEST-  
MENT PROJECTS TO PROVINCIAL REPS. (3) VISIT OF 22 DEFENCE  
TRADE INDUSTRIALISTS TO FRG FOR COUNTRY WIDE MISSION (REQUI-  
RED MORE INPUT THAN ORIGINALLY PLANNED). (4) VISIT OF PM FOR  
PRE-SUMMIT BRIEFING REQUIRED INPUT FROM ALL PROGRAMS.

ACTIVITY	DATE	RESULTS REPORTED
INVESTMENT COUNSELLOR VISITED CANADA (MEETINGS WITH E. A., D. R. I. E., B. C. N. I., DRESDNER BANK, TORONTO DOMINION BANK, ROYAL BANK. (2) FEDERAL/PROVINCIAL MEETING: PRESENTATION OF INVESTMENT PROJECTS TO PROVINCIAL REPS. (3) VISIT OF 22 DEFENCE TRADE INDUSTRIALISTS TO FRG FOR COUNTRY WIDE MISSION (REQUIRED MORE INPUT THAN ORIGINALLY PLANNED). (4) VISIT OF PM FOR PRE-SUMMIT BRIEFING REQUIRED INPUT FROM ALL PROGRAMS.	11	
	12	
	13	
	14	
	15	
	16	
	17	
	18	
	19	
	20	
	21	
	22	
	23	
	24	
	25	
	26	
	27	
	28	
	29	
	30	
	31	
	32	
	33	
	34	
	35	
	36	
	37	
	38	
	39	
	40	
	41	
	42	
	43	
	44	
	45	
	46	
	47	
	48	
	49	
	50	
	51	
	52	
	53	
	54	
	55	
	56	
	57	
	58	
	59	
	60	
	61	
	62	
	63	
	64	
	65	
	66	
	67	
	68	
	69	
	70	
	71	
	72	
	73	
	74	
	75	
	76	
	77	
	78	
	79	
	80	
	81	
	82	
	83	
	84	
	85	
	86	
	87	
	88	
	89	
	90	
	91	
	92	
	93	
	94	
	95	
	96	
	97	
	98	
	99	
	100	



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

REPORT 4  
88/10/21

POST : 414-BRUSSELS

009-FOREST PRODUCTS, EQUIP, SERVICES  
BELGIUM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

REVIEW OF POTENTIAL FOR INTRODUCING FURTHER MANUFACTURED PRODUCTS  
IN FLOORING AND SOLID WOOD PANELING.

CONTINUED PROMOTION VIA VIDEOS/TECHNICAL LITERATURE OF TFC CONSTRUCTION AND RELATED BUILDING PRODUCTS.

CONTINUED PROMOTION OF LESS WELL KNOWN CANADIAN SPECIES (ESP. HARDWOODS).

TO DETERMINE POSSIBILITY TO CHANGE CUSTOMER TASTES.

INCREASE MARKET/CONSUMER AWARENESS OF TFC AND RELATED BUILDING PRODUCTS.

INCREASED AWARENESS AND DEMAND FOR THESE CANADIAN PRODUCTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 F/U ON CONTACTS ETC IN BATIBOUW TRADE FAIR.

SEVERAL PROJECTS BETWEEN KENT HOMES AND BELGIAN CO. INTHOS FORMALIZED. WORTH 2.5 MILLION \$. FIRST UNIT SHIPPED MID-JUNE. TWO MORE TO FOLLOW.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTER: 1  
ETABLIS CONTACTS ENTRE FILIERS CANADIENS & BELGES DE  
DÉVELOPPER LA PARTICIPATION CANADIENNE AVEC FILIERS BELGES  
PRÉPARER PARTICIPATION A EXPOSITION EN 4EME SALON  
PROFESSIONNEL MEDICAL PAINPEDIATRIQUE  
(BRUXELLES 20-24/4/88)

QUARTER: 2  
RECHERCHER LE JOURNALISTE DE SPÉCIALISATION DES COCTAILS  
DE CONSEIL AVEC LE SERVICE DE SPÉCIALISTES BELGES EN  
VITICULTURE

QUARTER: 3  
VITICULTURE

QUARTER: 4

POST : 414-BRUSSELS

REPORT 4  
88/10/21

REPORT 4  
88/10/21

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

POST : 414-BRUSSELS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

DE CONCERT AVEC LE BUREAU DU QUEBEC A BRUXELLES, REPERTORIER ET  
ETUDIER POTENTIEL DE PENETRATION DES LOGICIELS FRANCOPHONES ICI.

DANS UN PREMIER TEMPS FAIRE CONNAITRE POTEN-  
TIEL QUEBECOIS PUIS - PAN-CANADIEN EN BELGI-  
QUE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SUIVI DE "QUELQUES" DOSSIERS PROMETTEURS EN  
EQUIPEMENTS DE HAUTE TECHNOLOGIE ET DE  
LOGICIELS.

SUIVI D'UN CONTRACT POUR FOURNITURE DE HARDWARE  
& SOFTWARE AU LUXEMBOURG.  
ENVOI DE DOSSIERS APPELS OFFRES A FIRMES CDNES.  
SENSIBILISATION DU MARCHE LOCAL AUX PRODUITS  
CANADIENS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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

POST : 414-BRUSSELS

014-EDUCATION, MEDICAL, HEALTH PROD  
BELGIUM

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

PHARMACEUTICALS, BIOTECHNOLOGY

POURSUIVRE CONTACTS AU NIVEAU DES FEDERATIONS ET IMPORTATEURS ET  
DISTRIBUTEURS BELGES (DIAGNOSTIQUES)

RASSEMBLER DOCUMENTATION SUR FIRMES CONCURRENTES LES PLUS IMPOR-  
TANTES (DIAGNOSTIQUES)

EXPLORER ET AMORCER PARTICIPATION CANADIENNE AVEC FIRMES BELGES  
DANS DOMAINE DE LA BIOTECHNOLOGIE DES PLANTES ET PRODUITS THERA-  
PEUTIQUES POUR LE CANCER.

ETABLIR LISTE A JOUR DES PRODUCTEURS CANADIENS ET DEVELOPPER CON-  
TACTS AVEC EUX. STIMULER VISITES EN BELGIQUE DE REPRESENTANTS DE  
PRODUCTEURS CANADIENS. (DIAGNOSTIQUES).

DEFINIR MARCHÉ DU DIAGNOSTIQUE IN VITRO POUR USAGE VETERINAIRE.  
SUIVRE TENDANCE DU MARCHÉ A OFFRIR APPAREILLAGE ET TROUSSE DIA-  
GNOSTIQUE DANS UN ENSEMBLE UNIQUE. (DIAGNOSTIQUE)

ETABLIR BASE D'UNE PARTICIPATION CANADIENNE AVEC FIRMES BELGES  
DANS PROJET EUREKA TRAITANT DE LA BIOTECHNOLOGIE DES PLANTES.

ANTICIPATED RESULTS:

MEILLEURE CONNAISSANCE DU MARCHÉ

DETERMINER PRODUITS LES PLUS VENDUS ET ETA-  
BLIR NICHES A OCCUPER.

METTRE A PROFIT LES COMPETENCES CANADIENNES  
DANS LE DOMAINE ET COMMERCIALISATION DE R & D  
CANADIENNE.

FACILITER APPROCHE DU MARCHÉ BELGE ET DEVE-  
LOPPER CONTACTS DIRECTS ENTRE COMPAGNIES EN  
VUE DE DISCUSSION SPECIFIQUE.

NICHE DISPONIBLE POUVANT ETRE OCCUPEE PAR EX-  
PORTATEUR CDN. PERMETTRE AUX EXPORTATEURS CDN  
D'AJUSTER LEURS STRATEGIES.

TRANSFERT MUTUEL DE TECHNOLOGIES ET COMMERCII-  
ALISATION DES RESULTATS EN AMERIQUE DU NORD  
PAR PARTIE CANADIENNE.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ETABLIR CONTACTS ENTRE FIRMES CDNES & BELGES DS  
DOMAINE DIAGNOSTICS & BIOTECHNOLOGIE VEGETALE.  
PREPARER PARTICIPATION A EXPOMED 88, 4EME SALON  
PROFESSIONNEL MEDICAL, PARAMEDICAL, HOSPITALIER  
(BRUXELLES 20-24/4/88).

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

CONTACTS ETABLIS & FACILITES PAR AMB. ENTRE  
SOLVAY & IRB, TECHLAND & MIER. INTERET PR TRANSF.  
DE TECH. IDENTIFIE PR CONTACTS A EXPOMED. SOU-  
LIGNER, EN PARTICULIER, LES NOMBREUSES DEMANDES DE  
LA PART DE PERSONNES AYANT VISITE NOTRE STAND



REPORT 4  
88/10/21

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

POST : 414-BRUSSELS

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
BELGIUM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PROFITER DE LA RECENTE SIGNATURE D'UN ACCORD CANADA-BELGIQUE(MOU)  
, POUR POUSSER CERTAINS DOSSIERS DE COOPERATION INDUSTRIELLE ET DE  
RECHERCHE CONJOINTE.

ACCAPARER UNE PARTIE DU MARCHÉ DE LA DEFENSE,  
DEJA FORT DEPENDANT DES IMPORTATIONS.

PRISE DE CONTACT AVEC LES PRINCIPALES ASSOCIATIONS PROFESSIONNEL-  
LES LOCALES D'IMPORTATEURS ET DE FABRICANTS (EX. FABELSAFE, AIA,  
FEBELMI).

MIEUX CERNER LE MARCHÉ NATIONAL AFIN DE VOIR  
OU POURRAIENT PERCER LES SOCIÉTÉS CANADIENNES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PREMIERE REUNION DU COMITE BIPARTITE DU "MOU"  
-SEMINAIRE DE COOPERATION INDUSTRIELLE DANS  
SECTEUR DEFENCE.  
INFORMER CONTACTS BELGES SUR TENUE DU SALON  
"ARMX" 1989.

REUNION DE TRAVAIL SUR LE MOU TRES CONSTRUCTIVE  
ET SERA CONTINUE AU CANADA.  
SEMINAIRE A ATTIRE PLUS DE 45 PARTICIPANTS  
INTERESSES D'OU POTENTIEL DE COOPERATION.  
PARTICIPATION BELGE A ARMX - ACQUISE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT #5  
08/10/21

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

414 - BRUSSELS

BELGIUM

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV ALL SUB-SECTORS  
CONTINUE TO DEVELOP CONTACT FILE INDUSTRY ASSOCIATIONS & CORPORATE  
LIAISON ACTIVITY TO FOCUS PRIORITIES.

DIRECT SPECIFIC EXTENSIVE INVESTMENT  
ASSISTANCE TO AT LEAST 5 PRIME PROSPECTS.

EDUCATION, MEDICAL, HEALTH PROD ALL SUB-SECTORS  
COOPERATE WITH LOCAL GOV'T PROGRAMS & REGIONAL EVENTS TO CONTACT SMALL  
INNOVATIVE BIOTECH FIRMS FOR POSSIBLE JVS.

FOLLOW ON CONTACTS INCLUDING CDA. VISITS  
FOR 3 PROSPECTS.

AGRI & FOOD PRODUCTS & SERVICE FOOD HANDLING, PROCESSING EQUIP  
BUILD UP CONTACT FILE CONCENTRATE IN IDENTIFIED FLEMISH PROSPECTS.

WORK CLOSELY WITH FLEMISH PROSPECTS.

NON SECTORALLY ORIENTED ACTIVITIES

HIGH LEVEL VISIT TO CDA BY SOCIETE GENERALE (SG) & POSSIBLY  
FABRIMETAL.

SG HAS DECLARED PLANS TO INVEST ABROAD  
IN HIGH TECHNOLOGY SECTORS.

IMPACT VISITS TO MAJOR CENTRES OUTSIDE BRUSSELS.

BUILD AWARENESS OF CDA. CANVAS INVESTMENT  
INTEREST. SUPPORT RESIDENT CDN BUSINESS  
INTERESTS.

ENTREPRENEURIAL INVESTMENT.

INCREASED ENTREPRENEURIAL MIGRATION.

REPORT #5  
88/10/21

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

414 - BRUSSELS

BELGIUM

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

FOLLOW UP LIEGE "CONTACT CANADA".  
CORPORATE LIAISON (GLVERBEL, FABRIQUE  
NATIONALE, GEHEM, VIEILLE MONTAGNE)

A) PROVINCES (QUEBEC, ONTARIO, BC)  
- FOLLOWING NUMBER OF EXCELLENT LEADS.  
B) THREE PROSPECTS FROM FEDERAL.  
GLAVERBEL DECISION MADE FOR FLAT GLASS PLANT  
IN QUEBEC.

QUARTER : 2

QUARTER : 3

QUARTER : 4

TRACKING:

414 - BRUSSELS

88/10/21

88/10/21

ACTIVITIES UNDERTAKEN IN QUARTER

BELGIUM

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



REPORT 4A  
88/10/21

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

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

POST : 414-BRUSSELS

FIRST MEETING STEERING COMMITTEE - CDA/BELGIUM POU ON  
DEFENCE INDUSTRIAL COOPERATION.  
DEMONSTRATION TIMBER FRAME HOME CONSTRUCTION AT GULDENHOF,  
NETHERLANDS.

EXPANDED SUPPORT FOR THIRD COUNTRY COOPERATION

URANIUM CONCENTRATE FOR NUCLEAR FUEL FABRICATION

TRACKING: VARIOUS ACTIVITIES UNDERTAKEN IN QUARTER:  
QUARTER: 1 - ADJUST/STABILISE WORKING RELATIONSHIP FOR FINAL-  
2ND UNITS 1, 2 AND CLARIFY ROMANIAN INTENTIONS  
FOR UNITS 3, 4, 5  
1 - IMPROVEMENT WORKS BY NEGOTIATIONS  
SERVISE WHO TO HAVE COMMUNICATIONS AND INFO-  
COMMUNICATIONS BY TELEPHONE TO NORTHWESTERN TECHNICAL

QUARTER: 3 - ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 4

INCREASED CONTACT WITH LOCAL COMMERCE ORGANIZATIONS

EXPANDED CONTACT WITH LOCAL INTERNATIONAL WINE CONTRACTORS

ACTIVITIES UNDERTAKEN IN POST YEAR

POST : 414-BRUSSELS

REFERENCE

REPORT 4A

CONDUCT OF KEY ACTIVITIES AND UNPLANNED REPORTS DURING IN QUARTER 3 AND QUARTER 4  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
CONSUMED PROGRAM RESOURCES OF EXPORT PROMOTION PROGRAM

REPORT 4  
88/10/21

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

POST : 703-BRUSSELS, NAC

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
BELGIUM

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	EXPANDED CONTACTS WITH MAJOR INTERNATIONAL PRIME CONTRACTORS	INCREASED SUB-CONTRACT OPPORTUNITIES FOR CANADIAN INDUSTRY.
	INCREASED CONTACT WITH LOCAL CONSULTING ORGANIZATIONS.	MORE EXPERT ASSISTANCE TO CANADIAN FIRMS SEEKING INVOLVEMENT IN NATO PROGRAMS.

---

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	BRIEFINGS BY NORTHERN TELECOM TO SHAPE TECHNICAL CENTRE AND TO NATO COMMUNICATIONS AND INFORMATION SYSTEMS AGENCY ON ISDN.	BRIEFINGS PLANNED & COORDINATED BY DELEGATION DURING WHICH TEAM OF B NT & BNR REPS GAVE TECHNICAL PRESENTATION ON STATUS OF ISDN. DISCUSSION CENTERED ON FUTURE MULTI-BILLION DOLLAR NATO REQUIREMENT OF ISDN TECHNOLOGY.
QUARTER: 1	SYSTEM HOUSE BID TO JOIN AMS CONSORTIUM AS ASSOCIATE MEMBER.	CULTIVATION OF CONSIDERABLE POST EFFORT LED TO 3 DAY MEETING BETWEEN SYSTEM HOUSE & AMS, DURING WHICH SYSTEM HOUSE HAD OPPORTUNITY TO REVIEW ACCS DOCUMENTATION & IDENTIFY POSSIBLE AREAS OF COLLABORATION WITH AMS.
QUARTER: 1	WARDAM II	POST CONDUCTED RIGOROUS & HIGHLY DETAILED REVIEW OF WARDAM PUMP ENGINE SPECIFICATIONS. REVIEW LED TO CONCLUSION THAT SPECIFICATIONS WERE BIASED TO NON CANADIAN MANUFACTURERS. POST THEN PURSUED MATTER IN P & P & NATO PIPELINE COMMITTEES.
QUARTER: 1	PRESENTATION BY NORSTAR TO NATO PANEL ON SATELLITE GPS.	POST INITIATED AND ORGANIZED PRESENTATION INVOLVING DYNAMIC DISPLAY OF NORSTAR GPS TECHNOLOGY TO FULL NATO PANEL.
QUARTER: 1	ON GOING CANADIAN INDUSTRY PRESENTATIONS TO NATO COMMITTEES.	POST ORGANIZED AND ASSISTED IN PRESENTATIONS BY MACDONALD DETWILLER, SPECTRE INDUSTRIES AND AMTEK LTD.
QUARTER: 1	MEETING BETWEEN CHAIRMAN OF THE BOARD AND GENERAL MANAGER OF ACCSCO AND COUNSELLOR (DEFENCE PRODUCTION) ON FUTURE PARTICIPATION IN ACCS PROGRAM.	DISCUSSION REVIEWED PROGRESS IN INDUSTRIAL PLANS FOR ACCS PRODUCTION SHARING AND ESTABLISHED POST AS POINT OF CONTACT FOR COORDINATION OF CANADIAN PARTICIPATION IN ACCSCO CONSORTIUM.
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	-----	



REPORT 4  
88/10/21

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

POST : 476-BUCHAREST

007-POWER & ENERGY EQUIP. & SERV.  
ROMANIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

NUCLEAR

SUPPORT NEW RELATIONSHIP FOR CERNAVODA UNITS 1,2 AND POSSIBLE LEASE/SALE CANADIAN HEAVY WATER.

OCI EXPORT PROMOTION FOR CERNAVODA UNITS 3,4,5.

BROWN COAL POWER BOILER UPGRADING.

EXPANDED SUPPORT FOR THIRD COUNTRY COOPERATION

URANIUM CONCENTRATE FOR NUCLEAR FUEL FABRICATION.

TRAINING, TECHNICAL SERVICES AND HEAVY WATER SUPPLY FROM CANADA.

SALES UP TO \$120 MILLION OF NUCLEAR EQUIPMENT /COMPONENTS AND TECHNOLOGY TRANSFER.

EQUIPMENT/SERVICES SALE FOR ONE UNIT WITH POSSIBILITY OF ADDITIONAL UNITS.

ROMANIAN SUPPLY FOR PROPOSED NUCLEAR PROJECTS IN TURKEY, YUGOSLAVIA AND EGYPT.

SALES BY CDN. SUPPLIERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ADJUST/ENHANCE WORKING RELATIONSHIP FOR FINALIZING UNITS 1,2 AND CLARIFY ROMANIAN INTENTIONS FOR UNITS 3,4,5. HEAVY WATER LEASE/SALE NEGOTIATIONS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

1ST JRC SESSION MAY88 AND CONCURRENT SENIOR LEVEL DISCUSSIONS WERE ENCOURAGING. AECL PROPOSAL SUBMITTED WITH DISCUSSION ON CONTRACT TERMS TO CONTINUE.

REPORT 4  
88/10/21

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

POST : 476-BUCHAREST

010-MINE, METAL, MINERAL PROD & SRV  
ROMANIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

ONGOING SUPPORT FOR CANADIAN EXPORTERS OF IRON ORE, SULPHUR, ASBESTOS.

CONTINUED ANNUAL SALES OF A FEW MILLION TONS OF IRON ORE; MAJOR INCREASE IN ASBESTOS SALES

SUPPORT PROSPECTIVE CANADIAN SUPPLIER(S) OF COKING COAL-DEVELOP MEDIUM-TERM STRATEGY PROMOTE INTERESTS.

CONCLUSION OF TRIAL SALE FOLLOWED BY MEDIUM TERM AGREEMENT FOR ONGOING SUPPLY DEPENDING UPON FACTOR OF SHIPPING COSTS, OPEN MODEST MARKET FOR CANADIAN SUPPLIER.

CONTINUING PROGRAM OF CALLS ON APPROPRIATE ROMANIAN OFFICIALS/ DECISION MAKERS.

ENHANCED CANADIAN PROFILE WITH END-USERS AND POSSIBLE FUTURE SALES.

POSSIBLE SEMINAR(S)/WORKSHOP(S) TO SUPPORT CANADIAN PROMOTIONAL EFFORTS.

FURTHER ENHANCE POSSIBILITY OF INCREASED CANADIAN SUPPLY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 ONGOING CONTACT WITH ROMANIAN IMPORTERS OF IRON ORE, COKING COAL, ASBESTOS, SULPHUR AND PROVIDING APPROPRIATE INFORMATION TO INTERESTED CANADIAN COMPANIES.

PRICE FACTOR CURRENTLY MAIN HINDRANCE - NEGOTIATIONS CONTINUING RE IRON ORE. ASBESTOS - MADE RECOMMENDATIONS TO SUPPLIER TO ENHANCE COMPETITIVENESS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTER: 1 MEETING BETWEEN CHAIRMAN OF THE BOARD AND GENERAL MANAGER OF ROMANIAN COAL AND IRON PRODUCTION ON FUTURE PARTICIPATION IN CANADIAN PROGRAM

DISCUSSION REVISOR PROGRAM IN INDUSTRIAL PLANT FOR ASBESTOS PRODUCTION WHICH HAS ESTABLISHED POST AS POINT OF CONTACT FOR REGISTRATION OF CANADIAN PARTICIPATION IN ASBESTOS PRODUCTION

BUCHAREST: 3  
BUREAU: 4

010-MINE & METAL  
ROMANIA



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

REPORT 4  
88/10/21

POST : 476-BUCHAREST

011-OIL & GAS EQUIPMENT, SERVICES  
ROMANIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

UPDATE SECTOR PROFILE FOR NPS AND CIRCULATE TO POTENTIAL CANADIAN SUPPLIERS AND GOVERNMENT DEPARTMENTS.

ENHANCE COMMUNICATION BETWEEN CDN SUPPLIERS & ROMANIAN END-USERS/DECISION MAKERS, POSSIBLY LEADING TO ANOTHER ALBERTA MISSION IN F/Y 88/89.

CONTINUING CONTACT WITH ROMANIAN OFFICIALS.

PROVIDE EARLY ADVICE RE POSSIBLE OPPORTUNITIES FOR CANADIAN SUPPLIERS IN ROMANIAN AND THIRD-COUNTRY MARKETS.

CONTINUING FOLLOW UP ON OUTSTANDING ENQUIRIES AND PROJECTS UNDER DISCUSSION.

IMPROVED POSSIBILITIES FOR SUPPLY OF CANADIAN EQUIPMENT AND SERVICES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SUPPORT INCREASED DIALOGUE BETWEEN CANADIAN FIRMS AND ROMANIAN OFFICIALS.

AOSTRA DEL VISITED MAY88, SIGNED NEW UNDERSTANDING WITH ROMPETROL. - EMB CO COSTEA ATTEND NPS (CALGARY). - PRELIM PREPARATIONS FOR THIRD COUNTRY COOP MISSION. - GROUNDWORK FOR SECTOR STRATEGY.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
88/10/21

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

POST : 476-BUCHAREST

001-AGRI & FOOD PRODUCTS & SERVICE  
ROMANIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ONGOING SUPPORT FOR POTENTIAL CDN EXPORTERS OF TURKEY BREEDING STOCK, SEMEN, EMBRYOS AND HIDES.

CREATE AN EXPORT MARKET

DEVELOP PROGRAM OF CALLS ON APPROPRIATE ROMANIAN OFFICIALS/DECISION MAKERS.

ENHANCED CANADIAN PROFILE WITH END-USERS AND POSSIBLE FUTURE SALES OF UP TO \$1 MILLION.

POSSIBLE SEMINAR(S)/WORKSHOP(S) TO SUPPORT CANADIAN PROMOTIONAL EFFORTS.

ENHANCE POSSIBILITY OF CANADIAN SUPPLY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONVINCING ROMANIAN OFFICIALS TO DIVERSIFY THEIR SOURCES OF SUPPLY FOR RAW HIDES, TO INCLUDE CANADIAN SUPPLIERS TOO.

FTO ARAMEX PLACED A TRIAL ORDER. ONTARIO MIN OF AGRIC & FOOD MINI-MISSION MAY RESULT IN FUTURE ORDERS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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

POST : 476-BUCHAREST

009-FOREST PRODUCTS, EQUIP, SERVICES  
ROMANIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PULP AND PAPER PRODUCTS

- ONGOING SUPPORT AS APPROPRIATE FOR CANADIAN SUPPLIERS OF PULP.
- MAINTAIN CLOSE RELATIONSHIP BETWEEN FTO CHIMICA, BUCHAREST POST AND CANADIAN SUPPLIERS (CURRENT AND PROSPECTIVE).
- DEVELOP PROGRAM OF CALLS ON APPROPRIATE ROMANIAN OFFICIALS/DECISION-MAKERS.
- POSSIBLE SEMINAR(S)/WORKSHOP(S) TO SUPPORT CANADIAN PROMOTIONAL EFFORTS.

- SPOT SALES TOTALLING APPROX. \$4 MILLION.
- EARLY ADVICE RE ROMANIAN IMPORT REQUIREMENTS.
- ENHANCED CANADIAN PROFILE WITH END-USERS.
- ENHANCED POSSIBILITY OF CANADIAN SUPPLY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 ONGOING CONTACT WITH ROMANIAN OFFICIALS IN SUPPORT OF CANADIAN SUPPLIERS AND CLOSER RELATIONSHIP.
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

EXTENSIVE "DETECTIVE" WORK TO UNCOVER PLAN FIGURES FOR PULP FOR 3RD AND 4TH QUARTER 1988. DESPITE PRESENT DEMAND, CANADIAN ORDER BOOKS ARE FULL.

REPORT 4  
88/10/21

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

POST : 476-BUCHAREST

003-GRAINS AND OILSEEDS  
ROMANIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

WORK WITH CWB AGENTS WHO ARE INTERESTED IN ROMANIAN MARKET FOR BARLEY AND RYE.

CONTINUING PROGRAM OF CALLS ON APPROPRIATE ROMANIAN OFFICIALS/ DECISION-MAKERS.

DEVELOP AND IMPLEMENT A STRATEGY TO FAMILIARIZE ROMANIAN OFFICIALS/DECISION MAKERS WITH CANADIAN CANOLA

SOME CONTINUING SPOT SALES OF UP TO \$10 MIL- LION OF BARLEY AND POSSIBLY RYE.

ALERT CWB AND ITS AGENTS TO POTENTIAL OPPOR- TUNITIES.

CREATE AN ENVIRONMENT IN ROMANIAN FOR CDN CANOLA AND POTENTIAL SALES THEREOF.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 REGULAR CONTACT WITH FTO FRUCTEXPORT, AGROEXPORT TO PROMOTE CANADIAN BARLEY (ESPECIALLY FEED BAR- LEY). ENCOURAGE SUPPORT FROM CWB.

ROMANIAN OFFICIAL PARTICIPATED IN CIGI FEED BAR- LEY COURSE. HAVE CONTACTED CIGI TO ARRANGE FEED BARLEY SEMINAR IN ROMANIA.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4A  
88/10/21

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

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

POST : 476-BUCHAREST

FIRST MEETING OF JOINT REVIEW COMMITTEE.  
ALBERTA OIL SANDS TECHNOLOGY RESEARCH AUTHORITY MISSION.  
AMBASSADOR ABSENT FOR HOM MEETING AND LEAVE (10 DAYS).  
COMMERCIAL OFFICER VAL COSTEA ATTENDANCE AT NPS AND VISIT TO  
AECL, SHERIDAN PARK (2 WEEKS).

ANTICIPATED RESULTS

ONCE A PILOT PROJECT IS COMPLETED EXPORT  
HUNGARY WILL BE EAGER TO NOTIFY SYSTEM FOR  
USE HERE  
CANADIAN-HUNGARIAN FOOD PROCESSING J.V.  
(CO-PRODUCTION OF CANADIAN EQUIP. IN HUNGARY)

QUARTERLY RESULTS REPORTED

VISITS/PROGRAMS WERE ARRANGED FOR SEMEX AND  
AGDEVCO FOR THIS QUARTER AND McGill FOR JULY  
BENSON OF WEST'S STORES, BRITAIN  
KROCC, D. N. BROWN TEN 9 20 VISITS HUNGARY IN  
OFFICE IN BUDAPEST  
ONLY 10 HADSO VISITORS WERE TO (2.5) HUNGARY

QUARTERLY RESULTS REPORTED

HUNGARY AND THIRD WEEKS  
SIGNING OF AN AGREEMENT FOR HUNG AND OTHER IN  
SYSTEM  
BENSON, J. A. WITH VIEW TO FURTHER MANAGEMENT  
SCHEDULED VISIT OF HUNGARY BUDAPEST AND  
OTHER  
LIST A EXPORT PROJECTS WILL LEAD TO OTHER

QUARTERLY RESULTS REPORTED

REPORTING PERIOD: 10/1/88 TO 12/31/88  
MISSION: 476-BUCHAREST  
REPORTING OFFICER: [Name]





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

REPORT 4  
88/10/21

POST : 473-BUDAPEST

001-AGRI & FOOD PRODUCTS & SERVICE  
HUNGARY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE SUPPORTING MCGILL UNIVERSITY'S EFFORTS TO SELL ITS DAIRY  
HERD ANALYSIS SYSTEM IN HUNGARY

ONCE A PILOT PROJECT IS COMPLETED EXPECT  
HUNGARY WILL BE EAGER TO MODIFY SYSTEM FOR  
USE HERE.

CONTINUE EFFORTS TO ATTRACT A CANADIAN FOOD PROCESSOR TO HUNGARY

CANADIAN-HUNGARIAN FOOD PROCESSING J. V.

CONTINUE EFFORTS TO ATTRACT CANADIAN FARM EQUIPMENT MANUFACTURERS  
TO HUNGARY

CO-PRODUCTION OF CANADIAN EQUIP IN HUNGARY

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SUPPORT MCGILL UNIVERSITY, SEMEX AND AGDEVCO  
IN THEIR MARKETING AND/OR JV EFFORTS.

VISITS/PROGRAMS WERE ARRANGED FOR SEMEX AND  
AGDEVCO FOR THIS QUARTER AND MCGILL FOR JULY.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

THEIR NEXT QUARTERLY VISIT TO HUNGARY  
WILL BE IN JULY. THE RESULTS OF THE  
MARKETING EFFORTS WILL BE REPORTED  
IN THE NEXT QUARTERLY REPORT.





REPORT 4  
88/10/21

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

POST : 473-BUDAPEST

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ENTICE CDN TELECOMMUNICATIONS MANUF'S TO SPEND TIME AND MONEY  
REQUIRED TO ADDRESS THIS MARKET

SMALL BUT EXPANDING SALES.

ENCOURAGE NEW CDN- HUNG. J. V. TO SELL CDN SOFTWARE IN HUNGARY

SMALL BUT EXPANDING SALES

ASSIST MAJOR CDN SUPPLIER IN POSITIONING EQUIPMENT FOR WORLD BANK  
TELECOMM PROJECT.

POTENTIAL MAJOR SALES OF \$ 10 MILLION PLUS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

REPORT 4  
88/10/21

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

POST : 473-BUDAPEST

015-CONSTRUCTION INDUSTRY  
HUNGARY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:  
WORK WITH CANADIAN FIRMS ENTERING MARKET FOR FIRST TIME.

ANTICIPATED RESULTS:  
SMALL BUT EXPANDING SALES OF CANADIAN SERVICES. (MOSTLY THROUGH J. V. 'S).

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

RECEIVED TO ADDRESS THIS MATTER  
ENHANCE CAN LEGISLATION/ACTING MEMBER TO BEING TIME AND SOME

SMALL BUT EXPANDING SALES  
SMALL BUT EXPANDING SALES

REPORT 4  
88/10/21

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



REPORT 4A  
88/10/21

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

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

POST : 473-BUDAPEST

CANADA-HUNGARY TRADE CONSULTATIONS, MAY 28 - JUNE 4.

ACTIVITIES PROPOSED IN POST PLAN	DESCRIPTION OF ACTIVITIES	ANTICIPATED RESULTS
BOWLER	1. INTERCANTIC BUYER TO CANADA TO SOURCE PRODUCT/BULK BASIC COMMODITIES	TO SOURCE GREATER VARIETY OF PRODUCTS IN CANADA AND MAKE "WIDER" CONTAINER SHIPMENTS
BOWLER	2. VISITATION OF ALL DANISH BUYERS/PRODUCT INTERESTED IN DANISH PRODUCTS TO CANADA	4-5 LICENSING AGREEMENTS
BOWLER	3. TO ENLARGE DANISH MARKET	SMALL NEW SALES, BUT LONG TERM BENEFITS TO CANADA'S RELATIONS WITH GREENLAND
BOWLER	4. TO ENLARGE DANISH MARKET	INCREASED EFFICIENCY FOR POST TO DIRECT EXPORT ENQUIRIES
BOWLER	5. TO ENLARGE DANISH MARKET	BUYER SALES PROMOTION IN DENMARK VISITED CANADA AND MET VARIETY OF SUPPLIERS - 100,000 PURCHASES 2000,000
BOWLER	6. TO ENLARGE DANISH MARKET	2 - TO NEW DANISH CONNECTIONS
BOWLER	7. TO ENLARGE DANISH MARKET	CANS TO INCREASE 10% DANISH SALES FOR CAN IN 2000-4 NEW DANISH CONNECTIONS PER QUARTER
BOWLER	8. TO ENLARGE DANISH MARKET	2-4 NEW DANISH CONNECTIONS

REPORT 4  
88/10/21

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

POST : 435-COPENHAGEN

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW UP ON RESULTS OF OCTOBER 87 NORDIC COMPUTER PRODUCTS MISSION.

5-6 NEW BUYING CONNECTIONS

INTRODUCING NEW CANADIAN COMPANIES, APPROX. 15 PER QUARTER

4 NEW BUYING CONNECTIONS PER QUARTER

PROGRAM TO INCREASE AWARENESS OF CDN SUPPLY CAPABILITY USING DIRECT MAIL, SELECTED CO. CALLS ETC. EMPHASIS IS ON VISITING DANISH CO. IN WESTERN PART OF DENMARK TO DEVELOP OUR CONTACT BASE IN THIS MORE DISTANT PART OF THE COUNTRY.

DANISH REQUESTS FOR OUR ASSISTANCE IN SOURCING TO INCREASE 15%.

IN LIGHT OF DANISH TELECOMS/DATACOMMUNICATIONS SECTOR LIBERALIZATION(88-89)PROPOSE INVITING 2 PERSONS EACH FROM 2 DANISH TELEPHONE COMPANIES TO CANADA TO MEET WITH POSSIBLE CANADIAN SUPPLIERS.

5 - 10 NEW BUYING CONNECTIONS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUE TO REVIEW CANADIAN TRADE PUBLICATIONS TO IDENTIFY NEW PRODUCTS SUITABLE FOR DANISH MARKET.

SIX CANADIAN COMPANIES APPROACHED AND ENCOURAGED TO ENTER DANISH MARKET.

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



REPORT 4  
88/10/21

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

POST : 435-COPENHAGEN

001-AGRI & FOOD PRODUCTS & SERVICE  
DENMARK

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

ONGOING ASSISTANCE TO INCOMING BUYER JUST RETURNED FROM CANADA  
IN BEANS AND SPECIAL CROP AREAS.

DANISH FOOD PROCESSING TECHNOLOGY OF INTEREST TO CDN FIRMS. POST  
ASSISTING CDN COS TO IDENTIFY AND REACH LICENSING AGREEMENTS WITH  
SUITABLE DANISH FIRMS.

GREENLANDIC BUYER TO CANADA TO SOURCE PRODUCT/BULK BASIC COMMODI-  
TIES.

COMPUTERIZATION OF ALL DANISH BUYERS/BY PRODUCT INTERESTED IN  
DEALING WITH CANADA.

ANTICIPATED RESULTS:

MOVE TO SOURCE GREATER VARIETY OF PRODUCTS IN  
CANADA AND MAKE "MIXED" CONTAINER SHIPMENTS.

6-8 LICENSING AGREEMENTS

SMALL NEW SALES, BUT LONG TERM BENEFITS TO  
CANADA'S RELATIONS WITH GREENLAND.

INCREASED EFFICIENCY FOR POST TO DIRECT  
EXPORT ENQUIRIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 INCOMING BUYERS MISSIONS FROM BOTH PRIVATE AND  
PUBLIC SECTOR SUPERMARKET/DEPARTMENT STORES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

BUYER GROUPS FROM KNI AND BRUGSEN VISITED  
CANADA AND MET VARIETY OF SUPPLIERS. INITIAL  
PURCHASES \$500,000.

REPORT 4  
88/10/21

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

POST : 435-COPENHAGEN

006-ELECTRONICS EQUIP. & SERV  
DENMARK

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

UPDATE INVENTORY OF TRADE CONTACTS TO REFLECT NEW INTEREST/TRENDS.

INCREASED POST EFFICIENCY IN DIRECTING EXPORT ENQUIRIES.

INTRODUCE APPROX. 10 CANADIAN COMPANIES TO MARKET PER QUARTER.

2 - 3 NEW BUSINESS CONNECTIONS PER QUARTER.

IMPROVE GENERAL AWARENESS OF CANADIAN ELECTRONICS SUPPLY CAPABILITY VIA DIRECT MAILING, TRADE SHOW ATTENDANCE, PERSONAL CALLS.

2-3 NEW BUSINESS CONNECTIONS PER QUARTER

CALL ON ELECTRONICS VENDORS PARTICULARLY WESTERN PART OF DENMARK (JUTLAND/FUNEN) TO ESTABLISH CLOSER WORKING RELATIONSHIP WITH SAME (VIS-A-VIS POSSIBLE INTEREST IN PROCUREMENT FROM CANADA).

5 - 6 NEW BUSINESS CONNECTIONS 1988/89.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SEMINAR TO DEMONSTRATE NEW REMOTE SENSING TECHNOLOGY DEVELOPED BY BARRINGER RESEARCH FOR OFF-SHORE OIL AND GAS EXPLORATION.

DEMONSTRATION HELD AT REGIONAL AIRPORT ATTENDED BY DANISH GOV'T OFFICIALS, NORTH SEA OPERATORS & DANISH OIL & GAS PRODUCTION COMPANY.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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

POST : 435-COPENHAGEN

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
DENMARK

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

THIS SECTOR IS FOCUS OF MAJOR ONGOING PROMOTION EFFORTS. WE WILL CONTINUE PROGRAM OF REGULAR CALLS ON KEY DECISION MAKERS AND WHEN APPR. SUPPLEMENT THESE WITH CALLS AT POLITICAL LEVEL.

OFFSET ISSUE CONTINUES TO THREATEN FUTURE SALES EXPANSION. WE WILL WORK WITH DANISH OFFICIALS TO TRY TO MINIMIZE IMPACT.

ANTICIPATED RESULTS:

TO CONSOLIDATE CDN SALES AT THE NEWLY REACHED LEVELS OF \$ 14-16M ANNUALLY.

CONTINUED SALES POSSIBILITIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 DEMONSTRATION OF CANADIAN NAVAL TARGETS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

COMPLETED AS PLANNED. ATTENDED BY REPS OF SWEDISH AND US NAVIES IN ADDITION TO DANISH NAVY

REPORT 4  
88/10/21

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

POST : 435-COPENHAGEN

002-FISHERIES, SEA PRODUCTS & SERV.  
DENMARK

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

INTRODUCTION OF SUPPLIERS WITH NEW SPECIES HAS BEEN MADE AND REQUIRES CLOSE FOLLOW-UP.

2 TECHNOLOGY TRANSFER INTRODUCTIONS HAVE BEEN MADE AND NEGOTIATIONS WILL BE ACTIVELY AIDED.

EEL COLLECTING TRAINING HAS BEEN COMMENCED AND WE CONTINUE TO SUPPORT.

COMPUTERIZATION OF ALL DANISH BUYERS/BY PRODUCT INTERESTED IN CANADIAN PRODUCT.

\$1.0M SALES EXPECTED IN FIRST YEAR OF PROGRAM

ESTABL. OF DANISH TECHNOLOGY IN CANADA FOR TWO LESSER UTILIZED SPECIES.

ONCE CDN FISHERIES BEGIN TO SORT EELS TO DANISH QUALITY STANDARDS, EXPECT SALES OF \$2. MILLION ANNUALLY.

INCREASED EFFICIENCY IN POST ABILITY TO DIRECT EXPORT ENQUIRIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUE TO RESPOND TO ONGOING NEED FOR MARKET INTELLIGENCE AND ASSISTANCE TO EXPORTERS. PROMOTE NEW SPECIES.

REPORTED ON NORTH SEA SALMON ISSUE, SEAL VIEWS, AND DANISH FISHERIES EXPORT STATUS. NEW PRODUCTS SALES INFLUENCED OF \$45,000.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT #5  
88/10/21

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

435 - COPENHAGEN

DENMARK

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

AGRI & FOOD PRODUCTS & SERVICE FOOD HANDLING, PROCESSING EQUIP  
BASED ON 87/88 IDP DIRECT MAIL RESULTS WILL INVITE TARGET FIRMS TO  
LUNCHEON SEMINARS AND VISIT EACH CO. OTHER RESPONDING FIRMS WILL BE  
REGULARLY PROVIDED WITH CANADIAN MARKET INFO ON SECTOR BASIS OR GENE-  
RALLY AS APPROPRIATE.

2-3 LUNCHEON SEMINARS AND PROGRAM OF CALLS  
SHOULD IDENTIFY SEVERAL SERIOUS PROSPECTS  
CONTACT WITH OTHER FIRMS WILL INCREASE  
AWARENESS OF CANADIAN OPTIONS.

CONSUMER PRODUCTS FURNITURE & APPLIANCES  
BASED ON 87/88 IDP DIRECT MAIL RESULTS WILL INVITE TARGET FIRMS TO  
LUNCHEON SEMINARS AND VISIT EACH CO. OTHER RESPONDING FIRMS WILL BE  
REGULARLY PROVIDED WITH CANADIAN MARKET INFO ON SECTOR BASIS OR GENE-  
RALLY AS APPROPRIATE.

2-3 LUNCHEON SEMINARS AND PROGRAM OF CALLS  
SHOULD IDENTIFY SEVERAL SERIOUS PROSPECTS  
CONTACT WITH OTHER FIRMS WILL INCREASE  
AWARENESS OF CANADIAN OPTIONS.

CONSUMER PRODUCTS LEISURE PROD. TOOLS HARDWARE  
BASED ON 87/88 IDP DIRECT MAIL RESULTS WILL INVITE TARGET FIRMS TO  
LUNCHEON SEMINARS AND VISIT EACH CO. OTHER RESPONDING FIRMS WILL BE  
REGULARLY PROVIDED WITH CANADIAN MARKET INFO ON SECTOR BASIS OR GENE-  
RALLY AS APPROPRIATE.

2-3 LUNCHEON SEMINARS AND PROGRAM OF CALLS  
SHOULD IDENTIFY SEVERAL SERIOUS PROSPECTS  
CONTACT WITH OTHER FIRMS WILL INCREASE  
AWARENESS OF CANADIAN OPTIONS.

EDUCATION, MEDICAL, HEALTH PROD HOSP. & MEDICAL EQUIP, INSTRUM.  
BASED ON 87/88 IDP DIRECT MAIL RESULTS WILL INVITE TARGET FIRMS TO  
LUNCHEON SEMINARS AND VISIT EACH CO. OTHER RESPONDING FIRMS WILL BE  
REGULARLY PROVIDED WITH CANADIAN MARKET INFO ON SECTOR BASIS OR GENE-  
RALLY AS APPROPRIATE.

2-3 LUNCHEON SEMINARS AND PROGRAM OF CALLS  
SHOULD IDENTIFY SEVERAL SERIOUS PROSPECTS  
CONTACT WITH OTHER FIRMS WILL INCREASE  
AWARENESS OF CANADIAN OPTIONS.

INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP.  
BASED ON 87/88 IDP DIRECT MAIL RESULTS WILL INVITE TARGET FIRMS TO  
LUNCHEON SEMINARS AND VISIT EACH CO. OTHER RESPONDING FIRMS WILL BE  
REGULARLY PROVIDED WITH CANADIAN MARKET INFO ON SECTOR BASIS OR  
GENERALLY AS APPROPRIATE.

2-3 LUNCHEON SEMINARS AND PROGRAM OF CALLS  
SHOULD IDENTIFY SEVERAL SERIOUS PROSPECTS  
CONTACT WITH OTHER FIRMS WILL INCREASE  
AWARENESS OF CANADIAN OPTIONS.

NON SECTORALLY ORIENTED ACTIVITIES

OUR FY 87/88 PROGRAM OF ENCOURAGING GREATER INSTITUTIONAL INVSTMT IN  
CDA WAS HIGHLY SUCCESSFUL, INCREASING INVESTMENT FROM \$5M IN 85 TO  
\$15M IN FIRST 1/2 87. OUR FY 88/89 PROGRAM IS TO MAINTAIN THIS  
INTEREST BY CONTINUED CONTACT WITH KEY MONEY MANAGERS.

WE WILL MAKE APPROX. 10 CALLS ON LEADING  
INVESTORS.

WILL INCREASE COORDINATION WITH PROVINCIAL REPS OFFERING SUPPORT OF  
OUR IDP DATA BASE FOR MAIL CONTACT THEY MAY WISH TO DO AS WELL AS  
ASSISTING DURING THEIR VISIT TO TERRITORY. WILL ENSURE ALL LEADS ARE  
FOLLOWED UP BY VIS. EITHER BY OUR OFFICE OR BY PROV'L REPS IF APPROP.

CLOSER COORDINATION WILL ALLOW MORE CO.  
CALLS. MORE DIRECT PROVINCIAL CONTACT  
WITH FIRMS WILL EASE OUR RESOURCES SHORT-  
AGE.

WILL CONTINUE PROGRAM OF INTERESTING DANISH BUSINESS NEWS MEDIA IN  
CARRYING STORIES ON CANADA.

FY 87/88 SAW 4 SUCH SPECIAL REPORTS PUBLI-  
SHED. HOPE TO MAINTAIN AND BUILD ON THIS  
LEVEL OF INTEREST.



REPORT #5  
88/10/21

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

435 - COPENHAGEN

DENMARK

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

INITIAL PLANNING FOR INVESTMENT PROMOTION EVENT IN JUTLAND. - MAIL OUT OF PROSPECTUS CANADA TO POTENTIAL INVESTORS.

3 PROVINCES WILL BE PARTICIPATING. BASIC FORMAT OF EVENT DEFINED. - PARTIAL MAILING COMPLETED. INFO NOT SENT TO JUTLAND CONTACTS AS WILL BE HELD FOR DIRECT MAIL PROMOTING UPCOMING EVENT (SEPT. 27 - BUSINESS CONTACT CANADA DAY).

QUARTER : 2

QUARTER : 3

QUARTER : 4

435 - COPENHAGEN

88/10/21

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



REPORT 4A  
88/10/21

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

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

POST : 435-COPENHAGEN

INSTALLATION OF WIN EQUIP. THIS PROJECT HAS TAKEN APPROX.  
ONE FULL PERSON MONTH THIS QUARTER. (2) FUR LABELLING ISSUE-  
THIS TRADE POLICY MATTER WILL CONTINUE TO REQUIRE SIGNIFI-  
CANT TID RESOURCES, PARTICULARLY AS DENMARK IS ITSELF CLOSELY  
INVOLVED. TADF MADE LIAISON VISIT APRIL 18-19. (3) OUTSTAN-  
DING OFFSET PURCHASE OBLIGATIONS BY CANADIAN SUPPLIERS LED  
TO CRISIS WHICH REQUIRED EXTENSIVE POST INVOLVEMENT.  
(4) MISSION TO GREENLAND LED BY D. M. OF DINA - COMMERCIAL  
COUNSELLOR PREPARED BRIEFINGS AND PARTICIPATED. (5) FRASER  
HARBOUR MISSION - JUNE 6. (6) ORGANIZING INCOMING BUYERS VI-  
SITS FOR JP ELTEKNIK, ROUFOSS ALUMINIUM, AND 3 DANISH BUYERS  
TO AIA INTERNATIONAL.

ANTICIPATED RESULTS

POTENTIAL CONTRACT OF \$2,000,000 CAN

SALES OF \$30,000 CAN

REALIZATION OF PROJECT EXPENSES ON VARIOUS  
FACTORS-DIFFICULT TO ASSESS AT THIS TIME

SALES OF \$50,000 CAN

STAFFING REQUIREMENTS TO BE REPORTED  
MAY BE SUBJECT TO CHANGE  
MAY BE SUBJECT TO CHANGE  
MAY BE SUBJECT TO CHANGE

COMPLETED FOR QUARTER

PERIOD OF TIME OF WORK

NEW INVESTMENT FOR LARGE BUSINESS DECISIONS

DECISIONS AVAILABLE WITHIN 45 MINUTES CAN  
LARGE BUSINESS DECISIONS AVAILABLE WITHIN 45 MINUTES CAN

SALES OF \$1.0 MILLION CAN

ANTICIPATED RESULTS

THEY AND  
000-11000001 222' 2222' 2222'

FORECAST OF NEW ACTIVITIES AND ACTIVITIES BEING  
VL MISSIONS REPORTED FOR FISCAL YEAR 88  
BY THE MISSIONS REPORTED FOR FISCAL YEAR 88

REPORT 4  
88/10/21

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

POST : 436-DUBLIN

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE

ATTEND FARNBOROUGH AIR SHOW (SEPT 1988)

SALES OF \$1.0 MILLION CDN

LIAISE WITH IRISH DEPARTMENT OF TRANSPORT CONCERNING TENDER  
DECISION FOR AIR TRAFFIC CONTROL RADAR SIMULATOR.

TENDER AWARD TO AERONAUTICAL TRAINING SYSTEMS  
(DECISION AWAITED) VALUED AT \$2 MILLION CDN.

FOLLOW UP ON AVAILABILITY OF SUITABLE FINANCING PACKAGES.

KEY INGREDIENT FOR FUTURE BUYING DECISIONS.

KEEP IN CONTROL WITH KEY IRISH AIRCRAFT BUYERS.

POSSIBLE SALE OF DASH 8.

SUPPORT CAE'S EFFORTS IN SELING TO GUINNESS PEAT AVIATION  
AND AER LINGUS.

CONTRACT FOR SIMULATOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 UNDERTAKE REQUIRED FOLLOW-UP WITH THE POTENTIAL  
BUYERS OF DASH 7 & 8.

GUINNESS PEAT AVIATION CLOSE TO DECISION RE  
PURCHASE OF DASH 8.  
WHILST DUBLIN STOLPORT LONG WAY OFF PROJECT  
PLANNING SHOW PROMISE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

TO MY INFORMATION  
THIS FOR A "STANDARD" NON-PROFIT ORGANIZATION WHOSE PURPOSE IS  
HUMANITARIAN MISSION - THE V. INTERNATIONAL INCOMING GROUPS AT  
COMMISSION DELIVERED RELEVANT AND APPLICABLE TO THE  
MISSION TO WHICH YOU REFER TO IN YOUR CONNECTION  
TO WHICH WHICH REQUIRED EXTENSIVE WORK AND ASSESSMENT  
THE LABEL GROUPS ON WHICH AS A CONDITIONALITY FOR  
THEIR TO BECOME PUBLICLY AVAILABLE TO THE  
CWI TO BECOME PUBLICLY AVAILABLE TO THE  
THIS LABEL GROUPS WILL BE CONTINUED TO BECOME PUBLICLY  
AND THE PERSON WHOSE THIS GROUPS (S) FOR THE GROUPS  
INFLUENCE OF THE GROUPS THIS GROUPS HAS BEEN AVOID

008-TRANSPORT-SYS

008-TRANSPORT-SYS

WHICH CONSIDERED PERSONAL RESPONSIBILITIES DURING THE REPORTING PERIOD  
LISTED BEFORE THE RESPECTIVE GROUPS INVOLVED ACTIVITIES

AT MISSIONS ABROAD FOR FISCAL YEAR 88  
MARCH/APRIL 1988



REPORT 4  
88/10/21

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

POST : 436-DUBLIN

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

BROADCASTING (INC CATV)

IN LIGHT OF COMMUNICATIONS MINISTERS APPROVAL OF MMDS TECHNOLOGY,  
FOLLOW UP WITH KEY OFFICIALS AND CABLE TV COMPANIES.

POTENTIAL CONTRACT OF \$2,000,000 CDN

MAINTAIN CONTACT WITH IRISH BUYERS OF SATELLITE DISHES, CATV  
CONNECTORS AND AMPLIFIERS.

SALES OF \$50,000 CDN

MONITOR ATLANTIC SATELLITES/HUGHES PROJECT.

REALISATION OF PROJECT DEPENDS ON VARIOUS  
FACTORS-DIFFICULT TO ASSESS AT THIS TIME.

APPROACH OTHER CANADIAN SUPPLIERS OF CATV AND BROADCAST EQUIPMENT

SALES OF \$50,000 CDN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MONITOR DEVELOPMENTS RE INTRODUCTION OF MMDS  
TECHNOLOGY.

IRISH DEPARTMENT OF COMMUNICATIONS HAVE RECEIVED  
UP TO 30 APPLICATIONS FROM CABLE TV COMPANIES TO  
OPERATE SYSTEMS. IT IS SUGGESTED THAT ONLY 15-17  
ARE VIABLE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
88/10/21

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

POST : 436-DUBLIN

006-ELECTRONICS EQUIP. & SERV  
IRELAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

LIAISE WITH BUYERS OF IRISH SUBSIDIARIES OF CANADIAN COMPANIES.  
LIAISE WITH THE IRISH FEDERATION OF ELECTRONIC AND INFORMATIC INDUSTRIES.  
LIAISE WITH KEY INDUSTRIAL DEVELOPMENT AUTHORITIES.  
EXPLORE POSSIBILITIES OF A CANADA-IRELAND AGREEMENT OR MOU TO FACILITATE R&D EXCHANGES IN PUBLIC AND PRIVATE SECTORS.  
PROMOTE LICENSING ARRANGEMENTS BETWEEN CANADIAN AND IRISH COMPANIES.  
ORGANIZE MISSIONS FROM IRELAND TO CANADA AND FROM CANADA TO IRELAND, RELATING TO ABOVE.

INCREASED SALES OF CANADIAN PRODUCTS - \$2M.  
BETER KNOWLEDGE OF CANADIAN AND IRISH CAPABILITIES.  
ONE JOINT VENTURE IN CANADA OR IRELAND.  
AGREEMENT/MOU REACHED.  
TWO LICENSING AGREEMENTS.  
TWO AGREEMENTS COVERING JOINT MARKETING.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ONGOING CONTACT WITH KEY COMPONENT AND INSTRUMENTATION IMPORTERS.  
QUARTER: 2 -----  
QUARTER: 3 -----  
QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

SEVERAL IMPORTERS NOW IN DIRECT CONTACT WITH CANADIAN SUPPLIERS.



REPORT 4  
88/10/21

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

POST : 436-DUBLIN

015-CONSTRUCTION INDUSTRY  
IRELAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

BUILDING PRODUCTS

FOLLOW-UP ON MARKET STUDY FOR NEWFOUNDLAND SLATE PRODUCTS  
UNDERTAKEN FOR DRIE ST. JOHNS.

MEET WITH CONSTRUCTION AND BUILDING SUPPLY COMPANIES IN GREEN TO  
ASSESS MARKET POTENTIAL FOR INSULATION AND RELATED CONSTRUCTION  
PRODUCTS.

APPROACH LARGE MANUFACTURER/FABRICATOR OF GRANITE CLADDING RE  
THEIR SOURCE OF RAW MATERIALS.

ANTICIPATED RESULTS:

RESULTS BEING EXAMINED BY NEWFOUNDLAND  
CONSULTANTS AND EXPECTED SALES OF  
\$100,000 CDN.

POSSIBLE NEW MARKET NICHES AND SALES OF  
\$100,000 CDN.

REPEAT ORDERS FOR EXPECTED GRANITE OF  
\$500,000 CDN.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 APPROACH CONSTRUCTION COMPANIES AND IMPORTERS  
OF BUILDING MATERIALS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

NO FIRM DEVELOPMENTS. IRISH CONSTRUCTION SECTOR  
REMAINS DEPRESSED, CONSEQUENTLY COMPANIES  
RELUCTANT TO ASSESS NEW PRODUCTS.

REPORT #5  
88/10/21

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

436 - DUBLIN

IRELAND

PLANNING:

-----  
ACTIVITIES PROPOSED IN POST PLAN  
-----

-----  
ANTICIPATED RESULTS  
-----

AGRI & FOOD PRODUCTS & SERVICE                      SEMI & PROCESSED FOOD & DRINK  
DEVELOP EXISTING CONTACTS IN AGRI-FOOD SECTOR WHO HAVE ALREADY  
EXPRESSED INITIAL INTEREST IN CDN PROJECTS.

SERIOUS INTEREST.

COMM. & INFORM. EQP. & SERV                      ROBOTICS & ARTIFICIAL INTELL.  
LIAISE WITH SUCCESSFUL LARGE & MEDIUM SIZED COMPANIES IN ROBOTICS  
ELECTRONIC COMPONENTS SOFTWARE.

EXPANSION OF AUTOMATED TOOLING SYSTEMS  
PROJECT. POSSIBLE NEW PROJECTS.

FOREST PRODUCTS, EQUIP. SERVICES                      PULP AND PAPER PRODUCTS  
MEETINGS WITH KEY EXECUTIVES IN LARGEST IRISH CONGLOMERATE  
(JEFFERSON SMURFIT GROUP).

THEIR N. AMERICAN DIVISION TO CLOSELY  
MONITOR CDN PULP/PAPER SECTOR.

CONSTRUCTION INDUSTRY                      ARCHITECT, CONSTRUCT SERVICES  
MEET WITH EXECUTIVES IN LEADING CONSTRUCTION COMPANIES.

WILL LOOK SERIOUSLY AT PROSPECTS IN CDA.

NON SECTORALLY ORIENTED ACTIVITIES

ENSURE THAT BANKS & OTHER FINANCIAL INSTITUTIONS ARE AWARE OF INVEST-  
MENT OPPORTUNITIES.

BETTER FLOW OF INFORMATION THROUGH TO KEY  
CLIENTS.

PREPARE REPORT ON IRISH INVESTMENT IN CDA AND IN OTHER COUNTRIES.

INCREASED AWARENESS.

LIAISE WITH IMMIGRATION DIVISION RE IMMIGRATION ENTREPRENEURS.

ADDITIONAL ENQUIRIES IN CURRENT CLIMATE.



REPORT #5  
88/10/21

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

436 - DUBLIN

IRELAND

TRACKING:  
-----

ACTIVITIES UNDERTAKEN IN QUARTER  
-----

RESULTS REPORTED  
-----

QUARTER : 1

MAINTAIN CONTACT WITH KEY CONTACTS/CANDIDATES.  
ENCOURAGE RELEVANT COMPANY OFFICERS TO VISIT  
CANADA.  
CIRCULATE PROMOTIONAL AND COMMERCIAL LITERATURE.

NO PROJECTS CONFIRMED THIS QUARTER.  
GOODMAN INTERNATIONAL PLAN TO HAVE CONSULTANT IN  
CANADA WHO WILL ASSESS POTENTIAL TARGETS.  
READYMIX IRELAND PLAN TO SEND OFFICER TO CANADA  
IN SEPT 88 TO ASSESS CONSTRUCTION SECTOR.

QUARTER : 2  
-----

QUARTER : 3  
-----

QUARTER : 4  
-----

6021 436-018718

0011151  
00001 14

WHICH COMPLETED BROCKMAN RECORDED DURING THE REPORTING PERIOD  
CARRIED BEGON VBE THE RESPECTIVE VARIOUS UNPLANNED ACTIVITIES

VI MISSIONS YANOND FOR FISCAL YEAR 88  
0711151 00001 14

REPORT 4A  
88/10/21

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

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

POST : 436-DUBLIN

ASSIST ONT. GOVT MISSION (FM LDN) DURING 5 DAY VISIT TO  
DUBLIN AND CORK.  
LIAISON/MEETING WITH IRISH GOVT. DEPTS RE : PWN, ANIMAL  
HEALTH REGULATIONS, TARIFFS.  
INSTALLATION OF NT VIENNA COMPUTER FOR WIN EXPORTS PROGRAM.  
MEETINGS RE PROPOSED STOLPORT FOR DUBLIN.  
ACCOMPANY BC GOVT. OFFICERS TO LICENSING CONF. IN DUBLIN.  
ASSIST IVI AND THEIR AGENTS IN SUBMITTING AMMUNITION TENDER  
TO IRISH DEPARTMENT OF DEFENCE. VISIT/MEETINGS.  
REPORT ON CONGO MISSION TO IRELAND AND ONTARIO.  
ATTEND DUBLIN DISCHARGE OF LARGE CONSIGNMENT OF BC LUMBER  
(WESTAR AND SEABOARD) FROM MOLDA.  
VARIOUS FISHERY REPORTS TO TAF, NOVA SCOTIA AND NEW  
BRUNSWICK GOVERNMENTS AND FISHERIES COUNCIL OF B. C.

CONSTRUCTION INDUSTRY

DUBLIN : 3

NON SECTORALLY ORIENTED ACTIVITIES

ENSURE THAT BARRS & OTHER POLITICAL ACTIVITIES ARE  
MENT. OPPORTUNITIES.

INTEGRATION OF EXPORT PROMOTION WITH OTHER  
GOV'T

ENCOURAGE BETWEEN CANADIAN OFFICIALS TO  
MAINTAIN CONTACT WITH THE COMMERCE DEPARTMENT

COOPERATION WITH IMMIGRATION DIVISION RE IMMIGRATION ENTREPRENEURS.

UNACKNO.

BY - DUBLIN

DATE: 10/21/88

ACTIVITIES UNDERTAKEN IN DUBLIN

REPORT

THESE ACTIVITIES WERE PART OF INVESTMENT ACTIVITIES AND REPORT  
DUBLIN'S PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM FOR FY 88



REPORT 4  
88/10/21

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

POST : 424-DUSSELDORF

001-AGRI & FOOD PRODUCTS & SERVICE  
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

NEW CHANNELS FOR THE PRE COOKED FROZEN MEALS BY VISITING LEADING FIRMS AND MAKING THEM AWARE OF CANADA'S POTENTIAL.

SALES OF # 1-2 M PER YEAR WITH ANNUAL INCREASES OF 5-10%.

IDENTIFY NEW CHANNELS OF DISTRIBUTION, OTHER THAN IMPORTERS: FOOD STORES, CENTRAL PURCHASING AGENCIES, WHOLESALERS, ETC.

INCREASED SALES

IDENTIFY NEW SUPPLIERS + NEW END USERS IN FOLLOWING SECTORS: PET FOODS, HEALTH PRODUCTS, DRIED FRUITS, PRE COOKED FROZEN MEALS.

PENETRATE GERMAN MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

SALES OF # 1-2 M PER YEAR WITH ANNUAL INCREASES OF 5-10%.

INCREASED SALES

PENETRATE GERMAN MARKET.

REPORT 4  
88/10/21

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

POST : 424-DUSSELDORF

016-INDUSTRIAL MACHIN, PLANTS, SERV.  
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:  
MEETINGS WITH GERMAN MFRS TO EXCHANGE TECHNOLOGY IN CERTAIN AREAS

ANTICIPATED RESULTS:  
TO GET MORE ADVANCED TECHNOLOGY TO CANADIAN MFRS AND TO DEVELOP NEW BUSINESS CONNECTIONS FOR CDN. EXPORTERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MISSION ON THIRD COUNTRY CAPITAL PROJECT COOP.,  
LED BY MIN OBERLE, VISITED ACHEMA TRADE SHOW IN  
FRANKFURT JUNE 4 - 11, 1988.

EXCELLENT SERIES OF NEW BUSINESS CONNECTIONS  
BETWEEN MISSION MEMBERS (I.E. J. H. LOCK, KOCH, ETC.)  
& GERMAN PROJ. CONTRACTORS (I.E. LURGI, KRUPP,  
KLOCKNER) EXPECT 5-10 MLN. IN FOLLOW-UP AND  
POTENTIAL LONG-TERM BUSINESS.

QUARTER: 1 EDCOTT MARKET DEVELOPMENT VISIT.

ORGANIZED ABBREVIATED LIAISON CALL BY EDC OFFI-  
CER TO SELECTED GERMAN PROJ. CONTRACTORS & A  
MAJOR LENDING INSTITU'TN. SEV'L NEW PROJS DISCUS-  
SED PLUS USEFUL INFO. OBTAINED ABOUT THE CREDIT-  
WORTHINESS OF STATE COMPANIES IN GREECE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

424-DUSSELDORF

10/21/88

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



REPORT 4  
88/10/21

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

POST : 424-DUSSELDORF

009-FOREST PRODUCTS, EQUIP, SERVICES  
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

LOG HOME PACKAGE PROMOTION.

SAMPLE ORDER TEST MARKETING WITH LOCAL PARTNER.

CEDAR PRODUCT OPPORTUNITY IDENTIFICATION WITH FRG WOOD HOUSE BUILDERS.

DISPLAY OF CEDAR PRODUCTS IN MODEL HOMES AND SHOW ROOMS.

SOFTWOOD LUMBER PROMOTION AIMING AT ROOF TRUSS MANUFACTURERS.

SAMPLE ORDERS FOR CLS LUMBER

METRIC PLYWOOD PROMOTION FOR RENOVATION BUSINESS.

SAMPLE ORDERS

UPDATE OF DIY TRADE DIRECTORY

IMPROVE INQUIRY MATCHING RE MANUFACTURED WOOD PRODUCTS.

PULP AND PAPER PRODUCTS

INVESTIGATE WALL PAPER MARKET.

SAMPLE ORDERS TO MAJOR DISTRIBUTORS AND/OR RETAILERS.

SOURCING OF PAPER MFCRS WITH FREE CAPACITIES NOT BELONGING TO PULP AND PAPER ASSOCIATION.

INCREASE IN BUSINESS CONNECTIONS AND SALES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
88/10/21

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

POST : 424-DUSSELDORF

002-FISHERIES, SEA PRODUCTS & SERV.  
GERMANY WEST

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	FISH & SHELLFISH & OTHER PROD	
	UPDATE EXISTING FISH FACT SHEETS DESCRIBING THE GERMAN MARKET FOR SELECTED SPECIES.	MAKE CANADIAN SUPPLIERS AWARE OF OPPORTUNITIES AND DISTRIBUTION CHANNELS.
	CONTINUE TO INTRODUCE HIGH VALUE PRODUCTS FOR THE DELICATESSEN MARKET.	SALES INCREASE BY 5%
	DEVELOP NEW CHANNELS OF DISTRIBUTION OTHER THAN IMPORTERS: WHOLE-SALERS, RETAILORS, ETC.	SALES INCREASE BY 5%

---

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

002-FISHERIES, SEA PRODUCTS & SERV. GERMANY WEST

424-DUSSELDORF

88/10/21



REPORT 4  
88/10/21

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

POST : 424-DUSSELDORF

013-CONSUMER PRODUCTS  
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

TOOLS & HARDWARE

CONTINUE OUR EFFORTS IN MARKETING CDN MADE TOOL & HARDWARE PRODUCTS.

MEET WITH MAJOR IMPORTERS/DISTRIBUTORS TO INTEREST THEM IN CDN MADE TOOLS & HARDWARE PRODUCTS.

ANTICIPATED RESULTS:

INCREASE OUR MARKET SHARE BY 0.5%

CREATE AWARENESS OF CDN MADE PRODUCTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ORGANISED CDN PARTICIPATION AT INTERNATIONAL FUR FAIR (13 APRIL - 17 APRIL).

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

FUR INDUSTRY IN DIFFICULT PERIOD. WE HAVE PRELIMINARY AGREEMENT OF ONTARIO AND QUEBEC FURRIERS TO COOPERATE IN COMMON STAND IN 1989.

REPORT 4  
88/10/21

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

POST : 424-DUSSELDORF

011-OIL & GAS EQUIPMENT, SERVICES  
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

POST HAS REPORTED ON GERMAN OIL AND GAS INDUSTRY AND PROMOTED INDUSTRIAL COOPERATION.

PROMOTING SIGNIFICANT SUB-CONTRACTING IN CANADA FOR GERMAN CONTRACTORS IN THIS SECTOR.

POST HOLDING A BUSINESS DEVELOPMENT DAY IN HANNOVER WITH OIL AND GAS AS MAJOR THEME.

POST PROMOTING CDN CO. ATTENDANCE AT ACHEMA FAIR IN FRANKFURT IN JUNE.

POST PROMOTING GERMAN CO. ATTENDANCE AT NAT'L PETROLEUM SHOW.

FROM DRIEOTT VISIT IN MARCH 88 HOPE TO HAVE 3 OR 4 TECHNOLOGY TRANSFER OPPORTUNITIES.

EXPECT PROCOR AND CDN FOREMOST TO STRENGTHEN TIES WITH CO. VISITS IN FEB.

INCREASED INTEREST IN CDN OIL AND GAS SECTOR BY GERMAN COS. IDENTIFICATION OF NEW JOINT VENTURE OPPORTUNITIES.

FURTHER DEVELOP COOPERATION ON THIRD COUNTRY CAPITAL PROJECTS.

ADDITIONAL SOURCING IN CDA FOR PROJECTS IN GERMANY AND ON THIRD MARKETS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 INCOMING VISITOR TO NATIONAL PETROLEUM SHOW JUNE  
2 - 4 1988 IN CALGARY.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

LINDE TVT AG REP. REPORTED SUCCESSFUL RESULTS.  
FORMAL DEBRIEFING TO FOLLOW.



REPORT #5  
88/10/21

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

424 - DUSSELDORF

GERMANY WEST

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

OIL & GAS EQUIPMENT, SERVICES MACHINERY AND EQUIPMENT  
MEET WITH GERMAN MANUFACTURERS, USERS & IND. ASSOCIATIONS.

A TARGET LIST OF UP TO 15 COMPANIES WITH  
TECHNOLOGY MATCHING CDN NEEDS.

AGRI & FOOD PRODUCTS & SERVICE FOOD HANDLING, PROCESSING EQUIP  
THROUGH CONTACTS WITH GERMAN FOOD PROCESSORS, TOUR FACILITIES & FOLLOW-  
UP WITH EQUIPMENT SUPPLIERS.

A SELECT GROUP OF COMPANY CONTACTS FOR  
A FOOD PROCESSING MISSION.

MINE, METAL, MINERAL PROD & SRV MINERALS AND MINERAL PRODUCTS  
CORPORATE LIAISON CALLS ON METAL/MINERAL COMPANIES. REVIEW EXISTING  
CDN INVESTMENTS & PROMOTE NEW INVESTMENTS.

IDENTIFICATION OF PRIORITY SECTORS FOR IN-  
VESTMENT IN CDA. INTRODUCTION TO POTENTIAL  
CDN PARTNERS.

FISHERIES, SEA PRODUCTS & SERV. MARINE HARV, PROC MACH & EQUIP  
MEET WITH MAJOR GERMAN FOOD PROCESSORS & PROCESSING EQUIPMENT  
MANUFACTURERS.

PREPARE A LIST OF GERMAN MANUFACTURERS TO  
BE LINKED WITH CDN MANUFACTURERS OR FISH  
PROCESSORS.

INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP.  
USE THE METAV FAIR TO SURVEY GERMAN CAPABILITY IN MATERIALS HANDLING  
SUB-SECTOR. VISIT WITH REPRESENTATIVE LEADING COS. IN FIELD.

COMPREHENSIVE KNOWLEDGE OF SECTOR, GIVING  
US ABILITY TO RECOMMEND INVESTMENT TARGETS  
TO OTTAWA.

CONSTRUCTION INDUSTRY EQUIPMENT & MACHINERY  
MEET WITH CANDIDATE COS. (SMALL FAMILY OWNED, FINANCIALLY SOLID) IN  
CONSTRUCTION EQUIP. SUB-SECTOR. MEET WITH MAJOR GERMAN CONSTRUCTION  
COS. (IE HOCHTIEF & OTHERS).

ACHIEVE AT LEAST ONE JOINT VENTURE IN CDA  
IN CONST. EQUIP. RECOMMEND TO CDN CONST.  
COS. LOOKING FOR PARTNERS, EXPANSION  
OPPORTUNITIES.

NON SECTORALLY ORIENTED ACTIVITIES

MEET WITH PRIVATE BANKS IN TERRITORY TO PROMOTE INVESTMENT INTEREST  
IN CANADA.

INCREASED AWARENESS OF CDA AS INVESTMENT  
OPPORTUNITY; IDENTIFICATION OF ADDITIONAL  
COMPANIES INTERESTED IN CANADA.

REPORT #5  
88/10/21

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

424 - DUSSELDORF

GERMANY WEST

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

HANNOVER INDUSTRY SHOW.  
OIL AND GAS EQUIPMENT.  
DEMINEX INVESTMENT.

ONE OF FEW INSTITUTIONALIZED FED/PROV INVSTMT  
PROMO'N ACTIVITIES. PROV'L COLLEAGUES EXPRESSED  
SATISFAC'N. FORMAT BECOMING A LITTLE "TIRED" AND  
WE MAY PHASE OUT EVEN IN 89. IN FOLLOW-UP TO  
DRIEOTT/GSTM VISIT & CDN PETRO. ASSOC'N SEM. IN  
MAR., WE HAVE TECH. TRANSFER PROSPECTS WITH, WITH,  
BORNEMANN & HANNEMANN COMPANY. DEMINEX CONCLU-  
DED A \$25 - 30 MLN INVESTMENT GIVING COMPANY A  
CASH FLOW TO BALANCE RESEARCH AND EXPLORATION  
ACTIVITIES IN CANADA.

QUARTER : 2

QUARTER : 3

QUARTER : 4

424 - DUSSELDORF

ACTIVITIES UNDERTAKEN IN QUARTER

GERMANY WEST

RESULTS REPORTED

COMMENTS ON THE INVESTMENT ACTIVITIES AND UNCLASSIFIED RESULTS GIVEN IN MISSION'S MONTHLY LGVW  
OPERATIONAL REPORTS OF INVESTMENT PROMOTION PROGRAM FOR FY 88



REPORT 4A  
88/10/21

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

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

POST : 424-DUSSELDORF

VISIT TO ALTA. CHIEF DEPUTY MINISTER, GEORGE DE RAPPARD.  
VISIT OF MIN OBERLE TO ACHEMA FAIR IN FRANKFURT. (WE HAD  
PROMOTED A MISSION TO ACHEMA BUT WE HAD NOT FORECASTED A  
MIN. VISIT WITH ONLY THREE WEEKS PRIOR NOTICE).

INCREASED MARKET SHARE

CONTINUED UNRESTRICTED ACCESS TO EUROPEAN  
COMMUNITY FOR CANADIAN SOFTWOOD LUMBER

TO INCREASE ACCEPTANCE OF CAN TINDER FRAME  
MACHINES OF WHICH CANADIAN MANUFACTURERS ARE  
THE LEADING SUPPLIER IN THE WORLD

QUARTERLY RESULTS REPORTED

QUARTERLY RESULTS REPORTED

ORGANIZED SUCCESSFUL CANADIAN PARTICIPATION  
AT THE DUTCH MARKET

INTRODUCE 2 NEW LUMBER TO DUTCH MARKET

INCREASE OF CAN MARKET SHARE IN EUROPE

AVAILABILITY AND QUALITY OF PRODUCTS  
BEING OFFERED TO CANADIAN MARKET

CANADIAN PRODUCTS  
IDENTIFIED NEW MARKETS & AREAS INTERESTED IN

5 NEW VENTURES FOR CANADIAN EQUIPMENT

ACTIVITIES REPORTED

MT 88-28108

ACTIVITIES REPORTED IN LAST QUARTER

REVENUES

POST : 424-DUSSELDORF

88-28108

88/10/21

REVENUES OF NEW ACTIVITIES AND ACTIVITIES REPORTED IN MISSIONS ABROAD FOR FISCAL YEAR 88  
BY MISSIONS ABROAD FOR FISCAL YEAR 88





REPORT 4  
88/10/21

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

POST : 415-HAGUE, THE

009-FOREST PRODUCTS, EQUIP, SERVICES  
NETHERLANDS

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

SERVICE GROWING NUMBER OF ENQUIRIES FROM CANADIAN WOOD AND WOOD PRODUCTS EXPORTERS.

INCREASED MARKET SHARE

MONITOR DUTCH AUTHORITIES VIEWS ON PINWOOD NEMATODE ISSUE AND ARGUE CANADIAN POSITION AS REQUIRED

CONTINUED UNRESTRICTED ACCESS TO EUROPEAN COMMUNITY FOR CANADIAN SOFTWOOD LUMBER

IN COOPERATION WITH FOREST PRODUCTS COUNSELLOR (BRUSSELS) COORDINATE CANADIAN PARTICIPATION IN DUTCH TFC PROMOTION PROJECT (HOUTEN, MAY 1988)

TO INCREASE ACCEPTANCE OF CDN TIMBER FRAME HOUSING TECHN LEADING TO INCREASED EXPORTS OF CLS & OTHER WOOD PROD USED IN CONSTRUCTION, INSULATION AND FINISHING.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 COORDINATE CANADIAN PARTICIPATION AT DUTCH TIMBER FRAME PROMOTION PROJECT.

ORGANIZED SUCCESSFUL CANADIAN PARTICIPATION AND CANADA DAY AT TFC DEMONSTRATION PROJECT.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

DEVELOPED ACTION PLAN TO SUPPORT CANADIAN CO PURSUING LLAD PROJECT. - ARRANGED RDP INFORMAL CONSULTATIONS WITH DUTCH WOOD INDUSTRY

INCREASED MARKET SHARE  
INCREASED SVGES  
CONVICTION ON THE MARKET AND DIVERSIFYING IN  
ENLARGE CDN EXPORTERS WITH MORE COMPLETE IM-  
- 4 VENDED  
- 1 MILLION ADDITIONAL SVGES 88/89

INCREASED MARKET SHARE

ANTICIPATED RESULTS

REPORT 4  
88/10/21

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

POST : 415-HAGUE, THE

001-AGRI & FOOD PRODUCTS & SERVICE  
NETHERLANDS

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

SERVICE INCREASING FLOW OF ENQUIRIES FROM CANADIAN FIRMS AS  
DOLLAR DROPS LOWER

INCREASED MARKET SHARE

FOLLOW UP ON CANADIAN PARTICIPATION IN ANUGA 87 COLOGNE, FRG

- \$ 1 MILLION ADDITIONAL SALES 88/89  
- 4 AGENCIES

ESTABLISH COMPUTER DATABANK COVERING ACTUAL AND POTENTIAL AGENTS,  
IMPORTERS AND DIRECT BUYERS FOR SELECTED SUBSECTORS.

PROVIDE CDN EXPORTERS WITH MORE COMPLETE IN-  
FORMATION ON IMPORTERS AND BUYERS LEADING TO  
INCREASED SALES.

ANALYSE ROLE OF WHOLESALE CENTRES CATERING TO THE HOTEL/RESTAU-  
RANT TRADE IN DUTCH FOOD IMPORTS.

INCREASED OPPORTUNITIES FOR CANADIAN EXPOR-  
TERS IN HOTEL/RESTAURANT SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

INCREASED MARKET SHARE

INCREASED MARKET SHARE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST : 415-HAGUE, THE

001-AGRI & FOOD PRODUCTS & SERVICE  
NETHERLANDS

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST : 415-HAGUE, THE

001-AGRI & FOOD PRODUCTS & SERVICE  
NETHERLANDS



REPORT 4  
88/10/21

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

POST :415-HAGUE, THE

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
NETHERLANDS

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

SERVICE INCREASING FLOW OF ENQUIRIES FROM CANADIAN SUPPLIERS RE  
DUTCH MARKET.

ALLOW DUTCH OFFICIALS TO EVALUATE NEW DEFENCE  
PRODUCTS AND THUS INCREASE CANADIAN MARKET  
SHARE.

CONTINUE TO DEVELOP CLOSER CONTACTS WITH SENIOR MILITARY OFFICI-  
ALS, NOTABLY PROCUREMENT AND TECHNICAL STAFF IN ALL THREE SERVICES

IMPROVED ACCESS FOR CANADIAN BUSINESSMEN TO  
MORE SENIOR LEVELS THAN WAS PREVIOUSLY THE  
CASE.

PREPARE RESEARCH DEVELOPMENT & PRODUCTION STEERING COMMITTEE MEE-  
TING IN CANADA IN 1988 AND VISIT BY NETHERLANDS DELEGATION TO A  
NUMBER OF DEFENCE INDUSTRIES.

IMPROVED CONTACT WITH DUTCH MOD; IMPROVED FLOW  
OF INFORMATION LEADING TO GREATER OPPORTUNI-  
TIES TO BID ON DUTCH REQUIREMENTS.

DEVELOP COMPUTER DATABASE TO TRACK MARKET PROSPECTS (PROJECTS)  
AND CANADIAN INTERESTS.

CURRENT INFORMATION/ADVICE TO CANADIAN EXPOR-  
TERS WILL ENHANCE THEIR CHANCES FOR SUCCESS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 TRACK LLAD PROJECT & RECOMMEND SUPPORT FROM  
OTTAWA. - ASSIST NEW COMPANIES TO ENTER DUTCH  
MARKET, IDENTIFY AGENTS ETC.

DEVELOPED ACTION PLAN TO SUPPORT CANADIAN CO  
PURSUING LLAD PROJECT. - ARRANGED RDP INFORMAL  
CONSULTATIONS WITH NETHERLANDS MOD.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT #5  
88/10/21

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

415 - HAGUE, THE

NETHERLANDS

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

AGRI & FOOD PRODUCTS & SERVICE      FOOD HANDLING, PROCESSING EQUIP  
DIRECT MAIL TO PROMOTE CDA & TO IDENTIFY REAL PROSPECTS FOLLOWED BY  
DIRECT CORPORATE LIAISON PGM. INTERNALLY. DEVELOPMENT COMPUTERIZED  
CONTACTS & TRACKING SYSTEM.

INCREASED GREEN FIELDS INVESTMENTS, JOINT  
VENTURES & TRANSFER OF TECHNOLOGY.

EDUCATION, MEDICAL, HEALTH PROD      HOSP. & MEDICAL EQUIP, INSTRUM.  
DIRECT MAIL TO PROMOTE CDA & TO IDENTIFY REAL PROSPECTS FOLLOWED BY  
DIRECT CORPORATE LIAISON PGM. INTERNALLY. DEVELOPMENT COMPUTERIZED  
CONTACTS & TRACKING SYSTEM.

INCREASE GREEN FIELDS INVESTMENTS, JOINT  
VENTURES & TRANSFER OF TECHNOLOGY.

AGRI & FOOD PRODUCTS & SERVICE      SEMI & PROCESSED FOOD & DRINK  
DIRECT MAIL TO PROMOTE CDA & TO IDENTIFY REAL PROSPECTS FOLLOWED BY  
DIRECT CORPORATE LIAISON PGM. INTERNALLY. DEVELOPMENT COMPUTERIZED  
CONTACTS & TRACKING SYSTEM.

INCREASED GREEN FIELDS INVESTMENTS, JOINT  
VENTURES & TRANSFER OF TECHNOLOGY.

PETROCHEM & CHEM PROD, EQP, SERV      ALL SUB-SECTORS  
DIRECT MAIL TO PROMOTE CDA & TO IDENTIFY REAL PROSPECTS FOLLOWED BY  
DIRECT CORPORATE LIAISON PGM. INTERNALLY. DEVELOPMENT COMPUTERIZED  
CONTACTS & TRACKING SYSTEM.

INCREASED GREEN FIELDS INVESTMENTS, JOINT  
VENTURES & TRANSFER OF TECHNOLOGY.

INDUSTRIAL MACHIN, PLANTS, SERV.      ALL SUB-SECTORS  
DIRECT MAIL TO PROMOTE CDA & TO IDENTIFY REAL PROSPECTS FOLLOWED BY  
DIRECT CORPORATE LIAISON PGM. INTERNALLY. DEVELOPMENT COMPUTERIZED  
CONTACTS & TRACKING SYSTEM.

INCREASED GREEN FIELDS INVESTMENTS, JOINT  
VENTURES & TRANSFER OF TECHNOLOGY.

ELECTRONICS EQUIP. & SERV      ALL SUB-SECTORS  
DIRECT MAIL TO PROMOTE CDA & TO IDENTIFY REAL PROSPECTS FOLLOWED BY  
DIRECT CORPORATE LIAISON PGM. INTERNALLY. DEVELOPMENT COMPUTERIZED  
CONTACTS & TRACKING SYSTEM.

INCREASED GREEN FIELDS INVESTMENTS, JOINT  
VENTURES & TRANSFER OF TECHNOLOGY.

NON SECTORALLY ORIENTED ACTIVITIES

MAINTAIN CONTACT THROUGH REGULAR MAILING & PERSONAL VISITS WITH BANKS,  
MANAGEMENT CONSULTING, ACCOUNTING, LEGAL & TECHNOLOGY BROKER FIRMS  
TO PROVIDE INFO ON INVESTMENT CLIMATE IN CDA.

INFLUENCE CORPORATE & ENTREPRENEURIAL IN-  
VESTORS THROUGH THEIR FINANCIAL & OTHER  
ADVISORS TO CHOOSE CDA.

RE-ACTIVATE NETHERLANDS-CANADA CHAMBER OF COMMERCE.

INCREASE MEMBERSHIP  
PUBLISH MEMBERSHIP DIRECTORY

PRODUCTION OF BROCHURE ON INVESTMENT IN DUTCH LANGUAGE

MATERIAL FOR DISTRIBUTION.



REPORT #5  
88/10/21

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

415 - HAGUE, THE

NETHERLANDS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

DIRECT MAIL & CORPORATE LIAISON PROGRAM.  
SEMINAR ON INVESTMENT & TECHNOLOGY.

DURING REPORTING PERIOD 13 NEW PROSPECTS ENTERED OUR FILES, OF WHICH 1 INVESTOR ESTABLISHED AN EXPORT/SALES OFFICE IN LONDON/ONT. ANOTHER DEAL WAS DONE ON BEHALF OF A LARGE DUTCH CONSTR. IND. WHICH ESTABLISHED SALES OFFICE IN TOR., ONT. J. V. DEAL WAS CLOSED IN ELECTRONIC SECTOR. SUCCESSFUL 1ST ANNUAL LUNCHEON MEET. OF NEW & REVITALIZED NETHERLANDS/CDA CHAMB OF COMM TOOK PLACE JUNE 21. EVENT ATTRACTED OVER 100 ATTENDEES. KEYNOTE ADDRESS BY AMB GIGNAC & PRESENTATION OF 1987 NETHS

QUARTER : 2

QUARTER : 3

QUARTER : 4

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER 1 CONTINUE EXPANSION OF PUST DATABASE OF IMPORTERS AND DISTRIBUTORS  
CONTINUE REPORTING ON TV AND CATV DEVELOPMENT  
CONTINUE NEW PUBLICATIONS  
1ST LARGES SIZED HARBOUR COMMISSION PROMOTION LOGS QUANT-  
GEOGRAPHIC CONFERENCE HOSTED RECEIVED  
QUARTER 2  
QUARTER 3  
QUARTER 4

LICENSING AGREEMENT FOR SOFTWARE REALIZED  
CTV REPORT WAS DESCRIBED IN CANADAPRIB RESULT-  
ING IN NUMEROUS ENQUIRIES  
SUBSTANTIAL SALE OF ADD ON BOARDS REALIZED

REPORT #5-10/21-88

WHICH COMPLETED BUSINESS NEGOTIATIONS DURING THE REPORTING PERIOD  
FINISHED BEFORE THE REPORTING PERIOD ON INVESTMENT ACTIVITIES

REPORT #5  
88/10/21

VA MISSIONS VERHOUDEN LOS EISENDE AEUW DE  
BOVENSTAANDE VERHOUDEN DE EXPORT PROMOTION PROGRAM

REPORT 4A  
88/10/21

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

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

POST : 415-HAGUE, THE

ARRANGED VISIT FOR HON T. CARROLL, P.E. I. MIN OF AGRICULTURE  
OTTAWA-HAGUE HIGH TECH SEMINAR. PARTICIPATED IN SEMINAR AND  
ARRANGED PARALLEL INDIVIDUAL MEETINGS.  
(3) CANADIAN GEOPHYSICAL INSTRUMENT/SERVICE COMPANIES AT  
GEOPHYSICS CONFERENCE. HOSTED RECEPTION  
(4) FRASER RIVER HARBOUR COMMISSION PROMOTIONAL TOUR: ORGANI-  
ZED PROGRAM & RECEPTION.

AGRI & FOOD PRODUCTS & SERVICE  
DIRECT MAIL TO PROMOTE C&S & T  
DIRECT CORPORATE LIAISON FOR C&S & T  
CONTACTS & TRACKING SYSTEM

AGRI & FOOD PRODUCTS & SERVICE  
DIRECT MAIL TO PROMOTE C&S & T  
DIRECT CORPORATE LIAISON FOR C&S & T  
CONTACTS & TRACKING SYSTEM

AGRI & FOOD PRODUCTS & SERVICE  
DIRECT MAIL TO PROMOTE C&S & T  
DIRECT CORPORATE LIAISON FOR C&S & T  
CONTACTS & TRACKING SYSTEM

AGRI & FOOD PRODUCTS & SERVICE  
DIRECT MAIL TO PROMOTE C&S & T  
DIRECT CORPORATE LIAISON FOR C&S & T  
CONTACTS & TRACKING SYSTEM

ELECTRONICS EQUIP. & SERV  
DIRECT MAIL TO PROMOTE C&S & T  
DIRECT CORPORATE LIAISON FOR C&S & T  
CONTACTS & TRACKING SYSTEM

SEMINAR ON IMPLEMENTATION OF TECHNOLOGY

MANAGEMENT CONSULTING, ACCOUNTING, LEGAL & TECHNOLOGY BROKER FIRMS  
TO PROVIDE INFO ON INVESTMENT OPPORTUNITIES IN CANADA

412 - HETROGENE NETHERLANDS-CANADA CHAMBER OF COMMERCE

PRODUCTION OF BROCHURE ON INVESTMENT IN DUTCH LANGUAGE

INCREASED SPREAD FIELD OF INVESTMENTS  
CONTACTS & TRANSFER OF TECHNOLOGY

INCREASED SPREAD FIELD OF INVESTMENTS  
CONTACTS & TRANSFER OF TECHNOLOGY

INCREASED SPREAD FIELD OF INVESTMENTS  
CONTACTS & TRANSFER OF TECHNOLOGY

INCREASED SPREAD FIELD OF INVESTMENTS  
CONTACTS & TRANSFER OF TECHNOLOGY

INCREASED SPREAD FIELD OF INVESTMENTS  
CONTACTS & TRANSFER OF TECHNOLOGY

INCREASED SPREAD FIELD OF INVESTMENTS  
CONTACTS & TRANSFER OF TECHNOLOGY

INCREASED SPREAD FIELD OF INVESTMENTS  
CONTACTS & TRANSFER OF TECHNOLOGY

INCREASED SPREAD FIELD OF INVESTMENTS  
CONTACTS & TRANSFER OF TECHNOLOGY

INCREASED SPREAD FIELD OF INVESTMENTS  
CONTACTS & TRANSFER OF TECHNOLOGY

INCREASED SPREAD FIELD OF INVESTMENTS  
CONTACTS & TRANSFER OF TECHNOLOGY

INCREASED SPREAD FIELD OF INVESTMENTS  
CONTACTS & TRANSFER OF TECHNOLOGY

INCREASED SPREAD FIELD OF INVESTMENTS  
CONTACTS & TRANSFER OF TECHNOLOGY

INFLUENCE CORPORATE & ENTREPRENEURIAL IN-  
VESTORS THROUGH THEIR FINANCIAL & OTHER  
ADVICE IN THEIR C&S

RESULTS REPORTED  
INCREASE MEMBERSHIP  
PUBLISH MEMBERSHIP DIRECTORY

RESULTS REPORTED  
INCREASE MEMBERSHIP  
PUBLISH MEMBERSHIP DIRECTORY

MATERIAL FOR DISTRIBUTION







REPORT 4  
88/10/21

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

POST : 431-HELSINKI

002-FISHERIES, SEA PRODUCTS & SERV.  
FINLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

SIGNATURE OF BILATERAL FISH INSPECTION AGREEMENT BETWEEN FANDO AND FINNISH CUSTOMS LABORATORY.

SIMPLIFICATION OF FINNISH FISH INSPECTION PROCEDURES AND EASIER CANADIAN SALES.

LOBSTER AND FRESHWATER FISH TASTING PROMOTION FOR FOOD CRITICS AND RESTAURANT OWNERS.

INCREASED SALES OF SPECIALTY FISH PRODUCTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SIGNATURE OF BILATERAL FISH INSPECTION AGREEMENT BETWEEN FANDO AND FINNISH CUSTOMS LABORATORY  
-PROMOTE SPECIALTY SEAFOOD PRODUCTS.

AGREEMENT WAS FINALIZED & WILL BE SIGNED IN FALL OF 1988. -CANADA HAS BECOME MAIN SOURCE OF SHRIMPS FOR FINLAND. IMPORT FROM CDA DURING JAN. MAY 88 WAS 42 TONS COMPARED WITH TOTAL OF 10 TONS IN 1987.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

431-HELSINKI

002-COMM & INFOV. EDE & SERA

88-10-21

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

REPORT 4

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM



REPORT 4  
88/10/21

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

POST : 431-HELSINKI

001-AGRI & FOOD PRODUCTS & SERVICE  
FINLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

WHEN THEY TAKE PLACE, REPORT EXPECTED EASING OF IMPORT RESTRICTIONS TO THE DEPARTMENT AND SELECTED CANADIAN PRODUCERS.

SOME INCREASE IN CANADIAN SALES.

IN STORE PROMOTION OF CANADIAN FOOD PRODUCTS.

INCREASED CANADIAN SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 REPORT EXPECTED EASING OF IMPORT RESTRICTIONS TO THE DEPARTMENT AND SELECTED CANADIAN PRODUCERS

REPORTING ON MARKET OPPORTUNITIES IN FINLAND FOR AGRICULTURAL PRODUCTS HAS OBVIOUSLY HELPED INCREASE SALES OF CDN VEGETABLES AND BERRIES BY OVER 200 PER CENT IN FIRST HALF OF 1988.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

FIRM LOST BID  
CDN FIRMS WERE REQUESTED TO BID ON SONDBUOY AND BOMAR TENDERS  
MAJOR AGENTS IDENTIFIED AND ADVISED OF CDN PRO

POST : 431-HELSINKI

001-AGRI & FOOD PRODUCTS & SERVICE  
FINLAND





REPORT 4  
88/10/21

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

POST :431-HELSINKI

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
FINLAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

CONTINUE TO BUILD UP CONTACTS IN FINNISH DEFENCE FORCES.

ASSIST OERLIKON AEROSPACE IN ITS CURRENT BID TO SUPPLY \$160 MIL-  
LION IN ADATS SYSTEMS TO FINNISH DEFENCE FORCES.

LOCATE NEW POTENTIAL AGENTS FOR CANADIAN DEFENCE PRODUCTS SUPPL-  
IERS.

ASSIST WESTINGHOUSE CANADA TO MARKET ITS NEW LOW PRICE SONAR TO  
FINNISH NAVY.

ANTICIPATED RESULTS:

INCREASED SALES OF CANADIAN DEFENCE PRODUCTS,  
BETTER KNOWLEDGE OF FINNISH REQUIREMENTS.

HOPEFULLY, CONTRACT FOR OERLIKON AEROSPACE.

INCREASED PRESENCE OF CANADIAN DEFENCE PRO-  
DUCTS IN FINLAND.

\$2 MILLION IN SONAR SALES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ASSIST OERLIKON AEROSPACE IN BID TO SUPPLY  
PND STERLING 200 MN AIR DEFENCE SYSTEM.  
BUILD UP CONTACTS IN FINNISH DEFENCE FORCES  
LOCATE NEW POTENTIAL AGENTS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

FIRM LOST BID  
CDN FIRMS WERE REQUESTED TO BID ON SONOBUOY AND  
SONAR TENDERS.  
MAJOR AGENTS IDENTIFIED AND ADVISED OF CDN PRDS.



REPORT #5  
88/10/21

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

431 - HELSINKI

FINLAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

FOREST PRODUCTS, EQUIP, SERVICES ALL SUB-SECTORS  
CONTINUE PROGRAM OF HEAD OF POST VISITS TO TOP EXECUTIVES OF LARGE  
FINNISH COMPANIES WITH OPERATIONS OR INTEREST IN CANADA.

3 OR 4 MAJOR FINNISH INDUSTRIAL INVEST-  
MENTS IN CANADA.

INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP.  
UPDATE ON A CONTINUING BASIS POST'S DATABASE OF FINNISH FOREIGN  
INVESTORS AND EXPORTERS TO NORTH AMERICA.

MORE PRECISE IDENTIFICATION OF POTENTIAL  
FINNISH FOREIGN INVESTORS.

MINE, METAL, MINERAL PROD & SRV ALL SUB-SECTORS  
CONTINUE REGULAR MASS MAILING CAMPAIGN TO EXISTING AND POTENTIAL  
INVESTORS.

ASSURE FINNISH INVESTORS HAVE INFORMATION  
ON THE MOST RECENT DEVELOPMENTS IN THE  
CANADIAN INVESTMENT CLIMATE.

PETROCHEM & CHEM PROD, EQP, SERV ALL SUB-SECTORS  
CONTINUE VISITS TO FINNISH INDUSTRIES IDENTIFIED AS HAVING GOOD  
POTENTIAL TO INVEST IN CANADA.

PLANT IDEA OF INVESTING IN CANADA AMONG  
FIRMS THAT HAD NOT CONSIDERED IT BEFORE.

CONSTRUCTION INDUSTRY ALL SUB-SECTORS  
MAINTAIN INVENTORY OF INFORMATION MATERIAL ON CANADIAN INDUSTRIAL  
SECTORS, GOVERNMENT ASSISTANCE, LEGAL REQUIREMENTS AND INDUSTRIAL  
SITES.

RESPOND MORE QUICKLY TO ENQUIRIES FROM  
FINNISH FIRMS INTERESTED IN CANADA.

FISHERIES, SEA PRODUCTS & SERV. FISH & SHELLFISH & OTHER PROD  
SUPPORT, CO-ORDINATE AND ARRANGE INCREASINGLY FREQUENT VISITS BY  
REPRESENTATIVES OF FEDERAL, PROVINCIAL AND MUNICIPAL GOVERNMENT AND  
CANADIAN INDUSTRIAL GROUPS.

EXPLOIT SPECIFIC SECTORAL OPPORTUNITIES.

NON SECTORALLY ORIENTED ACTIVITIES

CONTINUE PERSONAL CONTACTS WITH FINNISH VENTURE CAPITAL FIRMS.

SEVERAL SMALL OR MEDIUM SIZED EQUITY  
INVESTMENTS IN CANADIAN MANUFACTURING  
SECTOR.

SUPPLY INVESTMENT RELATED INFORMATION TO BANKS AND ALL CHAMBERS OF  
COMMERCE IN FINLAND ON A REGULAR BASIS.

INCREASED INSTITUTIONAL AWARENESS OF CDA  
AS AN INVESTMENT TARGET.

CO-OPERATE WITH THE FINNISH FOREIGN TRADE ASSOCIATION, TECHNICAL  
DEVELOPMENT CENTRE AND FINNISH INSTITUTE OF EXPORT IN SERIES OF  
SEMINARS ON ESTABLISHING A SUBSIDIARY IN CANADA.

REACHING EXPORT MANAGERS IN FIRMS WITH  
DEMONSTRATED INTEREST IN INVESTING IN  
CANADA.



REPORT #5  
88/10/21

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

431 - HELSINKI

FINLAND

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

CONTINUE HEAD OF POST PROGRAM OF VISITS TO TOP EXECUTIVES.  
CONTINUE MASS MAILING CAMPAIGN

SEVERAL HUNDRED MILLION DOLLARS OF INVESTMENT PROJECTS CONTINUE IN PLANNING STAGE WITH RESULT EXPECTED IN FALL 1988.

QUARTER : 2

QUARTER : 3

QUARTER : 4

EMERGENCY  
WITH COMPLETION EQUIPMENT INVESTIGATION AND ASSOCIATED TECHNICAL  
AND EVALUATION OF SIBIRIA  
ASSOCIATION OF CANADIAN FOREIGNERS MISSION  
REPORT ON EXPORT FINANCE SUPPORT OF FOREIGN PRODUCTS  
REPORT ON TECHNICAL SUPPORT TO TRADE  
B.C. MINISTER OF FOREIGN AFFAIRS

WHICH CONSIDERED BROADWAY RESOURCES DURING THE REPORTING PERIOD  
LISTED BELOW ARE THE SPECIFIC AND/OR ONLY INITIATED

AT MISSIONS ABOVE FOR FISCAL YEAR 88  
QUARTERLY PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

REPORT 4A  
88/10/21

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

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

POST : 431-HELSINKI

B.C. MINISTER OF FORESTRY VISIT.  
REPORT ON TECHNICAL BARRIERS TO TRADE.  
REPORT ON EXPORT FINANCE SUPPORT OF FOREST PRODUCTS  
ASSOCIATION OF CANADIAN PUBLISHERS MISSION.  
EMR ENVIRONMENTAL STUDY TOUR.  
WIN COMPUTER EQUIPMENT INSTALLATION AND ASSOCIATED TECHNICAL  
PROBLEMS.

MINE METAL, MINERAL PROD & SERV  
CONTINUE REGULAR BUSINESS MEETINGS WITH EXISTING AND POTENTIAL  
INVESTORS

ACTIVE FINNISH INVESTORS HAVE INFORMATION  
ON THE MOST RECENT DEVELOPMENTS IN THE  
CANADIAN INVESTMENT CLIMATE

CONSUMER & OTHER PROD. SERV. SECT.  
CONTINUE VISITS TO FINNISH FIRMS IDENTIFIED AS HAVING GOOD  
POTENTIAL TO INVEST IN CANADA

PLANT IDEAS OF INVESTING IN CANADA AMONG  
FINNS THAT HAD NOT CONSIDERED IT BEFORE

CONSTRUCTION INDUSTRY  
INVENTORY OF INFORMATION MATERIAL ON CANADIAN INDUSTRIAL  
SECTORS, GOVERNMENT ASSISTANCE, LEGAL REQUIREMENTS AND INDUSTRIAL  
SITES

RESPONSES SPECIFICALLY TO ENQUIRIES FROM  
FINNISH FIRMS INTERESTED IN CANADA

FISHERIES, SEA PRODUCTS & SERV.  
SUPPORT, CO-ORDINATE AND ORGANIZE INCREASINGLY FREQUENT VISITS BY  
REPRESENTATIVES OF FEDERAL, PROVINCIAL AND MUNICIPAL GOVERNMENT AND  
CANADIAN INDUSTRIAL GROUPS  
CONTINUE WORK WITHING CANADIAN  
EXECUTIVES

EXPLOIT SPECIFIC SECTORAL OPPORTUNITIES

GOVERNMENT PERSONNEL CONTACTS WITH FINNISH VENTURE CAPITAL FIRMS

SEVERAL SMALL OR MEDIUM SIZED EQUITY  
INVESTMENTS IN CANADIAN MANUFACTURING  
SECTOR

INVESTMENT RELATED INFORMATION TO FINNS THROUGH CHANNELS OF  
COMMERCE IN FINLAND ON A REGULAR BASIS

INCREASED INSTITUTIONAL AWARENESS OF CDA  
AS AN INVESTMENT TARGET

CO-OPERATE WITH THE FINNISH FOREIGN TRADE ASSOCIATION, TECHNICAL  
DEVELOPMENT CENTRE AND FINNISH INSTITUTE OF EXPORT IN SERIES OF  
MEETINGS ON EXPORTING & INVESTING IN CANADA

REACHING EXPORT MANAGERS IN FIRMS WITH  
DEMONSTRATED INTEREST IN INVESTING IN  
CANADA





REPORT 4  
88/10/21

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

POST : 406-LISBON

002-FISHERIES, SEA PRODUCTS & SERV.  
PORTUGAL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

MAINTAIN CLOSE CONTACT AT LEAST TWICE A MONTH TO KEEP ABREAST OF GOVERNMENT POSITIONS.

ENSURE THAT ACCESS TO THE MARKET REMAINS OPEN

MEET AT LEAST TWICE A YEAR WITH COD IMPORTERS AND DISTRIBUTORS.

OBTAIN INFORMATION ON FORECAST REQUIREMENTS, AND ON ACTIONS OF COMPETITORS.

INFORM EXTOTT AND INDUSTRY OF MARKET CONDITIONS AS CHANGES OCCUR.

FACILITATE FORMULATION OF MARKET STRATEGIES.

AS ACTIVITIES IN 7.7 ABOVE ARE ONGOING NO NEW ACTIVITIES ARE PLANNED.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MARKETING CALLS ON MAJOR COD BUYERS  
ASSIT IN XXIV: 6 NEGOTIATIONS RE COD BINDING.

MARKET EVOLUTION REPORTED TO OTTAWA AND EXPORTERS.  
PRODUCTION OF CONSULTANT REPORT. RESEARCH ON ITEMS OF INTEREST TO OTTAWA AND GENEVA. BOTH SENT TO REQUESTORS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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

POST : 406-LISBON

001-AGRI & FOOD PRODUCTS & SERVICE  
PORTUGAL

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL, POULTRY BREEDING STOCK  
RESEARCH POULTRY MARKET.

ORGANIZATION/PARTICIPATION IN CONFERENCES/LECTURES ON AGRICULTURE  
MEETINGS WITH POTENTIAL SEMEN CUSTOMERS IN CENTRAL PORTUGAL.

CARRY OUT FURTHER DISCUSSIONS WITH KEY GOVERNMENT OFFICIALS PRES-  
SING THEM TO OBTAIN NECESSARY DEROGATION.  
TO EXPAND IMPORT CONTACTS.

CONTINUE SUPPORT FOR BOTH CANADIAN EXPORTERS AND LOCAL IMPORTERS.

REGAIN MARKET SHARE WHICH HAS DECLINED SINCE  
1983.

INCREASED AWARENESS OF CANADIAN CAPABILITIES.

INFORMATION ON DEVELOPMENT PLANS; INCREASED  
EXPORTS BY 30%.

ENSURE CONTINUED IMPORTS FROM CANADA.

INCREASED PRESSURE ON GOVERNMENT TO APPLY FOR  
DEROGATION.

MAINTAIN CANADA'S POSITION AS IMPORTANT SOUR-  
CE OF SEED POTATOES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ENSURE SUITABLE DEVELOPMENT OF ALFALFA SALES.  
ENSURE CONTINUED ACCESS OF CANADIAN SEED  
POTATOES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

ORDERS PLACED ON CANADIAN EXPORTERS. PROMOTION  
CONTINUING. -MET TWICE WITH SENIOR OFFICIALS TO  
PRESS FOR EARLY PRESENTATION OF DEROGATION  
REQUEST. ORGANIZED VISIT OF AGCDA EXPERTS.



REPORT 4  
88/10/21

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

POST : 406-LISBON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

EXPANSION OF POST CONTACTS WITH INDUSTRY REPRESENTATIVES.

SUPPORT FOR NEW EXPORTERS (ONGOING).

DISCUSSIONS WITH POTENTIAL USERS.

SEMINARS IN COOPERATION WITH LOCAL REPRESENTATIVES.

MEETINGS WITH GOVERNMENT OFFICIALS RESPONSIBLE FOR INFORMATIZA-  
TION OF PUBLIC SECTOR AS PROPOSED IN GOVERNMENT PROGRAM.

MEETINGS WITH PROPONENTS OF NEW BROADCASTING SERVICES.

ASSESSMENT OF MARKET POTENTIAL AND MARKETING STRATEGIES.

OPTIMUM EXPOSURE TO RAPIDLY GROWING BUSINESS OPPORTUNITIES.

INCREASED AWARENESS OF CANADIAN CAPABILITIES AND INTERESTS.

FIRST SALES TO A CHANGING MARKET.

DEVELOPMENT OF STRATEGIES TO MAXIMIZE PENE-  
TRATION OF MARKET BY CANADIAN PRODUCTS.

INCREASED AWARENESS OF CANADIAN CAPABILITIES AND INTERESTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 EXPAND MARKET COVERAGE.  
ASSIST GIS EXPORTERS AND THEIR REPS IN MARKET  
PENETRATION EFFORTS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

INITIAL MARKET SURVEY (WITH TTT) COMPLETED.  
CONTACTS UNDERWAY.  
CANADIAN PARTICIPATION AT MUNICIPALS. FIRST SALE  
OF GIS SYSTEM EXPECTED TO BE COMPLETED IN Q2.



REPORT 4A  
88/10/21

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

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

POST : 406-LISBON

VISIT OF AIR CANADA EXECUTIVES TO INTRODUCE NEW SERVICES TO PORTUGUESE OFFICIALS.  
PRESS CONFERENCE ORGANIZED BY AIR CANADA (PARIS) TO PRESENT NEW SERVICES TO LOCAL MEDIA.  
VISIT TO PORTUGAL OF N.B. MINISTER OF AGRICULTURE TO PROMOTE EXPORTS OF NB SEED POTATOES.  
OFFICIAL PRESENTATION TO ENMP, ELVAS OF AWARDS IT WON AT AGRIBITION 87.  
PREPARATIONS FOR AMBASSADOR'S OFFICIAL VISIT TO AZORES (4-8 JULY) ACCOMPANIED BY IMMIGRATION AND COMMERCIAL COUNSELLORS.

CONCLUSION OF INDUSTRIAL COOPERATION LINKS BETWEEN CAN AND UK FIRMS IN SUCH PROJECTS AS NEW CASAR, TCCS ETC  
DATA MOOD UNDER 7 DISCUSSIONS FOR 1988 WITH CAN EXPORTERS AND UK FIRMS IN SUCH PROJECTS AS NEW CASAR, TCCS ETC  
ENHANCED KNOWLEDGE OF EXPORTERS AND UK FIRMS IN SUCH PROJECTS AS NEW CASAR, TCCS ETC

ENHANCED KNOWLEDGE OF EXPORTERS AND UK FIRMS IN SUCH PROJECTS AS NEW CASAR, TCCS ETC  
ENHANCED KNOWLEDGE OF EXPORTERS AND UK FIRMS IN SUCH PROJECTS AS NEW CASAR, TCCS ETC

WORKING WITH SOME 75 CAN EXPORTERS WORKING WITH SOME 75 CAN EXPORTERS WORKING WITH SOME 75 CAN EXPORTERS  
WORKING WITH SOME 75 CAN EXPORTERS WORKING WITH SOME 75 CAN EXPORTERS

WORKING WITH SOME 75 CAN EXPORTERS WORKING WITH SOME 75 CAN EXPORTERS  
WORKING WITH SOME 75 CAN EXPORTERS WORKING WITH SOME 75 CAN EXPORTERS

SUPPORT CANADIAN INDUSTRY MARKETING INITIATIVES RELATED PRIMARILY TO UNITED KINGDOM/SUBSIDIARIES INITIATIVES  
SUPPORT CANADIAN INDUSTRY MARKETING INITIATIVES RELATED PRIMARILY TO UNITED KINGDOM/SUBSIDIARIES INITIATIVES

WHILE QUARTERLY RESULTS REPORTED WHILE QUARTERLY RESULTS REPORTED WHILE QUARTERLY RESULTS REPORTED  
WHILE QUARTERLY RESULTS REPORTED WHILE QUARTERLY RESULTS REPORTED

REPORT 4A  
88/10/21







REPORT 4  
88/10/21

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

POST : 437-LONDON

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
UNITED KINGDOM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

THROUGH DIRECT MAIL AND PERSONAL CONTACT AT HITEC, FARNBOROUGH  
ETC. PROMOTE AWARENESS IN CDN INDUSTRY OF SPECIALISED UK  
INDUSTRIAL CAPABILITIES RE DND PROCUREMENT REQUIREMENTS.

CDA/UK RDP STEERING COMMITTEE MEETING OF OCT 87 BY  
WORKING WITH UKMOD AND DESO ON ALL AGREED ACTION POINTS

UPDATE OF POST GUIDE ON DEFENCE PRODUCT SALES TO THE UK; REPORT  
ON CANADA/UK INDUSTRY-TO-INDUSTRY COLLABORATIVE VENTURES.

POST REPRESENTATION AT ANNUAL HITECH CONFERENCE IN OTTAWA (MAR 88)  
AND AT FARNBOROUGH 88 AIR SHOW SPONSORED BY AIR INDUSTRIES ASSOC.  
OF CANADA.

PARTICIPATE IN 88 RESEARCH DEVELOPMENT AND PRODUCTION (RDP) COM-  
MITTEE MEETING (AND ATTENDANT TRADE/INDUSTRIAL MISSION) IN OTTAWA  
OCT 88.

ORGANISE CANADIAN COMPANY PRODUCT SEMINARS AT CANADA HOUSE FOR  
HAND-PICKED UK AUDIENCE (EDO CANADA, URSEL, CAL, NORTEL ETC).

CONCLUSION OF INDUSTRIAL COOPERATION LINKS  
BETWEEN CDN AND UK FIRMS ON SUCH PROJECTS AS  
NSA, CASAP, TCCCS ETC

EXPAND NUMBER OF COLLABORATIVE PROJECTS UNDER  
CONSIDERATION AND IN PLAY TO INCLUDE WSPS  
MILITARY FLIGHT SIMULATORS, MCM CAPABILITY,  
ECT.

ENHANCED KNOWLEDGE ON PART OF CANADIAN DEFEN-  
CE INDUSTRY OF MARKET AND COLLABORATION PO-  
TENTIAL IN THE UK.

MEETINGS WITH SOME 75 CDN EXPORTERS SEEKING  
TO BOOST SALES TO UK AND INDUSTRY-TO-INDUSTRY  
COOPERATION.

STIMULATE UK INTEREST IN GREATER INTER-GOVER-  
NMENTAL AND INTER-INDUSTRY COOPERATION ON DE-  
FENCE R&D PROCUREMENT.

SUPPORT CANADIAN INDUSTRY MARKETING INITIATI-  
VES RELATED PRIMARILY TO UKMOD BIDDING/SUB-  
CONTRACT POSSIBILITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -FARNBOROUGH AIR SHOW; PROMOTIONAL SEMINARS AT  
CANADA HOUSE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

-WORKED CLOSELY WITH AIAC ON ORGANIZATION OF  
FARNBOROUGH INTERNATIONAL AIR SHOW; SET UP  
CO-PROMOTION SEMINAR AT CANADA HOUSE FOR  
CANADIAN ASTRONAUTICS LTD.



REPORT 4  
88/10/21

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

POST : 437-LONDON

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

PLANNING:           ACTIVITIES PROPOSED IN POST PLAN:

SERIES OF CALLS ON PROSPECTIVE PARTNERS FOR DISTRIBUTION TV AND INDUSTRIAL CO-OPERATION.

WHERE POTENTIAL WARRANTS, CONTACT FIRMS METON CO CDA TOUR AND AT MARKET PLACE 87 TO DETERMINE PROGRESS MADE IN INITIAL APPROACH TO UK.

DRAFT SUB-SECTOR MARKET PROFILES (TELECOM, COMPUTERS) AND IDENTIFY MAJOR AREAS OF OPPORTUNITY FOR CDN COMPANIES.

PROVIDE CONTINUING USE OF CANADA HOUSE AS VENUE FOR CDN COMPANY SEMINAR/PRODUCT PRESENTATIONS TO UK CLIENTELE.

ANTICIPATED RESULTS:

QUALITY ASSISTANCE TO CANADIAN CLIENTS AND MORE TARGETED APPROACH TO CDA/UK INDUSTRIAL TEAMING POSSIBILITIES.

PINPOINT NEW CDN EXPORTERS TO UK BY ARRANGING FOR EXPLORATORY VISITS TO THIS MKT AND INTRODUCTION TO PROSPECTIVE IMPORTERS/AGENTS/LICENSING PARTNERS ETC.

WILL SPEED INITIAL RESPONSE TO ENQUIRIES AND FORM BASIS OF PROSPECTING MATERIAL.

ESTABLISH BI-MONTHLY PROMOTIONAL SEMINARS FOR ESTABLISHED EXPORTERS AND FOR NEW COMERS TO THIS MARKET.

TRACKING:           ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -EXPAND LONDON CED WINEXPORT NETWORK.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

-SIGNIFICANT PROGRESS MADE IN RESOLUTION OF OUTSTANDING WINEXPORT HARDWARE PROBLEM; TRAINING SESSIONS UNDERWAY AND DATA ENTRY BEGUN.

POST : 437-LONDON

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

REPORT 4  
88/10/21

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



REPORT 4  
88/10/21

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

POST : 437-LONDON

001-AGRI & FOOD PRODUCTS & SERVICE  
UNITED KINGDOM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MEATS & MEAT BY-PRODUCTS

LIAISON WITH BRITISH IMPORTERS, CANADIAN EXPORTERS AND CANADIAN VETINARY AUTHORITIES TO IMPROVE DOCUMENTATION PROCEDURES.

WORK WITH AGRIC. CDA, CDN EXPORTERS AND UK BUYERS TO DEVELOP A COMMUNICATIONS/LOBBYIST STRATEGY TO OPPOSE EEC BAN OF BEEF GROWTH HORMONES.

MEET WITH OFFICIALS OF MAFF CONCERNING APPROVAL OF CANADIAN BEEF JERKY PLANTS FOR EXPORT TO UK.

CONTACT CANADIAN MEAT PLANTS ON EXPORT APPROVAL LIST TO ENCOURAGE THEIR CONSIDERATION OF UK OFFAL MARKET.

FURTHER REDUCTION IN DELAYS AT UK PORTS DUE TO FAULTY DOCUMENTS.

CANCEL IMPLEMENTATION OF THE BAN OR SEEK TO HAVE IT DELAYED.

INTRODUCE CANADIAN BEEF JERKY TO UK MARKET

EXPAND CDN EXPORTS OF OFFAL TO UK BY 15 PCT, AMKT WHERE CDA IS PROVEN COMPETITIVE AND WHERE THERE IS ONGOING DEMAND.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -INCREASE EXPORT OF OFFAL TO UK MARKET;REDUCE DOCUMENTARY PROBLEMS AT UK PORTS OF ENTRY; CANCEL OR DELAY GROWTH HORMONE BAN.

-EXPORTS HAVE DECLINED BUT A NEW BATCH OF CDN PLANTS ARE TO BE INSPECTED FOR EXPORT BY EEC VETS WHICH WILL LEAD TO INCREASED CDN EXPORT CAPACITY;NO DOCUMENTA'N PROBLEMS THIS QUARTER; HORMONE BAN STILL SCHDLD FOR 1/1/89 BUT POSSIBLE

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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

POST : 437-LONDON

002-FISHERIES, SEA PRODUCTS & SERV.  
UNITED KINGDOM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

CONTINUE ORGANISED PROGRAMME OF REGIONAL VISITS THROUGHOUT THE UK (SCOTLAND, HULL, GRIMSBY, LIVERPOOL) TO MAJOR UK FISH BUYERS AND PROCESSORS.

OPEN UP NEW MARKET FOR CDN DOGFISH

ORGANISE EXTOTT FUNDED LOBSTER PROMOTION AT CANADA HOUSE IN CO-OPERATION WITH THE PROVINCES.

INCREASED AWARENESS OF CDA AS A COMPETITIVE SOURCE OF SUPPLY FOR LOBSTER ON PART OF UK SPECIALISED TRADE PRESS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -ORGANIZE PROGRAMME OF REGIONAL VISITS TO MAJOR UK FISH BUYERS AND PROCESSORS.  
-ORGANIZE HQ-FUNDED LOBSTER PROMOTION AT CANADA HOUSE IN CO-OPERATION WITH THE PROVINCES.

-NO VISITS WERE UNDERTAKEN IN THIS QUARTER AND PROMOTIONAL ACTIVITY WAS PRIMARILY OF A RESPONSIVE NATURE.  
-FUNDING APPROVAL IS AWAITED FROM EXTERNAL AFFAIRS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

POST : 437-LONDON

UNITED KINGDOM  
002-FISHERIES & SEA PRODUCTS & SERVICE

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



REPORT 4  
88/10/21

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

POST : 437-LONDON

010-MINE, METAL, MINERAL PROD & SRV  
UNITED KINGDOM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

MINERALS AND MINERAL PRODUCTS

MEET SEMI-ANNUALLY WITH UK ASBESTOS ASSNS (USERS AND IMPORTERS) ON BEHALF OF CDN EXPORT SECTOR.

QUARTERLY CONTACT WITH MAJOR AND WELL ESTABLISHED UK BUYERS OF CDAS MINERAL PRODUCTS EG. BRITISH STEEL AND REPORT MKT PRICE AND SUPPLY TRENDS TO CLIENTS IN CDA.

UP-DATE EXISTING AND PREPARE ADDITIONAL MARKET PROFILES.

POST WILL STAY ON TOP OF THE UK LEGISLATION ENVIRONMENT AND BE ABLE TO REPORT BREADTH OF INTELLIGENCE TO CDN EXPORT INTERESTS.

CDN GOV'T AND EXPORT COMMUNITIES WILL BE KEPT ABREAST OF DEVELOPMENTS AFFECTING OUR SALES PROSPECTS ON LONDON METAL MARKET.

STRATEGIC ANALYSIS OF SECTOR AND IDENTIFICATION OF TRADE POLICY/PROMOTION NEEDS AND OPPORTUNITIES.

METALS, PRIMARY & FABRICATED

WORKING IN CONCERT WITH OTHER LIKE MINDED COUNTRIES (US & AUSTRALIA) ENCOURAGE FORMATION OF VARIOUS METAL STUDY GROUPS (AKIN TO LEAD AND ZINC STUDY GROUP).

QUARTERLY CONTACT WITH MAJOR PLAYERS ON LONDON METALS SCENE (ALUMINUM, COPPER, NICKEL, LEAD AND ZINC, IRON AND STEEL).

UP-DATE EXISTING AND PREPARE ADDITIONAL MARKET PROFILES OF THE SUB-SECTOR.

EVENTUAL ESTABLISHMENT OF NICKEL AND COPPER STUDY GROUPS.

GARNER INTELLIGENCE ON MARKET DEVELOPMENTS OF INTEREST AND SIGNIFICANCE TO CDN METALS EXPORT COMMUNITY.

STRATEGIC ANALYSIS OF SECTOR & IDENTIFICATION OF POSSIBLE TRADE POLICY/PROMOTION NEEDS AND OPPORTUNITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -MEET WITH ASBESTOS USERS/IMPORTERS; UPDATE MARKET SECTOR PROFILES; MAINTAIN CONTACT WITH UK MINERAL/METALS SECTOR.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

-REPORTS CIRCULATED ON INFORMATIVE MEETINGS WITH UK ORGANIZATIONS DEALING WITH ASBESTOS COAL COPPER/ZINC/LEAD MINE DEVELOPMENTS; REVIEW MADE OF 1987 UK MINERALS/METALS IMPORTS FROM CANADA.



REPORT #5  
88/10/21

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

437 - LONDON

UNITED KINGDOM

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

DEFENCE PROGRAMS, PRODUCTS, SERV ALL SUB-SECTORS  
USING LURE OF CDN DEFENCE PROCUREMENT PLANS EXISTING BASE OF INDUS-  
TRIAL TEAMING ARRANGEMENTS & EXTENSIVE BILATERAL MILITARY CONTACTS  
(EG. RDP) INTENSIFY CORP LIAISON & ASSIST IN RECIPROCAL VISIT PRO-  
GRAMS.

5-10 INDUSTRIAL TEAMING/TECH TRANSFER  
AGREEMENTS: ONE MAJOR INVESTMENT.

ELECTRONICS EQUIP. & SERV ALL SUB-SECTORS  
USING INFORMATION EXCHANGE WITH DRIE & INC. DEVELOP INVESTMENT OPS  
SYNOPSIS (IOS) SUITABLE FOR UK BOARD DELIBERATIONS FOR 20-30 BEST  
PROSPECTS AMONG 200 UK ELECTRONICS FIRMS ALREADY SCREENED ACCORDING  
TO DIST PROSPECTING FOCUS.

IDENTIFY 20-30 PROSPECTS OF WHICH 10 DE-  
VOTING OWN RESOURCES TO FURTHER RESEARCH  
5 VISITS TO CDA, 2 INVESTMENT TECH/TRANSFER  
JOINT VENTURES.

EDUCATION, MEDICAL, HEALTH PROD ALL SUB-SECTORS  
PRESENT IOS TO SELECTED PROSPECTS IN MEDICAL EQPT FIELD. MOUNT COMMUN-  
ICATIONS CAMPAIGN BASED ON NEW CDN PHARMACEUTICAL PATENT REGIME. WORK  
WITH INC. ON STUDY OF LEADING UK PROSPECTS IN BIOTECH SECTORS.

EXPANDED COMMITMENTS FOR R&D ACTIVITY &  
REINVESTMENT BY UK PHARM. FIRMS; ID OF 5-10  
BIOTECH PROSPECTS; 2 TECH TRANSFERS OR JV'S  
BY UK MED EQPT MANUFACTURER.

AGRI & FOOD PRODUCTS & SERVICE ALL SUB-SECTORS  
INTENSIFY CORP. LIAISON WITH RESPONDENTS TO DIRECT MAIL CAMPAIGN &  
WITH MANUFACTURERS OF PRODUCT & EQPT IDENTIFIED BY DRIE AS TARGETS  
FOR IMPORT REPLACEMENT. PRESENT IOS TO INDUCE LEADING PROSPECTS TO  
UNDERWRITE THEIR OWN MKT RESEARCH.

ID 20-30 NEW PROSPECTS OF WHICH 5-10 WILL  
DO OWN RESEARCH; 5 WILL VISIT CDA; 1 MAJOR  
INVESTMENT, 2-3 SMALLER INVESTMENTS.

NON SECTORALLY ORIENTED ACTIVITIES

CONTINUE PRO-ACTIVE LIAISON WITH CBI, INST OF DIRECTORS, CDA/UK CHAMBER  
OF COMMERCE & OTHER APPROPRIATE ASSOCIATIONS TO SENSITIZE AS TO OBJEC-  
TIVES & ACTIVITIES PLANNED BY POST TO STIMULATE UK INVESTMENT IN CDA.

5-6 JOINT SEMS/CONFS WITH SUPPORT PARTICI-  
PATION OF UK ASSOCS TO REINFORCE CDA AS  
INVESTMENT OPP TO EXPAND N. A. MARKET  
PENETRATION.

FORMALIZE COMMUNICATIONS OF PLAN, PRIORITIES & PROGRAMS WITH PROVINCES  
THROUGH QUARTERLY SCHEDULED MTGS WITH LDN HOUSES & SEMI-ANNUAL RE-  
PORTING TO OTHERS (6).

STREAMLINE PROSPECTING & FOLLOW-UP ACTI-  
VITIES; A FORUM FOR IMPROVED TRACING OF  
PROV. SECTOR PRIORITY SHIFTS ON A TIMELY  
BASIS.

DEVELOP AN AUTOMATED INVESTMENT PROSPECT DATABASE TO ENSURE CAPTURE OF  
RESEARCH & ANALYSES UNDERTAKEN DURING PAST TWO YRS. WILL PROVIDE (A)  
READY TRIGGERING OF CONTACT FOLLOW-UP (B) LINKAGE TO SECTOR PRIORITIES;  
(C) PARENT/SUB STATUS WITH CDA; (D) FACILITY TO UPDATE FIN., OFF., CONT, ETC

EFFICIENT TRACKING FOR ALL POST PERSONNEL  
INVOLVED IN IDP. FACILITATE CONTINUITY OF  
PROGRAM DURING PERIODS OF POST PERSONNEL  
CHANGES. CURRENT STATUS INFO FOR MIN. VISITS



REPORT #5  
88/10/21

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

437 - LONDON

UNITED KINGDOM

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

ACTIVITIES UNDERTAKEN IN QUARTER  
-----

RESULTS REPORTED  
-----

QUARTER : 1

BRITISH ELECTRONICS WEEK.  
CHILLED FOOD FAIR  
COMMUNICATIONS 88  
WILSON VISIT AND IOD DINNER  
CONFERENCE BOARD/CBI INVEST IN CDA SEMINAR  
IPAC SEMINARS  
BIOTECH/BIOMED PROSPECTING  
DEFENCE PROSPECTING PAPER

FOLLOW UP ON 8 EXISTING FILES & 5 NEW PROSPECTS.  
GRND WORK FOR OCT CHILLED FOOD MISSION TO UK &  
SAIL. -3 NEW PROSPECTS AND 4 SUSPECTS.  
SELL-OUT CROWD OF UK BUSINESS LEADERS; WELL REC'D  
UPBEAT INVSTMT MESSAGE BY MIN. WILSON.  
125 ATTENDEES: TOO FEW NEW IND'L INVSTMT PROS-  
PECTS. -VERY WELL ATTENDED; REC'D: ACTIVE FOLLOW UP  
UNDERWAY. -10-15 FIRMS IDENTIFIED WHO WILL VISIT  
CDA IN NEXT 6 MTHS AT OWN EXPENSES. -COMPLETED &  
CIRCULATED TO GOVT AND INDUSTRY CONTACTS.

QUARTER : 2

-----

QUARTER : 3

-----

QUARTER : 4

-----

INVESTMENT DEPARTMENT, 10/18 OF 10/18 OF 10/18 (10/18/88)  
INVESTMENT DEPARTMENT, 10/18 OF 10/18 OF 10/18 (10/18/88)  
INVESTMENT DEPARTMENT, 10/18 OF 10/18 OF 10/18 (10/18/88)

6021 - 437 - LONDON

WHICH CONSISTED OF 10/18 OF 10/18 OF 10/18 (10/18/88)  
LISTED BELOW ARE THE SPECIFIC ACTIVITIES UNDERTAKEN

88/10/21  
AS TRIVEN

41 MISSIONS ABROAD FOR FISCAL YEAR 88  
OPERATING BUDGET REPORT OF 10/18 OF 10/18 OF 10/18 (10/18/88)

REPORT 4A  
88/10/21

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

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

POST : 437-LONDON

WORLD ENERGY BUSINESS CONFERENCE INFO BOOTH (21/4/88).  
CBI ADVERTORIAL (01/4/88) AND EDITORIAL (17/5/88) ON  
INVESTMENTS CLIMATE IN CANADA.  
INDUSTRIAL DEVELOPMENT TOUR OF ISLE OF MAN (19/4/88).

EXPORT PROGRAMS PROSPECTS SERV  
USING LINKS OF C...  
TRIAL TRAINING  
(ED REP. INTER...  
GRACE.

ELECTRONICS EXPORT &  
USING INFORMATION EXCHANGE WITH...  
SYNOPSIS (MOST SUITABLE FOR...  
PROSPECTS ASKING FOR V...  
TO DIST PROSPECTING FOCUS.

EDUCATION/MEDICAL HEALTH PROD  
PRESENT 105 TO SELECTED PROSPECTS IN...  
ICATIONS CAMPAIGN BASED ON...  
WITH INFO ON STUDY OF...  
IN BIOTECH SECTORS.

AGRI & FOOD PRODUCTS & SERVICE  
INTENSIFY COUN...  
WITH MANUFACTURERS OF...  
FOR EXPORT REPLACEMENT...  
UNDERWRITE THEIR OWN...  
RESEARCH.

NON SECTORALLY ORIENTED ACTIVITIES  
CONTINUE PRO-ACTIVE Liaison with...  
OF COMMERCE &...  
RESEARCH &...  
BIOELECTRONIC...  
1988...  
COMMUNICATIONS...  
CHIFFER...  
RESEARCH & ANALYSIS...  
NEARBY TRIGGERING OF...  
COMPARANT...  
ACTIVITIES UNDERWAY IN...  
RESEARCH IS BELONGED

437 - LONDON  
REPORT 4A

EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88



REPORT 4A  
88/10/21

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

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

POST :412-LYON

LA MISSION QUEBECOISE DE L'INDUSTRIE DU PLASTIQUE AVAIT ETE  
PLANIFIEE ET UN APPORT IMPORTANT A ETE FOURNI PAR LE  
CONSULAT, PARTICULIEREMENT EN CE QUI CONCERNE LES TRANSFERTS  
DE TECHNOLOGIE. PAR CONTRE UN INVESTISSEMENT IMPORTANT A  
DECOULE DE CETTE ACTIVITE SOIT L'ACHAT DE LA SOCIETE  
FRANCAISE (LYON-DECINES) PLASTIQUES SCMP SA PAR LE GROUPE  
PLASTIQUE MODERNE INC. DE MONTREAL. PLASTIQUE SCMP SA A UN  
CHIFFRE D'AFFAIRES DE 28 MILLIONS DE FRANCS ET UN EFFECTIF  
DE 33 PERSONNES (1987).

TRACKING

QUARTER

QUARTER

QUARTER

QUARTER

PLANNING

POST :407-MONTREAL

SECTION

REPORT

ANTICIPATED RESULTS

STIMULATED SPANISH DECISION-MAKERS TO CONSIDER  
THE CAN-COR AS JOINT-VENTURE PARTNERS IN NEW  
MAJOR DEVELOPMENT PROGRAMS

THERE IS POTENTIAL FOR \$100 MILLION IN NEW  
BUSINESS AND ECONOMIC RECOGNITION  
INDUCED TO SPANISH VOLUNTARY AND UNPLANNED  
INDUSTRY INVESTMENT WHICH WILL EXCEED THE \$100  
MILLION INVESTMENT IN SPAIN IN 1988 AND 1989  
ESTABLISHING A STRONG BASIS FOR FUTURE GROWTH AND  
PROFITABILITY

ASSIST 3 CAN COMPANIES TO FIND REPRESENTATION  
IN SPAIN

MISSION REPORT  
LOBBYING CAN PUBLICITY IN THIS QUARTER  
QUARTERLY RESULTS REPORTED

MARKET  
SPECIALIZED REPORTS PROVIDED TO THE SPANISH  
INTELLIGENCE PROVIDED TO BRITISH AMBASSY AND  
CANADIAN LEGATION. NEW DELEGATION WAS BRIEFED ON  
CANADIAN EXPORTATION POLICY AND PROCEDURES

MEETING IN LYON  
INVESTIGATION OF VI LEVEL ONE INVESTMENT

STATE OF ONE YEAR OF 20%

IMAGE OF CAN INDUSTRY  
FOR EXPORT PROMOTION PURPOSES FOR 1988

ANTICIPATED RESULTS

FORECAST OF NEW ACTIVITIES AND ANTICIPATED RESULTS DURING THE MISSION'S VISIT TO LYON

AT MISSIONS ABROAD FOR FISCAL YEAR 88  
WAS REPORTED BY EXPORT PROMOTION PROGRAM





REPORT 4  
88/10/21

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

POST : 407-MADRID

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
SPAIN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

POST IS MAINTAINING CONTACTS WITH MOD PURCHASING DIRECTORATES,  
THE ASSOCIATION OF DEFENCE EQPT MFRS AND MAJOR LOCAL DEFENCE CON-  
TRACTORS.

STIMULATES SPANISH DECISION-MAKERS TO CONSI-  
DER CDN COS AS JOINT-VENTURE PARTNERS ON NEW  
MAJOR DEVELOPMENT PROGRAMS.

ASSIST CANADAIR IN ITS EFFORTS TO CONVINCe FOREST PROTECTION  
AGENCY AND SPANISH AIR FORCE TO MODERNIZE EXISTING FLEET OF  
CL 215S AND ADD TO IT.

THERE IS POTENTIAL FOR \$100 MILLION SALE.

INVITE SPANISH AIR FORCE CONTRACT NEGOTIATING TEAM TO VISIT THE  
CANADAIR/CAE F18 INTEGRATED TEST FACILITY AT COLD LAKE.

\$30 MILLION SUB-CONTRACT TO ERIA/INISEL AND  
ESTABLISHMENT OF LONG TERM INDUSTRIAL COOPE-  
RATION.

PREPARE NEW MARKET GUIDE AND CONTACT LIST FOR DISTRIBUTION AT  
HI-TEC.

ASSIST 5 CDN COMPANIES TO FIND REPRESENTATION  
IN SPAIN.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INVESTIGATE SPAN VIEWS RE FRAMEWORK MOU FOR IN-  
DUSTRIAL COOP IN DEFENCE PRODUCTS. - ASSIST CDN  
COS IN THEIR MARKETING EFFORTS. - ASSIST CDN  
MEMBERS OF NATO INDUSTRIAL ADVISORS GROUP DURING  
VISIT TO SPAIN.

SPANISH VIEWS ON MOU REPORTED TO OTTAWA. -MKT  
INTELLIGENCE PROVIDED TO BRISTOL AEROSPACE AND  
CANADAIR. - CDN NIAG DELEGATION WAS BRIEFED ON  
SPANISH DEFENCE INDUSTRY AND MADE PLANT VISITS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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

POST : 407-MADRID

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE TO COORDINATE MARKETING EFFORTS OF CANADIAN SUPPLIERS OF URBAN TRANSIT GOODS AND SERVICES WITH LOCAL PARTNERS.

SUBMISSION OF COMPETITIVE JOINT-VENTURE BIDS FOR URBAN TRANSIT REQUIREMENTS IN BARCELONA AND SEVILLE.

ORGANIZE VISIT BY EDC REP TO BARCELONA AND SEVILLE TRANSIT AUTHORITIES, STATE RAILWAY, COMMUTER AIRLINES AND IBERIA.

EDUCATE PROSPECTIVE CLIENTS AS TO FINANCING AVAILABLE FOR MAJOR PURCHASES FROM CANADA.

CALL ON MANAGEMENT OF NEW COMMUTER AIRLINES AS THEY ARE FORMED TO PROMOTE CDN AIRCRAFT AND CONSULTING SERVICES AND EXPLAIN EDC FINANCING.

GENERATION OF A NUMBER OF REQUESTS FOR PROPOSALS.

CALL ON IBERIA TO DISCUSS THEIR FLIGHT SIMULATOR REQUIREMENTS IN VIEW OF PLANNED PURCHASES OF NEW BOEING AND AIRBUS AIRCRAFT.

OPPORTUNITY FOR CAE TO BID TO IBERIA.

CALL ON RENFE TO DISCUSS IMPORT REQUIREMENTS IN CONNECTION WITH RAILWAY MODERNIZATION PROGRAM.

CDN SUPPLIERS WILL BE ADVISED OF ANY OPPORTUNITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROMOTE SALE OF CDN AIRCRAFT TO NEW REGIONAL AIRLINE. - PROMOTE CDN URBAN TRANSPORT TO BARCELONA.

MKT INTELLIGENCE PROVIDED TO DE HAVILLAND. CONTACT MAINTAINED WITH BARCELONA CITY OFFICIALS. VISIT TO CDA ARRANGED FOR CATALAN TRANSPORT OFFICIALS TO MEET WITH UTDC.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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

POST : 407-MADRID

016--INDUSTRIAL MACHIN, PLANTS, SERV.  
SPAIN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

ORGANIZE VISIT OF MONDRAGON GROUP TO CANADA TO INVESTIGATE INDUSTRIAL COOPERATION AND RETURN VISITS TO SPAIN BY INTERESTED CDN COS.

ASSIST MOMENCO TO PRESENT UNSOLICITED PROPOSAL FOR WATER DESALINATION/THERMAL POWER PLANT IN CANARY ISLANDS.

FOLLOW UP WITH CDTI TO DETERMINE WHETHER THEY AGREE TO MOU ON COOPERATION WITH NRC.

ESTABLISH DIRECT CONTACT WITH MAJOR LOCAL COS IN SECTOR TO INTRODUCE CDN EXPERTISE AND EQUIPMENT TO THEM.

CONDUCT A MARKET SURVEY TO IDENTIFY WASTE & WATER TREATMENT EQUIPMENT MARKET OPPORTUNITIES FOR CDN FIRMS. DISSEMINATE IT TO TRADE ASSOCIATIONS.

ANTICIPATED RESULTS:

ONE OR TWO INDUSTRIAL COOPERATION AGREEMENTS.

SHOULD PROJECT GO AHEAD SEVERAL CDN EQPT SUPPLIERS WOULD HAVE OPPORTUNITY TO BID TO SUPPLY MACHINERY OF \$60M.

OPPORTUNITIES FOR TECHNOLOGY TRANSFER WHICH COULD LEAD TO MACHINERY SALES.

STIMULATE ENOUGH INTEREST TO ARRANGE MARKET VISITS TO AND FROM CDA AIMED AT INDUSTRIAL COOP AND TRANSFER OF TECHNOLOGY.

ATTRACT 6 NEW CDN COMPANIES TO THE SPANISH MARKET.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ASSIST AECL TO ARRANGE ONE DAY SEMINAR ON SERVICES & EQPT FOR NUCLEAR WASTE TREATMENT. ASSIST DRIE OFFICER ON TECHNOLOGY PROSPECTING MISSION.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

AECL SEMINAR WAS SUCCESSFUL - ATTENDED BY 50 SPANISH NUCLEAR OFFICIALS. PROSPECTING MISSION COMPLETED.



REPORT 4  
88/10/21

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

POST : 407-MADRID

002-FISHERIES, SEA PRODUCTS & SERV.  
SPAIN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

PREPARE COMPREHENSIVE MARKET STUDY FOR FISHERIES PRODUCTS IN SPAIN AND DISSEMINATE IT TO CANADIAN INDUSTRY.

CANADIAN SUPPLIERS WILL BE ENCOURAGED TO TAKE A MORE ACTIVE INTEREST IN SPANISH MARKET.

ORGANIZE RETURN VISIT BY NEWFOUNDLAND DELEGATION TO THE BASQUE FISHING INDUSTRY.

PRODUCT SALES, MARKETING AND INDUSTRIAL COOPERATION AGREEMENTS TO \$5M.

CONTINUE TO ASSIST SPANISH FISHING COMPANIES INTERESTED IN INVESTING IN CANADIAN FISHERIES SECTOR.

IMPROVE ACCESS TO SPANISH MARKET AND THIRD COUNTRY MARKETS TRADITIONALLY SERVICED BY SPANISH COS.

IDENTIFY COMPANIES IN NOVA SCOTIA, NEW BRUNSWICK & PRINCE EDWARD ISLAND INTERESTED IN REACHING A LONG TERM CONTRACT WITH HISPANAGAR S. A. TO SUPPLY SEAWEED (CHONDRUS CRISPUS) ON REGULAR BASIS.

POTENTIAL IS APPROX. 1,000 MT PER YEAR OF \$0.5M.

APPROACH SPANISH MINISTRY OF HEALTH WITH A VIEW TO EASING THE DEPURATION REQUIREMENTS ON IMPORTED LIVE CLAMS.

PROVIDE REGULAR MARKET TO SHELLFISH EXPORTERS IN B. C.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RESPOND TO OTTAWA'S SUGGESTION FOR FISHERIES MISSION TO SPAIN LATER THIS YEAR.  
PROMOTE CDA/SPAIN JVS IN FISHERIES.

FOLLOWING CONSULTATION, MISSION NOW PLANNED FOR OCTOBER.  
PEBSA HAS ARRANGED JV IN NOVA SCOTIA.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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

POST : 407-MADRID

014-EDUCATION, MEDICAL, HEALTH PROD  
SPAIN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

GENERAL MARKET SURVEY WILL BE PREPARED TO IDENTIFY SPECIFIC SECTORS OFFERING BEST OPPORTUNITIES.

VISIT BARCELONA TO CALL MAJOR IMPORTERS IN SECTOR.

CONTACT 15 MAJOR CDN COMPANIES IN BIOTECHNOLOGY AND HITECH MEDICAL INSTRUMENTS/APPARATUS FIELDS TO DETERMINE THEIR INTEREST IN THE SPANISH MARKET.

ANTICIPATED RESULTS:

IMPROVE OUR CAPABILITY TO SOURCE POTENTIAL EXPORTERS IN CANADA. INFORM EXPORTERS OF LOCAL OPPORTUNITIES.

INFORM IMPORTERS OF AVAILABILITY OF CDN PRODUCTS AND DETERMINE THEIR INTEREST.

INDUCE 3 COS TO UNDERTAKE NEW MARKETING ACTIVITY IN SPAIN.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ENCOURAGE CDN COS TO INVESTIGATE SPANISH MARKET. ORGANIZE PARTICIPATION IN HOSPITALIA'88 NOV 8-11 IN MADRID.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

ENQUIRIES AND SALES HAVE DOUBLED OVER LAST YEAR. BUDGET ASSIGNED BY OTTAWA. SPACE BOOKED. FIRMS BEING CANVASSED FOR LITERATURE.

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

REPORT #5  
88/10/21

407 - MADRID

SPAIN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP.  
FOLLOW UP THE MONDRAGON MISSION TO CANADA WITH AN INVESTMENT SEMINAR  
IN MONDRAGON AIMED AT THE 130 MEMBER COS, MANY OF WHOM ARE MACHINE  
TOOL MFRS.

AT LEAST ONE OR TWO JV ARRANGEMENTS IN  
CANADA.

FISHERIES, SEA PRODUCTS & SERV. FISH & SHELLFISH & OTHER PROD  
FOLLOW UP THE BASQUE/NEWFOUNDLAND RECIPROCAL VISIT WITH AN INVESTMENT  
SEMINAR INVIGO TO EXPLAIN THE OPPORTUNITIES FOR SPAN INVESTMENT IN  
CDN FISHERIES.

\$10 MILLION OF INVESTMENT IN CANADA.

EDUCATION, MEDICAL, HEALTH PROD PHARMACEUTICALS, BIOTECHNOLOGY  
IDENTIFY 5 OR 6 LEADING BIOTECH/MEDICAL EQPT COS AND CALL ON THEM TO  
EXPLAIN THE BENEFIT OF INVESTMENT IN CANADA.

ONE SOLID INVESTMENT LEAD.

NON SECTORALLY ORIENTED ACTIVITIES

SPAIN IS LIBERALIZING ITS REGULATIONS CONTROLLING SPANISH INVESTMENT  
ABROAD. WE WILL MEET WITH THE SPANISH ASSOCIATION OF BUSINESS ENTER-  
PRISES TO PROVIDE INFO ON CANADA.

INFLUENCE CORPORATE AND INSTITUTIONAL  
INVESTORS TO CONSIDER INVESTMENT IN CANADA



REPORT #5  
88/10/21

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

407 - MADRID

SPAIN

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

WE ARE PROMOTING NETWORK 88 CONVENTION IN MTL.  
ARRANGED CALLS DURING VISIT OF DRIE/GSTM ON IN-  
VESTMENT PROSPECTING MISSION FOR RESOURCE EQUIP.  
PARTICIPATE IN CDN CHAMBER OF COMMERCE SEMINAR  
"DOING BUSINESS IN SPAIN" IN TORONTO, JUNE 16/88.  
ASSIST CDN CO TO ACQUIRE SPANISH TECH FOR FIRE-  
FIGHTING EQUIPMENT.

NIL  
NIL  
SEMINAR ATTENDED BY 50-60. CONSCIOUSNESS RAISED  
REGARDING POSSIBILITIES FOR 2 WAY INVESTMENT,  
INDUSTRIAL COOP, JVS ETC.  
NEGOTIATIONS PROCEEDING WITH SPANISH CO.

QUARTER : 2

QUARTER : 3

QUARTER : 4

THE FOLLOWING ARE ACTIVITIES  
UNDERTAKEN IN QUARTER 1 BY  
OFFICERS AND STAFF OF THE  
MISSION IN MADRID, SPAIN  
DURING THE PERIOD FROM  
1 JANUARY TO 31 MARCH 1988.  
THE ACTIVITIES WERE  
CONDUCTED IN ORDER TO  
PROMOTE INVESTMENT  
OPPORTUNITIES IN SPAIN  
AND TO ESTABLISH  
CONTACTS WITH  
SPANISH FIRMS AND  
INDUSTRIAL CONCERNS.

QUARTERLY RESULTS REPORTED  
SUCCESSFUL ONE ON ONE MEETINGS ARRANGED AT INTER-  
NATIONAL LEVELS IN MADRID, EXHIBITION DELIVERED SPECIFIC  
OLD AND NEW CONTACTS ON CANADA'S EXPORT CAPABILITY  
7 NEW BUYING AGENCY CONNECTIONS WORTH APPROX 40M  
CAN \$1.9 MILLION.

REPORT 4A  
88/10/21

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

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

POST : 407-MADRID

- (1) COMMERCIAL COUNSELLOR PARTICIPATED IN MULTI-LATERAL MEETINGS AT BREC AND IN SEMINAR ON SPAIN IN TORONTO.
- (2) OFFICER IN BARCELONA SPENT CONSIDERABLE TIME ARRANGING NEW SQ AND OFFICE PLUS FURNISHINGS.
- (3) WIN SYSTEM PROGRAM MANAGER SPENT CONSIDERABLE TIME RECEIVING AND SETTING UP EQUIPMENT.
- (4) BOTH MADRID AND BARCELONA OFFICES SPENT 2 DAYS OF OFFICER TIME SUPPORTING FUR SEMINARS.

407 - MADRID  
88/10/21  
REPORT 4A



REPORT 4  
88/10/21

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

POST : 404-MILAN

009-FOREST PRODUCTS, EQUIP, SERVICES  
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

CONSOLIDATE FOREST PRODUCTS STRATEGY COORDINATING ACTIVITY OF COFI(COUNCIL OF FOREST IND BC)& BPIB(QUEBEC LUMBER MFR)AS PER STRATEGY DOC. SUBMITTED TO ALL INTERESTED PARTIES, JANUARY 1986.

2"WOOD BUILDING"CONFERENCES, JOINTLY WITH COFI/BPIB IN MAJOR CITIES TARGETED AT PROFESSIONAL AUDIENCES IN UDINE AND GENOA(ARCHITECTS, ENGINEERS, BUILDERS).

25 TRADE LIAISON CORPORATE VISITS TO ALL MAJOR LUMBER AND PLYWOOD BUYERS THROUGHOUT ITALY.

DEVELOP COORDINATED MKTG APPROACH TO AVOID CDN ENTITIES COMPETING WITH EACH OTHER (BY HOLDING MONTHLY MEETINGS WITH THEM).

IMPROVE DISSEMINATION OF TECHNICAL INFO FROM CDN INDUSTRY & BRING ABOUT GREATER AWARENESS OF CDN LUMBER SUPPLY POTENTIAL.

EXPANDED SALES FRO SOFTWOOD, HARDWOOD AND PLYWOOD. ESTABLISH 6 NEW MAJOR DISTRIBUTORS(2 FOR SOFTWOOD, 3 FOR HARDWOOD, 1 FOR PLYWOOD).

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ORGANIZE MEETING ON BEHALF OF QUEBEC FOREST EQUIPMENT MISSION.  
ORGANIZE CDN ACTIVITY & DELIVER SPEECH AT TRIESTE CONFERENCE. CONTINUE TO REVITALIZE IMPORTER/DISTRIBUTOR/REP CONTACTS.

SUCCESSFUL ONE ON ONE MTGS ARRANGED AT INTERBI-MALL WDWRKG MACH. EXH. C.O. DELIVERED SPEECH TO OLD AND NEW CONTACTS ON CDA'S EXPORT CAPABILITY. 9 NEW BUYING/AGENCY CONNECTIONS WORTH ABOUT CDN \$1.9 MILLION.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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

POST : 404-MILAN

002-FISHERIES, SEA PRODUCTS & SERV.  
ITALY

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

PREPARE REPORT ON FROZEN SALMON MARKET IN NORTHERN ITALY HIGHLIGHTING PREFERRED SPECIES AND HEALTH REGULATIONS.

ORGANIZE PROMOTIONAL DINNERS IN COOPERATION WITH AGENTS AND IMPORTERS TARGETTED AT SELECTED AUDIENCES (E.G. RESTAURANTERS, ASSOCIATIONS, INSTITUTIONS).

IDENTIFY ALL ITALIAN SMOKE HOUSES FOR SALMON PRODUCTS AND DISTRIBUTE LIST OF QUALIFIED CANADIAN FRESH SALMON EXPORTERS.

DIRECT QUARTERLY MAIL TO ITALIAN IMPORTERS AND DISTRIBUTORS RE CANADIAN SUPPLY AND PRICES.

ORGANIZE CANADA DAY FISH PROMOTION & RECEPTION IN COOPERATION WITH NATIONAL ITALIAN IMPORTERS UTILIZING DIRECT MAIL AIMED AT CONSUMERS, LOC. DISTRIBUTORS & SPECIALIZED TRADE MEDIA.

PREPARE PERSPECTIVE REPORT ON POSSIBLE IMPORTS OF CANNED TUNA TO ITALY.

ANTICIPATED RESULTS:

CAPTURE GREATER SHARE OF GROWING FROZEN SALMON IMPORTS MARKET.

INCREASED AWARENESS & CONSUMPTION OF QUALITY CANADIAN FISH (SALMON, COD, LOBSTER, CLAMS).

EXPANDED SUPPLIER NETWORK OF FRESH SALMON PRODUCERS IN CANADA.

INCREASED AWARENESS FOR PROGRAMMED PROCUREMENT REQUESTED BY ITALIAN BUYERS.

ATTENDANCE BY MAJOR TRADE CONTACTS & PUBLICATION OF RELATED INFORMATION IN MAJOR ITALY FISH INDUSTRY PUBLICATIONS (GRATIS).

DETERMINE IF VIABLE MARKET EXISTS FOR CANADIAN PRODUCT.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 IDENTIFY AND APPOINT NEW DISTRIBUTORS AND IMPORTERS FOR LIVE AND FROZEN LOBSTERS, SALMON & GRND FISH. ORG. PART 'N IN THE INT'L FISHING EQPT. & FISH PRODS FAIR IN ANCONA (THE LARGEST IN THE MEDITERRANEAN).

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

3 MAJOR IMPORTERS/DISTRIBUTORS APPOINTED WITH SHARP INCREASE IN IMPORTS OF FISH PRODS. POOR RESPONSE FROM CDN FIRMS - MUCH INTEREST PART OF INTL PARTS - RECOMMEND RELUCTANTLY WE DO NOT APPLY TIME, EFFORT, RESOURCES IN THE FUTURE.



REPORT 4  
88/10/21

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

POST : 404-MILAN

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

IDENTIFY MEDIUM SIZE ITALIAN FIRMS FOR POSSIBLE TAKE OVER BY CANADIAN COMPANY IN THE INFORMATIC SECTOR.

UTILIZE SPECIALIZED ITALIAN TRADE MAGAZINES TO INTRODUCE NEW CDN PRODUCTS TO A WIDE CROSS SECTION OF ITALIAN INDUSTRY. IDENTIFY 3 TO 4 KEY PUBLICATIONS FOR TARGETED ADVERTISING.

IDENTIFY KEY PROCUREMENT CONTACTS IN MAJOR ITALIAN PRIVATE SECTOR FIRMS (E. G. 5000 EMPLOYEES OR MORE) FOR DIRECT REFERENCE TO CANADIAN SUPPLIERS.

IDENTIFY KEY PROCUREMENT CONTACTS IN MAJOR ITALIAN COMPANIES (ITALTEL & TELETTRA) RE THEIR REQUIREMENTS IN PABX COMPONENTS, BUSES & FIBER OPTICS & RELAY TO CANADIAN SUPPLIERS.

PREPARE REPORT ON FIBER OPTICS INTEGRATION INTO THE ITALIAN COMMUNICATION NETWORK.

PREPARE LIST OF KEY CORPORATE BUYERS IN MAJOR ITALIAN ELECTRONIC FIRMS (E. G. OLIVETTI/SGS) RE REFERENCE TO CDN SUPPLIERS WHO SHOULD PURSUE CONTACTS AND SET UP INCOMING VISITS.

ANTICIPATED RESULTS:

ACQUISITION OF THE ITALIAN FIRM BY MAJOR CDN INFORMATIC COMPANY WISHING TO EXPAND INTO ITALIAN MARKET.

INCREASED ITALIAN AWARENESS OF CANADIAN STATE OF THE ART MANUFACTURING.

INCREASED AWARENESS AND INCREASED EXPORT SALES.

DEVELOP EXPORT SALES FOR QUALIFIED CANADIAN FIRMS (PRESENTLY NEGLIGIBLE).

ANTICIPATE MARKETING VISIT BY CANADIAN MANUFACTURERS.

INCREASED AWARENESS OF CDA'S SUPPLY CAPABILITY FOR ADVANCED ELECTRONIC COMPONENTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 EXPAND NETWORK OF ITALIAN REPS/DISTRIBUTORS FOLLOW UP PROJECTS INITIATED IN PREVIOUS QUARTERS.  
VISIT FAIRS/EXHIBITIONS IN PRIORITY SECTOR.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

3 NEW AGENCY/BUYING CONNECTIONS ESTABLISHED. OLIVETTI LIKELY WILL REPRESENT LOGO WRITER LAP TOP UNITS OF STM ORDERED BY ASEM, FOURMASTER (ITAL) TO REPRESENT DIDAK, FED. TRADE MAY REPRESENT ULTRALASERTECH. VISITED DIDATTICA



REPORT #5  
88/10/21

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

404 - MILAN

ITALY

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

AGRI & FOOD PRODUCTS & SERVICE FOOD HANDLING, PROCESSING EQUIP  
ESTABLISH CONTACT WITH POTENTIAL ITAL. INVESTORS THROUGH APPROPRIATE  
INTERMEDIARIES & VISITS TO EXHIB. & TRADE FAIRS. DEVELOP INTEREST  
THROUGH FOCUSED MAILINGS & CORP. VISITS. FOLLOWUP ON INVEST. LEADS.

IDENTIFY ITALIAN CAPABILITY & GENERATE  
AWARENESS OF CDAS INVESTMENT OPPORTUNITIES  
DEVELOP 5 LEADS.

INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP.  
DEVELOP A PROGRAM OF TAILORED SEMINARS & CORPORATE CONTACTS IN COOP  
WITH APPROPRIATE ASSOC. SUCH AS UCIMU A LEADING ITALIAN MACHINE TOOL  
ASSOC. TO ENCOURAGE INVESTMENT THROUGH JVS & TECHNOLOGY TRANSFERS TO  
CDA.

IDENTIFY & MATCH INTERESTED CDN & ITALIAN  
PARTIES. EXCHANGE OF VISITS AT CO. &  
ASSOC. LEVEL BETWEEN 2 COUNTRIES. DEVELOP  
2/3 INVESTMENT LEADS.

FOREST PRODUCTS, EQUIP, SERVICES ALL SUB-SECTORS  
FOLLOWUP ON LEADS DEVELOPED THROUGH TRADE DEVELOPMENT PROGRAM LIAISE  
WITH APPROP. ASSOC. ATTEND FORUMS SUCH AS TRADE SHOWS & MEET WITH  
INDIVIDUAL COMPANIES TO PROMOTE ACTIVITY IN CDAS MOST IMPORTANT  
SECTOR.

IDENTIFY ITALIAN INTEREST IN CANADIAN MAR-  
KET & PROMOTE INVESTMENT COOPERATION/TECH  
TRANSFER. DEVELOP 2/3 INVESTMENT PROSPECTS

COMM. & INFORM. EQP. & SERV ALL SUB-SECTORS  
CONTACT KEY ASSOCIATIONS SUCH AS ANIE TO DEVELOP A PROGRAM OF INVEST-  
MENT PROSPECTING. FOLLOWUP ON LEADS TO GENERATE AWARENESS OF CDAS  
NEEDS & CAPABILITIES.

IDENTIFY ITALIAN CAPABILITY PARTICULARLY  
IN ROBOTIS MACHINING CTRS & AUTOMATION &  
GENERATE INVESTMENT & TECH. TRANSFER  
PROSPECTS.

CONSUMER PRODUCTS ALL SUB-SECTORS  
FOLLOWUP ON LEADS WITH INFO DEVELOPED IN CONJUNCTION WITH DRIE &  
PROVINCES. PRESENT INFORMATION TO SELECT GROUP OF COS. ENCOURAGE  
EXCHANGE OF VISITS FOLLOWUP WITH CORPORATE CALLS.

IDENTIFY INVESTMENT PROSPECTS AND ENCOUR-  
AGE THEM TO SERIOUSLY LOOK TO CDA FOR  
INVESTMENT OPPORTUNITIES.

EDUCATION, MEDICAL, HEALTH PROD ALL SUB-SECTORS  
DEVELOP A PROGRAM OF SPECIAL PRESENTATIONS & CO. INTERVIEWS/VISITS IN  
COOPERATION WITH ASTRU & OTHER ASSOCIATIONS. WORK WITH DRIE PROV. &  
RESEARCH ORGANIZATIONS TO IDENTIFY CDN CAPABILITY & NEEDS TO DEVELOP A  
PROMOTIONAL PACKAGE GEARED TOWARDS ITALY.

DETERMINE IF INVESTMENT PROSPECTS EXIST.

NON SECTORALLY ORIENTED ACTIVITIES

LIAISE WITH INDUSTRIAL & REGIONAL ASSOC. FINANCIAL & OTHER INTER-  
MEDIARIES TO IDENTIFY ITALIAN SECTOR COS. WHICH MATCH CDAS SECTORAL  
PRIORITIES. FOLLOWUP WITH SELECTIVE & INFORMATIVE MAIL OUT CAMPAIGN.

COMPILE A LIST OF POTENTIAL ITALIAN INVES-  
TORS IN CANADA. FORMULATE SECTOR TARGETTED  
PROGRAMS BEST SUITED TO ATTRACT ITALIAN  
INVESTMENT.

DEVELOP A FLEXIBLE BUT CONCISE COMMUNICATION PACKAGE TO PROMOTE  
ITALIAN INVESTMENT TO CANADA. IDENTIFY & ESTABLISH CONTACT WITH APPROP  
MEDIA FORUMS.

INCREASE AWARENESS OF CANADA AS A GOOD  
AREA FOR INVESTMENT.

DEVELOP & IMPLEMENT A CAREFULLY TAILORED CORPORATE PROSPECTING PROGRAM

GENERATE & FOLLOWUP ON INTEREST IN INVEST-  
ING IN CDA & DEVELOP COMPANY PROFILES &  
CASE HISTORIES.



REPORT #5  
88/10/21

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

404 - MILAN

ITALY

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

CONTACT INTERMEDIARIES (ASSOCIATIONS/FINANCIAL)  
CORPORATE LIAISON  
UNDERTAKE REVIEW OF IDP IN N. ITALY TO DATE

CONTACTED AND ESTABLISHED RAPPORT WITH 25  
ORGANIZATIONS.  
VISITED SIX COMPANIES.  
NEARLY COMPLETED.

QUARTER : 2

QUARTER : 3

QUARTER : 4

STILL SA WOULD CONTINUE WITH MINISTER OF INDUSTRY TRADE AND  
STILL SA WOULD CONTINUE WITH MINISTER OF INDUSTRY TRADE AND  
STILL SA WOULD CONTINUE WITH MINISTER OF INDUSTRY TRADE AND

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

AT MISSIONS ABROAD FOR FISCAL YEAR 88  
CONSIDERABLE EFFORTS WERE MADE TO EXPLORE INVESTMENT OPPORTUNITIES

REPORT 4A  
88/10/21

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

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

POST : 404-MILAN

VISIT BY INVESTMENT CANADA/WOOD/PETERS TO TERRITORY.  
VISIT BY PAUL LABBE/PRESIDENT/INVESTMENT CANADA.  
VISIT BY MONTE KWINTER/ONT. MINISTER OF INDUSTRY TRADE AND  
TECHNOLOGY.  
INSTALLATION OF WIN SYSTEM.  
VISIT BY DRIE/GSTM HYDRAULIC POWER FLUID.

AGRI & FOOD PRODUCTS & SERVICE  
ESTABLISH CONTACT WITH  
INTERMEDIARIES  
THROUGH FOCUS  
INDUSTRIAL MACHINERY  
DEVELOP A PROGRAM  
WITH APPROPR. ASSOC.  
ASSOC. TO ENCOURAGE  
LDA  
FOREST PRODUCTS EQUIP. & SERVICE  
FOLLOWUP ON LEADS  
WITH APPROPR. ASSOC.  
INDIVIDUAL COMPANIES TO  
GROWER  
COMM. & INFORM. EMP. & SERV.  
CONTACT KEY ASSOCIATIONS  
RESEARCH PROSPECTING  
NEEDS & CAPABILITIES  
FOODS  
EDUCATION MEDICAL HEALTH  
DEVELOP A PROGRAM  
COOPERATION WITH  
ASSOC. WITH  
CONDUCTIVE TRAINING  
NON  
GROWER  
DEVELOP A FLEXIBLE BUT CONCISE COMMUNICATION  
ITALIAN INVESTMENT TO CANADA  
MEDIA PROGRAM  
DEVELOP & IMPLEMENT A CAREFULLY TAILORED CORPORATE PROSPECTING PROGRAM

IDENTIFY ITALIAN CAPABILITY PARTICULARLY  
IN  
PROVIDE INVESTMENT INFORMATION  
2/2 INVESTMENT PROSPECTS  
IDENTIFY ITALIAN CAPABILITY PARTICULARLY  
IN  
PROVIDE INVESTMENT INFORMATION  
2/2 INVESTMENT PROSPECTS  
IDENTIFY INVESTMENT PROSPECTS AND  
ADVERTISE TO  
INVESTMENT OPPORTUNITIES  
DETERMINE IF INVESTMENT PROSPECTS EXIST  
CONDUCTED  
SIX  
CONDUCTED AND  
COMPILED A LIST OF POTENTIAL ITALIAN INVESTORS  
IN CANADA FORMULATE SECTOR TARGETTED  
PROGRAMS  
INCREASE AWARENESS OF CANADA AS A GOOD  
AREA FOR INVESTMENT  
GENERATE A FOLLOWUP ON INTEREST IN INVESTMENT



REPORT 4  
88/10/21

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

POST : 475-MOSCOW

003-GRAINS AND OILSEEDS  
UNION OF SOVIET SOC REP

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
ALL SUB-SECTORS		
	IMPLEMENTING 1986-1990 LONG-TERM GRAINS AGREEMENT.	\$5 BILLION OVER 5 YEARS.
	ALBERTA WHEAT POOL/RSFSR SEED EXCHANGE TESTS.	\$ 2 MILLION
	FOLLOW UP ON VISIT TO CANADA BY CHAIRMAN OF GOSAGROPROM; IN GRAIN HANDLING AND STORAGE TECHNOLOGY.	\$ 5 MILLION.
	ALBERTA-RSFSR CANOLA/DURUM WHEAT PRODUCTION.	\$ 2 MILLION
	TWO SEED PROTOCOL AGREEMENTS (FOR KING GRAIN AND THOMPSON SEEDS)	\$ 1 MILLION.
	CANADIAN GRAIN COMMISSION SEMINAR ON BREAD ADDITIVES FOR BAKERY PRODUCTS.	\$ 1 MILLION.

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

UNION OF SOVIET SOC REP  
003-GRAINS AND OILSEEDS  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

REPORT 4  
88/10/21

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

POST : 475-MOSCOW

001-AGRI & FOOD PRODUCTS & SERVICE  
UNION OF SOVIET SOC REP

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

EMBRYO TRANSFER CONTRACTS AND ESTABLISHMENT OF JOINT VENTURES FOR CANADIAN FIRMS.	\$1 MILLION
RESOLUTION OF VETERINARY OBSTACLES; SEMEN (SHEEP, BOAR, CATTLE)	\$1 MILLION
VEGETABLE STORAGE, HANDLING AND TRANSPORT EQUIPMENT AND TECHNOLOGY TRANSFERS	\$1.5 MILLION
SWINE, CATTLE AND DAIRY SEMINARS SPONSORED BY AG CANADA	LONG TERM BUSINESS
FOLLOW UP TO CHAIRMAN OF SOVIET GOSAGROPROM VISIT TO CANADA (JUNE 1987)	\$5 MILLION
ASSISTING PROVINCE OF ALBERTA AGRICULTURE IN IMPLEMENTING JOINT AGREEMENT WITH RUSSIAN REPUBLIC	\$2 MILLION

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 ASSISTED IN BULLS/HORSES SALE AND PURCHASE AGREEMENTS FOR ROWNTREE FARMS AND CCC.	CONTRACTS SIGNED AND DEALS COMPLETED.
QUARTER: 1 ONTARIO AGRICULTURE MISSION.	SUPPORTED COMPANIES ESTABLISHING FIRST CONTACTS IN USSR MARKET.
QUARTER: 2 -----	
QUARTER: 3 -----	
QUARTER: 4 -----	

ALL SUB-SECTORS

POST : 475-MOSCOW

001-AGRI & FOOD PRODUCTS & SERVICE  
UNION OF SOVIET SOC REP

REPORT 4  
88/10/21

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



REPORT 4  
88/10/21

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

POST :475-MOSCOW

O11-OIL & GAS EQUIPMENT, SERVICES  
UNION OF SOVIET SOC REP

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUED SUPPORT FOR CANADIAN FOREMOST YAMAL CO-PRODUCTION/JOINT VENTURE PROSPECTS WITH MINISTRY OF OIL AND GAS CONSTRUCTION.

JOINT VENTURES AND INITIAL CONTRACTS FOR \$10 MILLION.

CONTINUED SUPPORT FOR ESTABLISHMENT OF JOINT VENTURES RELATING TO ACIDIZING; FRACTURING AND INCREASING OIL AND GAS PRODUCTION.

JOINT VENTURES WITH CONTRACTS OF \$5 MILLION

REJUVENATION OF OIL AND GAS WORKING GROUP AND ASSISTANCE TO CANADIAN COMPANIES IN SELLING THEIR TECHNOLOGY RE JOINT VENTURES IN DRILL RIGS AND WORKOVER RIGS.

JOINT VENTURES AND CONTRACTS OF APPROXIMATELY \$20 MILLION

COOPERATION WITH PROVINCE OF ALBERTA IN ARCTIC OIL AND GAS SEMINAR.

LONG TERM BUSINESS

COOPERATION IN ESTABLISHING OIL SANDS TECHNOLOGY COOPERATION AGREEMENTS BETWEEN SUCH COMPANIES AS AOSTRA AND SOVIET ORGANIZATIONS

LONG TERM BUSINESS

PROVIDING ASSISTANCE TO CANADIAN COMPANIES IN SULPHUR PRILLING PROCESSES.

CONTRACTS FOR \$10 MILLION

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ALBERTA MISSION OF VARIOUS COMPANIES SUPPORTED FEDERAL/PROVINCIAL EFFORTS.

ORGANIZED MEETINGS AND ASSISTED IN ALL ASPECTS OF MISSION.

QUARTER: 1 CANADIAN FOREMOST SIGNING OF JOINT VENTURE.

CONTINUED CLOSE LIAISON FOR YAMAL ALL-TERRAIN VEHICLE SALES.

QUARTER: 1 ASSISTED LAVALIN IN AIDING HYDRO QUEBEC TO SOURCE SOVIET GOODS.

QUEBEC HYDRO TO TEST SOVIET PRODUCTS IN HYDRO ELECTRIC AREA.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
88/10/21

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

POST : 475-MOSCOW

002-FISHERIES, SEA PRODUCTS & SERV.  
UNION OF SOVIET SOC REP

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

PROCESSED FISH & SHELLFISH

NEW FISH PURCHASES COMMITMENT

\$12 MILLION

INTELLIGENCE GATHERING FOR CANADIAN FISH INDUSTRY AND SUPPORT ON BILATERAL FISH RELATIONS.

CONTINUING SOVIET SUPPORT ON CONSERVATION.

CANSOV JOINT VENTURE FISHING COMPANY (EVENTUAL MOSCOW OFFICE)

\$1 MILLION

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

VTT 808-251082

EGYPTIAN

1001 010-10000

001/021  
00001 4

UNION OF SOVIET SOC REP  
011-017 7-043 EQUIPMENT SERVICES

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











REPORT 4  
88/10/21

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

POST : 427-MUNICH

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

FOLLOW-UP CONTACT ARRANGED BY POST BETWEEN NORTHERN TELECOM AND KRONE, BERLIN ON COOPERATION ON TELEPHONE SETS.

FOLLOW-UP CONTACT ARRANGED BY POST BETWEEN MITEL AND KRONE, BERLIN ON COOPERATION ON TELEPHONE SETS.

LOBBYING OF PTT TECHNICAL HQ IN SUPPORT OF NORTHERN TELECOM'S BID ON 2ND PHASE OF "DATEX-P" NETWORK EQUIPMENT

PREPARATION OF A REPORT ON PLANNED REORGANIZATION OF PTT'S TELECOMMUNICATIONS DIVISION.

A JOINT VENTURE TO PRODUCE NEW GENERATION TELEPHONE SETS

A JOINT VENTURE TO PRODUCE NEW GENERATION TELEPHONE SETS

TIMELY TYPE APPROVAL OF NT EQUIPMENT

PREPARE CDN INDUSTRY TO REACT TO NEW (MORE LIBERAL ?) APPROVAL AND PURCHASING PROCEDURES OF THE PTT.

COMPUTERS, SOFTWARE & SYSTEMS

SUPPORT FOR SUCCESSFUL CONCLUSION OF SEMITECH-MICROELECTRONICS - SIEMENS LICENSE AND OEM AGREEMENT.

SUPPORT FOR DATAGRAM IN REACHING AGENCY AGREEMENT WITH PANDACOM, FRANKFURT FOR X.25 MULTIPLEXERS

LOBBYING OF BUNDESPOST AUTHORITIES FOR LIBERALIZATION OF APPROVAL OF MODEMS BY PTT.

PREPARATION OF A REPORT ON DATA COMMUNICATION MARKET (INCLUDING RELEVANT SUB-SECTORS)

PROMOTION OF COGNOS SOFTWARE PRODUCTS WITH BIG GERMAN COMPANIES LIKE MBB, DORNIER, BMW, DAIMLER-BENZ

LICENSED PRODUCTION OF SEMITECH PRODUCTS BY SIEMENS.

PANDACOM/DATAGRAM REP CONTACT. SALES OF \$30 TO \$50K OF DATACOM PRODUCTS IN FT 88/89.

RELAXED APPROVAL PROCESS FOR MODEMS WOULD OPEN IMPORTANT MARKET SEGMENT FOR CDN MANUFACTURERS. CDN SALES OF UP TO \$500K IN FIRST YEAR AFTER APPROVAL.

PROVISION OF VALUABLE INFORMATION TO CDN INDUSTRY ON THE SIZE AND NATURE OF THIS PROMISING MARKET SECTOR IN THE FRG.

INCREASED SALES OF COGNOS SOFTWARE IN GERMAN MARKET.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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

POST : 427-MUNICH

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

FOLLOW-UP CONTACT ARRANGED BY POST BETWEEN NORTHERN TELECOM AND KRONE, BERLIN ON COOPERATION ON TELEPHONE SETS.

FOLLOW-UP CONTACT ARRANGED BY POST BETWEEN MITEL AND KRONE, BERLIN ON COOPERATION ON TELEPHONE SETS.

LOBBYING OF PTT TECHNICAL HQ IN SUPPORT OF NORTHERN TELECOM'S BID ON 2ND PHASE OF "DATEX-P" NETWORK EQUIPMENT

PREPARATION OF A REPORT ON PLANNED REORGANIZATION OF PTT'S TELECOMMUNICATIONS DIVISION.

A JOINT VENTURE TO PRODUCE NEW GENERATION TELEPHONE SETS

A JOINT VENTURE TO PRODUCE NEW GENERATION TELEPHONE SETS

TIMELY TYPE APPROVAL OF NT EQUIPMENT

PREPARE CDN INDUSTRY TO REACT TO NEW (MORE LIBERAL ?) APPROVAL AND PURCHASING PROCEDURES OF THE PTT.

COMPUTERS, SOFTWARE & SYSTEMS

SUPPORT FOR SUCCESSFUL CONCLUSION OF SEMITECH-MICROELECTRONICS - SIEMENS LICENSE AND OEM AGREEMENT.

SUPPORT FOR DATAGRAM IN REACHING AGENCY AGREEMENT WITH PANDACOM, FRANKFURT FOR X.25 MULTIPLEXERS

LOBBYING OF BUNDESPOST AUTHORITIES FOR LIBERALIZATION OF APPROVAL OF MODEMS BY PTT.

PREPARATION OF A REPORT ON DATA COMMUNICATION MARKET (INCLUDING RELEVANT SUB-SECTORS)

PROMOTION OF COGNOS SOFTWARE PRODUCTS WITH BIG GERMAN COMPANIES LIKE MBB, DORNIER, BMW, DAIMLER-BENZ

LICENSED PRODUCTION OF SEMITECH PRODUCTS BY SIEMENS.

PANDACOM/DATAGRAM REP CONTACT. SALES OF \$30 TO \$50K OF DATACOM PRODUCTS IN FT 88/89.

RELAXED APPROVAL PROCESS FOR MODEMS WOULD OPEN IMPORTANT MARKET SEGMENT FOR CDN MANUFACTURERS. CDN SALES OF UP TO \$500K IN FIRST YEAR AFTER APPROVAL.

PROVISION OF VALUABLE INFORMATION TO CDN INDUSTRY ON THE SIZE AND NATURE OF THIS PROMISING MARKET SECTOR IN THE FRG.

INCREASED SALES OF COGNOS SOFTWARE IN GERMAN MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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

POST : 427-MUNICH

013-CONSUMER PRODUCTS  
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

LEISURE PROD. TOOLS HARDWARE

TO LOBBY THE NUERNBERG TOY FAIR AUTHORITIES TO ACCEPT EITHER GANZ BROTHERS LTD., WOODBRIDGE, ONT., OR A FEDERAL INFO BOOTH AT TOY FAIR 1989.

BREAK A BARRIER WHICH IS AT LEAST 5 YEARS OLD NOW & THEREBY HELP CDN TOY IND. TO INTRODUCE ITSELF ON THE EUROPEAN/GERMAN MARKET.

ORGANIZE TOGETHER WITH CANADIAN SPORTING GOODS ASSOC. "BUYING TRIP", I.E. TAKE MAJOR STORE CHAINS BUYERS TO VISIT THE CANADIAN INDUSTRY DURING CSGA SHOW 1989.

NEW BUYING CONNECTIONS. DRAW BUYER'S ATTENTION TO EXISTING CANADIAN POTENTIAL.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECRUITING, PREPARATIONS AND PLANNING FOR ISPO FALL ('88).

PREPARATION ON TRACK. WE ANTICIPATE PARTICIPATION BY 16 CANADIAN COMPANIES AT ISPO.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

PLANNING

ACTIVITIES UNDERTAKEN IN QUARTER

QUARTERLY RESULTS REPORTED

POST - MUNICH

GERMANY WEST

REPORT 4  
88/10/21

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



REPORT #5  
88/10/21

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

427 - MUNICH

GERMANY WEST

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE  
OPPORTUNITIES WILL BE IDENTIFIED BY WORKING WITH THE BIG GERMAN AUTO  
MANUFACTURERS & THEIR MAJOR SUPPLIERS. IT SHOULD BE NOTED THAT THE  
AUTO MARKET IS SATURATED IN N. A.

TO SECURE A COMMITMENT FROM VW TO MOVE AT  
LEAST ONE CASTING FACILITY TO CANADA.

EDUCATION, MEDICAL, HEALTH PROD HOSP. & MEDICAL EQUIP, INSTRUM.  
OPPORTUNITIES IN THIS AREA ARE BEING IDENTIFIED IN COOPERATION WITH  
THE BAYERISCHE VEREINSBANK. WE WILL EXTEND THIS ACTIVITY VIA OTHER  
BANKS.

A TRANSFER OF GERMAN TECHNOLOGY TO CANADA  
VIA TWO OR MORE JOINT VENTURES.

COMM. & INFORM. EQP. & SERV ELECTRONIC COMPONENTS  
WE WILL WORK CLOSELY WITH DRIE OTTAWA & VDI IN BERLIN TO IDENTIFY  
TECHNOLOGIES & JV PARTNERS IN CANADA & FRG.

A GERMAN MISSION TO CANADA & PERHAPS ONE OR  
TWO EXECUTED TECH. TRANSFER JV OR  
INVESTMENT PROJECTS.

NON SECTORALLY ORIENTED ACTIVITIES

THIS YEAR WE WILL BEGIN THE SYSTEMATIC USE OF DRIE IMPORT REPLACEMENT  
REPORTS AS TOOLS FOR INVESTMENT PROSPECTING GIVEN INTRODUCTION OF FTA  
WE WILL NOW HAVE TO REDEFINE ADVANTAGES OF LOCATING IN CANADA.

IDENTIFY FIRMS CAPABLE OF MANUFACTURING  
THE PRODUCTS IN QUESTION AND CONVINCING  
AT LEAST ONE IN EACH SECTOR TO INVEST  
IN CANADA.

ACTIVITIES UNDERTAKEN IN QUARTER  
ACTIVITIES PROPOSED IN POST PLAN

QUARTERLY RESULTS REPORTED:

ACTIVITIES UNDERTAKEN:

QUARTER 1  
QUARTER 2  
QUARTER 3  
QUARTER 4

ACTIVITIES UNDERTAKEN IN QUARTER  
ACTIVITIES PROPOSED IN POST PLAN



REPORT #5  
88/10/21

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

427 - MUNICH

GERMANY WEST

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

A)PRESENTATION OF FTA SEMINARS IN FRANKFURT, MUNICH AND STUTTGART. B)MEDICAL INSTRUMENTS INVESTMENT PROJECT. C)CANADA DAYS AT SCHWAE-BISCH-GMUEND.

A)THE SEMINARS WERE PRESENTED AS PLANNED WITH THE SUPPORT OF THE INVESTMENT COUNSELLOR, BONN. AT EACH EVENT A PRESENTATION WAS MADE BY P. L'ABBE (INVCAN), B. DODGE (DEPT FIN) & T. D'AQUINO (BCNI). EACH SESSION WAS ATTENDED BY 50-60 SENIOR GERMAN BUSINESS PEOPLE. B)MAIL CAMPAIGN COMPLETED, 20 CO REPRESENTATIVES INTERVIEWED, & 2 FAIRS INTERFAB & ANALYTICA VISITED. REPORT CURRENTLY BEING PREPARED. C)WHILE PROG AS A WHOLE SUCCESSFUL, THE INVEST PORTION WAS CANCELLED BECAUSE

QUARTER : 2

QUARTER : 3

QUARTER : 4

MUNICH-1988

88/10/21  
AP 1988

WHICH COVERED 4 MONTHS PERIODS DURING THE REPORTING PERIOD  
LISTED BELOW ARE THE SPECIFIC AND/OR UNPLANNED ACTIVITIES

AT THE END OF THE REPORTING PERIOD FOR FISCAL YEAR 88  
COMPLETION REPORTS WERE RECEIVED FROM THE FOLLOWING MISSIONS

REPORT 4A  
88/10/21

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

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

POST : 427-MUNICH

UNPLANNED - ARRANGED COMPLETE PROGRAM FOR VISIT BY MIN F. OBERLE TO MUNICH & ACCOMPANIED HIM TO MEET MIN. PRESIDENT F. J STRAUSS & HIGH-TECH COS SIEMENS & ROHDE & SCHWARZ.  
(2) UNPLANNED - ARRANGED PROGRAM & ACCOMPANIED MR I. CLARK DM CONSUMER, CORP AFFAIRS CDA TO EPO & GPO. (3) UNPLANNED - ACCOMPANIED SOLICITOR GEN J. KELLEHER WHILE AT TREVI TROIKA CONF MUNICH (4) ACCOMPANIMENT & SUPPORT OF DRIE OFFICIALS DURING PRESENTATION OF CDN SUPPORT PROPOSAL TO CLAUDIUS DORNIER SEASTAR EXEC., APRIL 27-29. (5) PARTICIPATION AT ONT. GOV'T SPONSORED LAMBRECHT CONFERENCE FOR ONTARIO EXPORTERS AND INDUSTRIAL COMMISSIONERS. (6) SUPPORTED OTTAWA/BONN SPONSORED VISIT OF CANADIAN EXPORTERS MISSION TO MUNICH AREA.  
(7) ARRANGED VISIT PROGRAM & PRESENTATION TO CDN/GERMAN BUSINESS CLUB FOR MR. G. DE RAPPARD, SR. DEP. MIN. OF ALTA GOV'T

PLANNING  
OPPORTUNITIES  
MANUFACTURERS  
AUTO MARKET  
EDUCATION, MEDICAL  
DEPARTMENTS  
THE SAVANNAH  
BANK & INSURANCE  
WE WILL WORK  
TECHNOLOGICAL

THIS YEAR WE WILL BEGIN THE...  
BE WILL NOW HAVE TO ADJUST...  
NUMBER : 5

BIGGER-OR-EQUAL  
INVESTMENT PROTECT...  
NUMBER : 1

DUCKING  
427 - MUNICH  
88-10-21  
REPORT 4A

ACTIVITIES UNDERTAKEN IN QUARTER

NUMBER IS REPORTED

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



REPORT 4  
88/10/21

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

POST : 433-OSLO

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
NORWAY

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

FOLLOW-UP ON DEVELOPMENT OF EXPORT OPPORTUNITIES FOR DEFENCE MATERIALS BEGUN AS RESULT OF RDP MEETINGS LAST YEAR.

CONTINUING CALLS ON DEFENCE-RELATED IMPORT AGENTS, PRIME CONTRACTORS AND MATERIEL COMMANDS.

DEVELOP LIST OF MOST IMPORTANT SECTORS FOR NORWAY/CANADA BILATERAL DEFENCE PRODUCTS DEVELOPMENT AS RESULT OF NEW FIVE-YEAR PURCHASE PLAN TO BE RELEASED EARLY IN 1988.

ANTICIPATED RESULTS:

IDENTIFICATION OF SPECIFIC EXPORT OPPORTUNITIES FOR CANADIAN MANUFACTURERS OF DEFENCE-RELATED PRODUCTS.

INCREASED AWARENESS IN NORWAY OF CANADIAN EXPERTISE IN THIS SECTOR.

IDENTIFY POTENTIAL CANADIAN EXPORTERS FOR DEVELOPMENT OF SALES MISSION TO NORWAY.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 COMPLETED DISCUSSIONS WITH ALL 3 NORWEGIAN MATERIEL COMMANDS IN ATTEMPT TO DEVELOP A LIST OF SECTORS AND OPPORTUNITIES FOR CANADIAN DEFENCE SUPPLIERS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

COMPLETED DEFENCE OPPORTUNITIES REPORT IDENTIFYING BOTH SECTORS OF OPPORTUNITY AS WELL AS POTENTIAL CANADIAN SUPPLIERS. OUTGOING MISSION IN NORWAY TO BE PREPARED FOR THIS FALL.



REPORT 4  
88/10/21

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

POST : 433-OSLO

011-OIL & GAS EQUIPMENT, SERVICES  
NORWAY

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MACHINERY AND EQUIPMENT

COMPANY CALLS ON LARGEST IMPORTERS AND SUPPLIERS.

CANADA-NORWAY OFFSHORE WORKING GROUP.

FOLLOW-UP ON VISITS TO CANADA BY NORWEGIAN COMPANIES WHICH ARE SOURCING TECHNOLOGY FOR NORTHERN PROJECTS (BARENTS SEA, SVALBARD.)

MEETINGS ON SVALBARD/HARSTAD WITH REGULATORY AUTHORITIES AND/OR COMPANIES TO INTRODUCE CANADIAN TECHNOLOGY AND EXPERTISE.

SEMINAR ON CANADIAN OIL AND GAS TECHNOLOGY AND CAPABILITIES (IN CONNECTION WITH THE CANADA-NORWAY OFFSHORE WORKING GROUP VISIT TO NORWAY).

MEETINGS WITH POLAR-TECH 88 PARTICIPANTS TO FOCUS ON CURRENT AND FUTURE NEEDS IN COLD CLIMATE PROJECTS.

IDENTIFY LIST OF NEW AGENCIES FOR CANADIAN EXPORTERS. (10)

INCREASED LEVEL OF AWARENESS OF NORWEGIAN PROCUREMENT OFFICES & BUYERS OF CANADIAN EQUIPMENT AND TECHNOLOGY.

CONTRACTS FOR ENGINEERING DESIGN AND EQUIPMENT SALES FOR NORTHERN PROJECTS.

SALES AND SERVICE CONTRACTS FOR CANADIAN OFFSHORE COMPANIES (ALBERTA).

IDENTIFY EXPORT OPPORTUNITIES AND NORWEGIAN PARTNERS FOR CANADIAN MANUFACTURERS/SERVICE COMPANIES.

ESTABLISH CONTACTS WITH R AND D FIRMS FOR JOINT VENTURE OPPORTUNITIES IN ARCTIC DEVELOPMENTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 NATIONAL PETROLEUM SHOW, CALGARY. (INCOMING BUYERS PROGRAM. FUNDS AVAILABLE FOR NORWAY WAS ENOUGH FOR ONE BUYER.)  
2. POLAR-TECH '88, TRONDHEIM.

QUARTER: 1 VISIT TO SPITSBERGEN (SVALBARD) TO ATTEND OIL AND GAS SEMINAR (ARRANGED BY NORWEGIAN PETROLEUM SOCIETY).

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

1)HAD 2 NRWGN CO. REPS VISIT NPS 88. IDENTIFIED 10-15 LEADS FOR CDN COS IN NORWAY. 2)10 CDN PAPERS PRESENTED AT CONF. ALTHOUGH DID NOT ATTEND DUE TO LTD. FUNDS, MET & DISCUSSED W/SOME PARTICIPANTS FUTURE OPPS IN COLD CLIMATE TECH.

RPT SUBMITTED WHICH OUTLINED DECREASED INTEREST IN OIL/GAS EXPLORA'N ON SVALBARD MAINLY DUE TO LOWER OIL PRICES. MAIN FOCUS PRESENTLY ON SCIENTIFIC RESEARCH. NOT MANY COMMERCIAL OPPS FOR OIL/GAS EQPT. EXPORTERS IN NEAR FUTURE.



REPORT 4  
88/10/21

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

POST : 433-OSLO

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	<b>TELECOMMUNICATIONS (INC SPACE)</b>	
	FOLLOW-UP TELECOM 1987, GENEVA.	2 - 3 AGENCY AGREEMENTS.
	FOLLOW-UP WITH NORWEGIAN SPACE AGENCY TO ENSURE AWARENESS OF CANADIAN RADARSAT.	POSSIBLE NORWEGIAN PARTICIPATION
	ATTEND NORCOM 1988 IN OSLO.	INCREASED AWARENESS OF CANADIAN CAPABILITIES.
	<b>COMPUTERS, SOFTWARE &amp; SYSTEMS</b>	
	FOLLOW UP INFORMATICS MISSION, FALL 1987.	3 - 4 AGENCY AGREEMENTS
	ATTEND OFFICE EQUIPMENT SHOW, FALL 1988	INCREASE AWARENESS OF CANADIAN CAPABILITIES.
	ATTEND TELEMATIC, FALL 1988	INCREASE AWARENESS OF CANADIAN CAPABILITIES.
	ATTEND CEBIT, HANNOVER FAIR, MARCH 1989	INTRODUCE CANADIAN EXHIBITORS TO NORWEGIAN ATTENDEES. OBTAIN INFORMATION ON CANADIAN CAPABILITIES.
	<b>BROADCASTING (INC CATV)</b>	
	FOLLOW UP ON CONTACTS ESTABLISHED OVER PAST YEAR AT CATV EXHIBITION IN 1987 AND DEVELOPED AS RESULT OF INDUSTRY AWARENESS.	INCREASED AWARENESS OF CANADIAN CAPABILITIES AND SALE OF CANADIAN EQUIPMENT.
	ATTEND CATV EXHIBITION FALL 1988.	INCREASE AWARENESS OF CANADIAN CAPABILITIES.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	1) ATTEND NORCOM '88. 2) FOLLOW-UP WITH NORWEGIAN SPACE AGENCY TO ENSURE AWARENESS OF CANADIAN RADARSAT.	1) ATTENDED NORCOM '88 IN JUNE. FOLLOW-UP WILL BE DONE IN FALL. 2) CLOSE CONTACT BETWEEN NORWEGIAN SPACE AGENCY AND CANADIAN SPACE AUTHORITIES HAS BEEN ESTABLISHED.
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	-----	



REPORT #5  
88/10/21

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

433 - OSLO

NORWAY

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

OIL & GAS EQUIPMENT, SERVICES MACHINERY AND EQUIPMENT  
CONTINUE SERIES OF CORPORATE LIAISON CALLS TO ESTABLISHED NORWEGIAN  
COS. IN THE OIL & GAS INDUSTRY TO EXPLOIT INVESTMENT POTENTIAL THROUGH  
JOINT VENTURES, DIRECT INVESTMENT & TECHNOLOGY TRANSFER.

ESTABLISH LIST OF TOP OIL & GAS COMPANIES  
AND CALL ON THEM ALL.

FISHERIES, SEA PRODUCTS & SERV. FISH & SHELLFISH & OTHER PROD  
FISHERIES (AQUACULTURE) - WORK WITH THE EXPORT COUNCIL OF NORWAY AND  
NORWEGIAN FISH FARMERS ASSOCIATION TO RAISE THE LEVEL OF AWARENESS OF  
ACQUACULTURE DEVELOPMENT IN EASTERN CANADA.

INCREASE NORWEGIAN AWARENESS AND INTEREST  
IN INVESTING IN ACQUACULTURE PROJECTS ON  
CANADA'S EAST COAST.

COMM. & INFORM. EQP. & SERV COMPUTERS, SOFTWARE & SYSTEMS  
CONTINUE TO CALL UPON NORWEGIAN COMMUNICATIONS & INFORMATICS INDUSTRY  
TO ENSURE NORWEGIAN COMPANIES AWARE OF INVESTMENT OPPORTUNITIES IN  
CANADA.

INCREASED AWARENESS.

TRANSPORT SYS, EQUIP, COMP, SERV. ??????  
CALL UPON NORWEGIAN FIRMS IN AUTOMOTIVE PARTS SECTOR & IDENTIFY  
OPPORTUNITIES FOR JOINT VENTURES.

IDENTIFY NEW PROSPECTS & ENSURE INFORMA-  
TION ON INVESTMENT OPPORTUNITIES IS GIVEN  
TO POTENTIAL INVESTORS.

NON SECTORALLY ORIENTED ACTIVITIES

CONTACT ALL NORWEGIAN BANKS DURING SERIES OF CORPORATE LIAISON CALLS  
TO ENSURE THEY AND THEIR CORPORATE CUSTOMERS ARE AWARE OF INVESTMENT  
OPPORTUNITIES IN CANADA.

ENSURE ALL NORWEGIAN BANKS ARE UP-TO-DATE  
ON CANADA AS A PLACE FOR INVESTMENT.



REPORT #5  
88/10/21

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

433 - OSLO

NORWAY

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

1. VISIT TO ICELAND TO ENCOURAGE INTEREST IN CANADA; CORPORATE LIAISON VISITS.
2. DIRECT MAIL TO LEADING NORWEGIAN FIRMS INTERESTED IN THE CDA-USA FREE TRADE AGREEMENT AND IMPACT ON INVESTMENT.
3. ON-GOING CORPORATE LIAISON VISITS IN NORWAY.
4. INVESTMENT SEMINAR ON AQUACULTURE DIRECTED TOWARDS NORWEGIAN FIRMS ATTENDING AQUACULTURE INTERNATIONAL IN VANCOUVER.

1. TWO ICELANDIC FIRMS (AXIS OF ICELAND & MAREL) HAVE MADE SPECIFIC ENQUIRIES FOR JOINT VENTURE PARTNERS IN CANADA.
2. CONTINUED INTEREST IN AQUACULTURE DEVELOPMENT IN CANADA WITH GROWING AWARENESS OF EAST COAST OPPORTUNITIES.

QUARTER : 2

QUARTER : 3

QUARTER : 4

REPORT 4A  
88/10/21

QUARTERLY PROGRESS REPORT  
FORECAST OF REVENUE

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 : 433-OSLO

T. BUCK SUZUKI FOUNDATION, B. C. - AQUACULTURE/FISHERIES  
MISSION TO NORWAY.  
B. C. RESEARCH AQUACULTURE MISSION.

FISHERIES, SEA PRODUCTS  
FISHERIES (AQUACULTURE) - WORK WITH THE EXPORT COUNCIL OF  
NORWEGIAN FISH FARMERS ASSOCIATION TO RAISE THE LEVEL OF  
AQUACULTURE DEVELOPMENT IN WESTERN CANADA.

COMM. & INFORM. COP. & SERV.  
CONTINUE TO CALL ON NORWEGIAN BANKING INSTITUTIONS & INDUSTRY  
TO ENSURE NORWEGIAN COMPANIES KNOW OF INVESTMENT OPPORTUNITIES IN  
CANADA.

TRANSPORT, SYS. EQUIP. CONF. SER.  
CALL UPON NORWEGIAN FIRM TO PROMOTE EXPORTS & IDENTIFY  
OPPORTUNITIES FOR JO. -

NEW SECTORALLY ORIENTED ACTIVITIES  
CONTACT ALL NORWEGIAN BANKS DURING SERIES OF CORPORATE LIAISON CALLS  
TO ENSURE THEY AND THEIR CORPORATE CUSTOMERS ARE AWARE OF INVESTMENT  
OPPORTUNITIES IN CANADA  
1. CONTACT NORWEGIAN BANKS DURING SERIES OF CORPORATE LIAISON CALLS  
2. IDENTIFY NEW PROSPECTS & ENSURE INFORMATION ON INVESTMENT OPPORTUNITIES IS GIVEN TO POTENTIAL INVESTORS  
3. PROMOTE EXPORTS & IDENTIFY OPPORTUNITIES FOR JO. -  
4. IDENTIFY NEW PROSPECTS & ENSURE INFORMATION ON INVESTMENT OPPORTUNITIES IS GIVEN TO POTENTIAL INVESTORS  
5. DIRECT DRIVE TO CONTACT NORWEGIAN BANKS  
6. IDENTIFY NEW PROSPECTS & ENSURE INFORMATION ON INVESTMENT OPPORTUNITIES IS GIVEN TO POTENTIAL INVESTORS  
7. IDENTIFY NEW PROSPECTS & ENSURE INFORMATION ON INVESTMENT OPPORTUNITIES IS GIVEN TO POTENTIAL INVESTORS

ESTABLISH LIST OF TOP 100 FIRM CUSTOMERS  
AND CALL ON THEM ALL

INCREASE INVESTMENT OPPORTUNITIES  
IN INVESTING IN AQUACULTURE  
IN CANADA'S EAST COAST

INCREASED AWARENESS

IDENTIFY NEW PROSPECTS & ENSURE INFORMATION ON INVESTMENT OPPORTUNITIES IS GIVEN TO POTENTIAL INVESTORS

ENSURE ALL NORWEGIAN BANKS ARE UP-TO-DATE ON CANADA AS A PLACE FOR INVESTMENT.

IDENTIFY NEW PROSPECTS & ENSURE INFORMATION ON INVESTMENT OPPORTUNITIES IS GIVEN TO POTENTIAL INVESTORS  
IN CANADA WITH EMPHASIS ON EXPORT COUNCIL OF NORWEGIAN FISH FARMERS ASSOCIATION  
5. CONTACT NORWEGIAN BANKS DURING SERIES OF CORPORATE LIAISON CALLS  
6. IDENTIFY NEW PROSPECTS & ENSURE INFORMATION ON INVESTMENT OPPORTUNITIES IS GIVEN TO POTENTIAL INVESTORS  
7. IDENTIFY NEW PROSPECTS & ENSURE INFORMATION ON INVESTMENT OPPORTUNITIES IS GIVEN TO POTENTIAL INVESTORS

BACKING

ACTIVITIES UNDERTAKEN IN OSLO

RESULTS REPORTED

433 - OSLO

88/10/21  
88/001 #2

MAKE BACKING BROCHURE REPORT OF INVESTMENT ACTIVITIES AND RESULTS  
OSLO/ENGA BROCHURE REPORT OF INVESTMENT PROMOTION ACTIVITIES MISSIONS ABROAD FOR FY 88



REPORT 4  
88/10/21

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

POST : 410-PARIS

001-AGRI & FOOD PRODUCTS & SERVICE  
FRANCE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL, POULTRY BREEDING STOCK

COOPERER AVEC BREEC AFIN D'OBTENIR L'APPROBATION DU GOUVERNEMENT FRANCAIS POUR L'IMPORTATION DE VEAUX CANADIENS.

PERMIS D'IMPORTATION. EXECUTION D'UN CONTRAT DEJA SIGNE. 3 A 4 MILLION

COORDONNER AVEC AGRICOTT/EXTOTT/EXPORTATEURS/IMPORTATEURS UNE POUSSEE AFIN D'OBTENIR AGREMENT D'UN CERTIFICAT.

ACCES A UN MARCHE D'EMBRYONS BOVIN D'UNE VALEUR DE PLUS DE \$6 MILLIONS.

ETUDE PRELIMINAIRE DU MARCHE FRANCAIS POUR LES PORCINS REPRODUCTEURS CANADIENS.

INCITER LES EXPORTATEURS CANADIENS A FAIRE UNE PERCEE SUR UN MARCHE D'UNE VALEUR DE \$2.5 MILLIONS.

MISE A JOUR DE NOS LISTES DES IMPORTATEURS POTENTIELS, SUITE A L'EXPEDITION D'UN QUESTIONNAIRE DETAILLE. DIFFUSION LA PLUS LARGE POSSIBLE DES FICHES DU SECTEUR AGRO-ALIMENTAIRE AUPRES DES EXPORTATEURS.

MIEUX REpondre AUX DEMANDES DES EXPORTATEURS INCITER LES IMPORTATEURS A S'APPROVISIONNER EN PRODUITS DISPONIBLES DU CANADA. AUGMENTATION DU NOMBRE DES IMPORTATEURS ACTIFS.

MISE A JOUR DE NOS LISTES D'IMPORTATEURS POTENTIELS, SUITE A L'EXPEDITION D'UN QUESTIONNAIRE DETAILLE.

MIEUX REpondre AUX DEMANDES DES EXPORTATEURS. INCITER LES IMPORTATEURS A S'APPROVISIONNER EN PRODUITS DISPONIBLES DU CANADA. AUGMENTATION DU NB DES IMPORTATEURS ACTIFS.

EN AUTOMNE 1988 EXPEDITION D'UNE LETTRE AUX IMPORTATEURS LEUR INDICANT LA DISPONIBILITE DE CES PRODUITS ET LES COORDONNEES DES EXPORTATEURS CANADIENS.

INCITER LES IMPORTATEURS A S'APPROVISIONNER EN PRODUITS DISPONIBLES DU CANADA. CROISSANCE DES VENTES DE 5%.

MEATS & MEAT BY-PRODUCTS

AGREMENTER DES USINES DE TRANSFORMATION CANADIENNES PAR FRANCE.

AUGMENTER NOMBRE DE FOURNISSEURS POTENTIELS. VENTES DE .5 A 1 MILLION \$ PAR NOUVEAU FOURNISSEUR.

PRESENTER PRODUITS CANADIENS DE CHARCUTERIE AUX ACHETEURS DES GRANDS GROUPES DE DISTRIBUTION.

ACCROITRE CONSIDERABLEMENT VENTES DE 250,000 A 1 MILLION \$.

AVEC L'APPUI DU BREEC, BERNE, EXTOTT/TAN ET AGRICOTT RECHERCHE ET PREPARATION D'UN DOCUMENT VISANT LE RECLASSEMENT DE LA VIANDE MARINEE(SMOKE MEAT) DU POINT DE VUE TARIFAIRE.

SATISFAIRE A LA DEMANDE DEJA PRESENTE EN FRANCE POUR CE PRODUIT. ACTIVITES.

MISE A JOUR DE NOS LISTES D'IMPORTATEURS POTENTIELS, SUITE A L'EXPEDITION D'UN QUESTIONNAIRE DETAILLE.

MIEUX REpondre AUX DEMANDES DES EXPORTATEURS. INCITER LES IMPORTATEURS A S'APPROVISIONNER EN PRODUITS DISPONIBLES DU CANADA. AUGMENTATION DU NB DES IMPORTATEURS ACTIFS.



REPORT 4  
88/10/21

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

POST : 410-PARIS

001-AGRI & FOOD PRODUCTS & SERVICE  
FRANCE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PROCESSED FISH & SHELLFISH

AVEC L'APPUI DE EXTOTT/TAN, ORGANISATION D'UNE QUINZAINE AVEC UN GRAND MAGASIN.

INTRODUIRE DE NOUVEAUX PRODUITS OBTENIR DES LISTINGS PERMANENTS.

MISE A JOUR DE NOS LISTES D'IMPORTATEURS POTENTIELS, SUITE A L'EXPEDITION D'UN QUESTIONNAIRE DETAILLE. DIFFUSION LA PLUS LARGE POSSIBLE DES FICHES D'INFORMATION SUR LE SECTEUR AGRO-ALIMENTAIRE FRANCAIS AUPRES DES EXPORTATEURS.

MIEUX REpondre AUX DEMANDES DES EXPORTATEURS. INCITER LES IMPORTATEURS A S'APPROVISIONNER EN PRODUITS DISPONIBLES DU CANADA. AUGMENTATION DU NOMBRE DES IMPORTATEURS ACTIFS.

APPUI AUX SOCIETES CANADIENNES (EX: MCCAINS, DAVINCI) DANS LEURS EFFORTS D'IMPLANTATION INDUSTRIELLE EN FRANCE.

SUCCEs D'AU MOINS UN INVESTISSEMENT EN AGRO-ALIMENTAIRE EN FRANCE QUI ENTRAINERA UNE AUGMENTATION DE NOS EXPORTATIONS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 APPROBATION DU GOUV. FRANCAIS POUR L'IMPORTATION DE VEAUX CDNS. B) AGREMENT DES USINES CDNES DE TRANSFORMATION DE VIANDE. C) PROMOTION DES PRODUITS DE LA VIANDE.

APRES DE LONGUES TRACTATIONS, AVONS OBTENU ACCORD DE PRINCIPE DES AUTORITES FRANCAISES. B) SUITE A 2 MOIS D'EFFORTS, AVONS OBTENU AGREMENT PR SAUCISSON EUROPEEN LTEE. C) CONTACTS AVEC UNE GRANDE CHAINE DE "STEAK HOUSE" (HIPPOPOTAMUS)

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST : 410-PARIS

001-AGRI & FOOD PRODUCTS & SERVICE  
FRANCE

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



REPORT 4  
88/10/21

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

POST : 410-PARIS

002-FISHERIES, SEA PRODUCTS & SERV.  
FRANCE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PROCESSED FISH & SHELLFISH

IDENTIFICATION DES EXPORTATEURS CANADIENS ET IMPORTATEURS  
FRANCAIS POUR UN MEILLEUR CIBLAGE DES QUESTIONS ET UN ACCES PLUS  
RAPIDE A L'INFORMATION.

INTEGRATION DANS "WIN EXPORT" OU AUTRE BASE  
DE DONNEES SELON ORIENTATION RETENUE PAR LE  
POSTE.

ETUDES (MENEES PAR LA MISSION) SUR QUELQUES PRODUITS DU SECTEUR  
ET DIFFUSION AUPRES DES EXPORTATEURS ET IMPORTATEURS INTERESSES  
PAR CES PRODUITS.

REALISATION DE 3 ETUDES (SAUMON, HOMARD,  
CRABE). APRES DIFFUSION, AUGMENTATION DE PART  
DE MARCHES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

PRESENTATION D'INTERET AUX PRODUITS CANADIENS  
KUBBIPIN DE DONNA VARD ENHANCEES DE "TECHNO-  
CANAD" AU MARCHÉ.

RENDRE DISCOURS "TECHNO-  
CANAD" EN ACCORD DE  
RECOMENDATIONS CIVILISEES DANS LEAS LIENS DANS

ETRE CIVILISEE V CE PROJET  
VECTRES TV MEITTEME PUBLICITECTION INDUSTR-

LENER SON SUPPLIEMENTAIRE REPORTED  
BONNE T. VINCOS' ABYSSOLES DE TECHNOLOGIE FI

PROJETES AU CENTRE CULTUREL COMI PA LES BOU  
PREMIERES REUNIONS D'EXPERTISE TECH MICRO-ELECT-

COMMISSIONER CP - S'EST D'UNE MANIERE  
BONNE PAS SEUL COMMISSIONER D'UNE MANIERE B 32

88/10/21



REPORT 4  
88/10/21

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

POST : 410-PARIS

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
FRANCE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

SOUTIEN ACTIF A CANADAIR POUR PROJETS:  
- CL -215T  
- COPARTICIPATION AVEC AEROSPACIALE SUR PROJET AIRBUS A 330 -  
A 340

POUR LES DEUX BOMBARDIERS D'EAU (CONAIR F 27  
ET CANADAIR CL- 215T) VENTES AU MINISTERE DE  
L'INTERIEUR (SECURITE CIVILE).

SOUTIEN A CONAIR POUR PROJET F27.

POUR L'AIRBUS, TRANSFERTS DE TECHNOLOGIE ET  
VENTES SUR PLAN INTERNATIONAL.

SUIVI DU PROJET CASAP (REMPLACEMENT DES SOUS-MARINS)

ASSURER LA MEILLEURE PARTICIPATION INDUSTRI-  
ELLE CANADIENNE A CE PROJET.

- PROMOTION D'ENTENTES ENTRE SOCIETES FRANCAISES ET CANADIENNES  
DANS LE CADRE DU PROJET ERYX ET D'AUTRES PROJETS DANS SECTEUR  
DEFENSE.

EXPORTATIONS CANADIENNES DANS PAYS TIERS DANS  
LE CADRE D'ACCORDS BILATERAUX.

ANALYSE D'AUTRES PROJETS FRANCAIS DE DEFENSE (EX: PRODUCTION  
CHARS LECLERC, VEHICULES BLINDES LEGERS) AUXQUELS LE CANADA  
POURRAIT ETRE ASSOCIE.

POSSIBILITE DE JV AVEC TRANSFERTS DE TECHNO-  
LOGIE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A) ERYX  
B) CASAP

A) MOU APPROUVE PAR LA FRANCE; CREATION D'UN  
CONSORTIUM.  
B) MOU PROPOSE PAR LA FRANCE ACCEPTE PAR LE  
CANADA.

QUARTER: 1 A) A 330/340 CANADAIR/AEROSPATIALE.  
B) ACCORDS CHARTERS FR/CDA.

A) ACCORD DE PRINCIPE SIGNE ENTRE CANADAIR ET  
AEROSPATIALE; SUIVI ETROIT AVEC LE MEIR.  
B) DEBLOCAGE DES NEGOCIATIONS POUR OBTENIR PLUS  
DE SIEGES CANADIENS (25.000 SIEGES SUPPLEMEN-  
TAIRES).

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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

POST : 410-PARIS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

DISTRIBUTION DE L'ETUDE DU MARCHÉ ET DU GUIDE PRATIQUE:  
(A) AUX BUREAUX REGIONAUX ET AUX PROVINCES.  
(B) AUX SOCIÉTÉS QUI S'INTERESSENT AU MARCHÉ FRANÇAIS.

INTRODUCTION DE QUELQUES NOUVELLES SOCIÉTÉS  
CANADIENNES CAPABLES ET INTERESSEES A PERCER  
LE MARCHÉ FRANÇAIS.

APPUI AUX EFFORTS D'IMPLANTATION DE NORTHERN TELECOM EN FRANCE.

FACILITER ACCEPTATION DU PRODUIT CANADIEN.

RAPPORTS SUR LA DEREGLEMENTATION DU MARCHÉ FRANÇAIS AINSI  
QUE DES EFFETS DE L'ACCORD EUROPEEN DE 1992.

IDENTIFICATION DES NOUVEAUX CRENEAUX POUR LES  
SOCIÉTÉS CANADIENNES.

COMPUTERS, SOFTWARE & SYSTEMS

PRENDRE CONTACT AVEC BUREAUX REGIONAUX AINSI QUE DES PROVINCES  
POUR: A) DISTRIBUER LE RESUME DE L'ETUDE DU MARCHÉ, ET  
B) IDENTIFIER DES SOCIÉTÉS CAPABLES ET INTERESSEES A EXPORTER  
EN FRANCE.

INTRODUCTION DE QUELQUES NOUVELLES SOCIÉTÉS  
CANADIENNES AU MARCHÉ FRANÇAIS.

CIBLAGE DES IMPORTATEURS CLES POUR LES LOGICIELS ET L'EQUIPEMENT  
PERIPHERIQUE.

AUGMENTATION D'INTERET AUX PRODUITS CANADIENS  
CONDUISANT A UNE AMELIORATION DE LA PART  
CANAD. AU MARCHÉ.

VIA LE BUREAU DU DELEGUE AUX ECHANGES TECHNOLOGIQUES (TDO),  
IDENTIFIER DES SOCIÉTÉS FRANÇAISES QUI S'INTERESSENTE A LA  
TECHNOLOGIE CANADIENNE.

FACILITER UNE "JOINT-VENTURE" OU UN ACCORD DE  
LICENCE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CIBLAGE DES IMPORTATEURS-CLES POUR LES LOGICIELS  
ET L'EQUIPEMENT (INFORMATIQUE ET TELECOMMUNICA-  
TIONS).

-ORGANISA'NS DE 3 SEANCES DE DEMONSTRATION  
REUSSIES (AU CENTRE CULTUREL CDN) PR LES SOC.  
MDI/SYDNEY COMMUNICA'NS/ET SEMI-TECH MICRO-ELEC-  
TRONICS. -A L'OCCASION DU SICOB, RECEPTION DONNE  
(350 PERS.) PR LES MEMBRES DE LA F. I. Q.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT #5  
88/10/21

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

410 - PARIS

FRANCE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV

CONSUMER ELECTRONICS

NOUS CONTINUERONS D'IMPLANTER NOTRE SYSTEME IDP & DE RENCONTRER LES FIRMES QUE NOUS AVONS CIBLEES & CONTINUONS DE CIBLER DANS CE SECTEUR. NOUS POURSUIVONS LES RENCONTRES ENTAMEES CETTE ANNEE (87-88) AVEC LES SOCIETES PARINVEST.

1 A 2 INVESTISSEMENTS REALISES DANS CE SECTEUR.

PETROCHEM & CHEM PROD, EQP, SERV

PLASTICS PRODUCTS, EQUIP, SERVIC

NOUS CONTINUERONS D'IMPLANTER NOTRE SYSTEME IDP & DE RENCONTRER LES FIRMES QUE NOUS AVONS CIBLEES & CONTINUONS DE CIBLER DANS CE SECTEUR. NOUS POURSUIVONS LES RENCONTRES ENTAMEES CETTE ANNEE (87-88) AVEC LES SOCIETES PARINVEST.

1 A 2 INVESTISSEMENTS REALISES DANS CE SECTEUR.

COMM. & INFORM. EQP. & SERV

COMPUTERS, SOFTWARE & SYSTEMS

NOUS CONTINUERONS D'IMPLANTER NOTRE SYSTEME IDP & DE RENCONTRER LES FIRMES QUE NOUS AVONS CIBLEES & CONTINUONS DE CIBLER DANS CE SECTEUR. NOUS POURSUIVONS LES RENCONTRES ENTAMEES CETTE ANNEE (87-88) AVEC LES SOCIETES PARINVEST.

1 A 2 INVESTISSEMENTS REALISES DANS CE SECTEUR.

EDUCATION, MEDICAL, HEALTH PROD

PHARMACEUTICALS, BIOTECHNOLOGY

NOUS CONTINUERONS D'IMPLANTER NOTRE SYSTEME IDP & DE RENCONTRER LES FIRMES QUE NOUS AVONS CIBLEES & CONTINUONS DE CIBLER DANS CE SECTEUR. NOUS POURSUIVONS LES RENCONTRES ENTAMEES CETTE ANNEE (87-88) AVEC LES SOCIETES PARINVEST.

1 A 2 INVESTISSEMENTS REALISES DANS CE SECTEUR.

INDUSTRIAL MACHIN, PLANTS, SERV.

TOOLS & HARDWARE

NOUS CONTINUERONS D'IMPLANTER NOTRE SYSTEME IDP & DE RENCONTRER LES FIRMES QUE NOUS AVONS CIBLEES & CONTINUONS DE CIBLER DANS CE SECTEUR. NOUS POURSUIVONS LES RENCONTRES ENTAMEES CETTE ANNEE (87-88) AVEC LES SOCIETES PARINVEST.

1 A 2 INVESTISSEMENTS REALISES DANS CE SECTEUR.

TRANSPORT SYS, EQUIP, COMP, SERV.

AUTOMOTIVE

NOUS CONTINUERONS D'IMPLANTER NOTRE SYSTEME IDP & DE RENCONTRER LES FIRMES QUE NOUS AVONS CIBLEES & CONTINUONS DE CIBLER DANS CE SECTEUR. NOUS POURSUIVONS LES RENCONTRES ENTAMEES CETTE ANNEE (87-88) AVEC LES SOCIETES PARINVEST.

1 A 2 INVESTISSEMENTS REALISES DANS CE SECTEUR.

NON SECTORALLY ORIENTED ACTIVITIES

CONTINUER NOS EFFORTS DE PROMOTION REGIONAL EN FRANCE ALSACE, RHONE ALPES, MIDI PYRENEES, ILE DE FRANCE, AQUITAINE.

IDENTIFIER UN NOMBRE ADDITIONNEL D'INVESTISSEURS VOULANT TRANSFERER UNE TECH. NOUVELLE OU COMPLEMENTAIRE & INVESTIR FINANCIEREMENT.

METTRE SUR PIED DES EQUIPES SPECIFIQUES (TASK FORCE) POUR CHAQUE PROJET PARINVEST PRIORITE 1, COMPOSEES DE REPRESENTANTS GOV'T FED., PROV., MUN., DES PARTENAIRES FRs & CDN DES FINANCIERS FRs & CDN & AUTRES REP. DES SECTEURS PRIVE DES SERVICES (AVOCATS, INGENIEURS, ETC).

FAIRE EN SORTE QUE LE PROJET D'INVESTISSEMENT SE REALISE A COURT TERME.

SENSIBILISER TOUS LES INTERVENANTS DU GOUVERNEMENT FEDERAL (EXTOTT/DRIE, OTT/DRIE, REGIONAL/INVCAN) A NOTRE APPROCHE IDP SYSTEM.

S'ASSURER QUE LES DOSSIERS D'INVESTISSEURS POTENTIELS CIRCULENT RAPIDEMENT AFIN DE RENCONTRER NOTRE OBJECTIF DE PRISE DE DECISION RAPIDE PAR INVESTISSEUR.



REPORT #5  
88/10/21

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

410 - PARIS

FRANCE

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

ADMINISTRAT'N: MISE A JOUR SYST. DE SUIVI DE DOSSIERS D'INVSTMT, PLANIFICA'N ACTIVITES DE SUIVI & DE PROMOTION PR RESSTE A.F. 88/89, MISE A JOUR LETTRES STANDARD, QUESTIONNAIRES, ELABORATION RAPPORT TRIMESTRIEL DE SUIVI.  
-PROSPECTION: RENCONTRE AVEC NVLES SOC. (INVSTRS POTENTIELS) & SOCIETES PARINVEST. -ORGANISATION: VISITE ANDRE SULZENKO (TNO), MISSION MEIR MTL. (SECTEUR PLASTIQUES). VISITE: SALONS INTERMEDICA, ROBOTIQUE, MACHINE-OUTILS. -SUIVI DE DOSSIERS.

MISE A JOUR DES ACTIVITES DE LA SECTION.  
-RENCONTRE AVEC INVESTISSEURS POTENTIELS FRANCAIS DANS LE BUT DE LES RENSEIGNER SUR L'ACCORD DE LIBRE ECHANGE ENTRE LE CANADA ET LES E. U.  
-IDENTIFICATION NOUVEAUX INVESTISSEURS (12) QUI FONT MAINTENANT PARTIE DU PARINVEST.  
-IDENTIFICATION NOUVELLES SOCIETES (CIBLAGE) A CONTACTER A TRAVERS UN MAILING.

QUARTER : 2

QUARTER : 3

QUARTER : 4

6031 - 410-6012

WHICH COMBINED BROADWAY RESOURCES DURING THE REPORTING PERIOD  
LISTED BELOW ARE THE SPECIFIC MAJOR OBTAINED ACTIVITIES

88/10/21  
A 10/21

MI MISSIONS VERBES EN LIBRE AERE 88  
BAYBIENTA BUDGETS REPORT ON EXCEL MISSIONS BUDGET

REPORT 4A  
88/10/21

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

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

POST : 410-PARIS

VISITE DU SENATEUR HAYS, PRES. DU COMITE DU SENAT SUR L'AGRICULTURE.  
 VISITE DU SOUS-MIN. DE CCAC, M. IAN CLARK.  
 VISITE DU SMA ET DG, EM+R.  
 PARTICIPATION A CONFERENCE CIPEC (EN REPRESENTATION D'OTTAWA).  
 ORGANISATION DE MISSION FED. INFORMATIQUE DU QUEBEC (100 PERSONNES).  
 ORGANISATION D'UNE MISSION DE REPORTAGE ET PROMOTION DE 2 JOURNALISTES AUX SALONS MODE DE MONTREAL ET TORONTO.  
 RAPPORT COMPLET SUR SIA '88 ET RECOMMANDATIONS POUR SIA 89.  
 PLUSIEURS REPORTAGES ECONOMIQUES & COMMERCIAUX, DONT:  
 RELATION FR/CDA DEPUIS '82; RESULTATS AGRICULTURE FRANCAISE; POLITIQUES AGRICOLES FRANCAISES; HARMONISATION FISCALE; ECHANGES COMMERCIAUX FR/CDA EN 86 ET EN 87; ENERGIE NUCLEAIRE EN FRANCE.  
 DEPART NON-PLANIFIE DU CONSEILLER EN INVESTISSEMENT (10 JUIN 1988).

410 - L'UNION SUR PIED DES EQUIPES SPECIFIQUES (TASK FORCE) POUR CHAQUE PROJET PARTICULIER PRIORITAIRE. L'UNION EST REPRESENTATIVE DU TITRE "PROV" DES PARTENAIRES PRO PRIORITAIRE. L'UNION EST REPRESENTATIVE DU TITRE "PROV" DES PARTENAIRES PRO PRIORITAIRE. L'UNION EST REPRESENTATIVE DU TITRE "PROV" DES PARTENAIRES PRO PRIORITAIRE. L'UNION EST REPRESENTATIVE DU TITRE "PROV" DES PARTENAIRES PRO PRIORITAIRE.

1 A 2 INVESTISSEMENTS REALISES DANS CE SECTEUR.  
 1 A 2 INVESTISSEMENTS REALISES DANS CE SECTEUR.  
 INVESTISSEMENTS REALISES DANS CE SECTEUR.  
 1 A 2 INVESTISSEMENTS REALISES DANS CE SECTEUR.  
 1 A 2 INVESTISSEMENTS REALISES DANS CE SECTEUR.  
 IDENTIFIER UN NOMBRE ADDITIONNEL D'INVESTISSEURS AVALANT TRANSFERER UNE TECHNIQUE DE DEVELOPPEMENT A INVESTIR  
 FAIRE EN SORTE QUE LE PROJET D'INVESTISSEMENT SE REALISE A COURT TERME  
 S'ASSURER QUE LES DOSSIERS D'INVESTISSEURS POTENTIELS CIRCULENT RAPIDEMENT AFIN DE...



REPORT 4  
88/10/21

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

POST : 472-PRAGUE

009-FOREST PRODUCTS, EQUIP, SERVICES  
CZECHOSLOVAKIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

EQUIPMENT AND MACHINERY STOCK

CONTINUED INTENSIVE LOBBYING OF CSSR OFFICIALS IN SUPPORT OF  
H. A. SIMONS (OVERSEAS) LTD'S PROPOSAL FOR RUZOMBEROK PAPER MILL  
PROJECT.

H. A. SIMONS HAS EXCELLENT CHANCE TO WIN THIS  
CONTRACT IN 1988.

CONTINUED POST EFFORTS TO CONVINCЕ CZECH WOODWORKING TRUST OF  
ADVANTAGES INHERENT IN KOCKHUMS CANBAR BID FOR ZDIREC SAWMILL.

KOCKUMS TO SIGN ZDIREC CONTRACT IN 1988.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUATION OF LOBBYING EFFORT FOR H. A. SIMONS  
(OVERSEAS) LTD. ON RUZOMBEROK PAPER MACHINE PRO-  
JECT AND ON KOCKUMS CANCAR INC. ON ZDIREC SAWMILL  
PROJECT.

TOOK OPPORTUNITY OF RBD VISIT FOR MEC, MEETINGS  
TO PROMOTE CANADIAN BIDDERS. CALLS INCL. MIN. OF  
FOREIGN TRADE, DEPUTY PREMIER OF CSR.

QUARTER: 2 -----

GENERAL INCREASE IN LEVEL OF CBA-CSSR RELA-  
TIONS IN AGRICULTURAL SECTOR.

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

QUARTERLY RESULTS REPORTED:

MARKET  
GROWTH EXPLORE IN VARIOUS COMPANIES TO CSR  
SIDE BE ENVIRONMENTAL CONVICTIONS  
INFLUENCE REA DECISION MARKET SUSTAINABLE

QUARTERLY RESULTS REPORTED:

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

POST : 472-PRAGUE

009-FOREST PRODUCTS, EQUIP, SERVICES  
CZECHOSLOVAKIA

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

REPORT 4  
88/10/21

REPORT 4  
88/10/21

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

POST : 472-PRAGUE

011-OIL & GAS EQUIPMENT, SERVICES  
CZECHOSLOVAKIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MACHINERY AND EQUIPMENT

REFERENCE TRIP BY CSSR SPECIALISTS TO MOHAWK OIL LTD'S NORTH VANCOUVER USED OIL REFINING FACILITY.

INFLUENCE KEY DECISION MAKERS; SATISFY CSSR SIDE RE. ENVIRONMENTAL GUARANTEES.

CONTINUING LIAISON AND SUPPORT FOR ALBERTA GOVERNMENT PROMOTIONAL ACTIVITIES IN ENERGY SECTOR.

GREATER EXPOSURE OF ALBERTA COMPANIES TO CSSR MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ALBERTA MISSION MAY 19-24. - VISIT OF PRESIDENT OF IPEL-KOPP RE PIPELINE INSPECTION CONTRACT.

SALE OF EMBRYOS (SIGNED AT JAC MEETING IN JULY).

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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

POST : 472-PRAGUE

001-AGRI & FOOD PRODUCTS & SERVICE  
CZECHOSLOVAKIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL, POULTRY BREEDING STOCK

CONCLUSION OF NEGOTIATIONS BETWEEN ALBERTA SWINE BREEDERS ASSOC.  
AND KOOSPOL F. T. O. ON COOPERATION IN SWINE BREEDING IN CSSR.

SALE OF CDN SWINE TO CSSR & SALE OF PROGENY  
ON PROFIT-SHARING BASIS IN THIRD COUNTRY  
MARKETS (\$0.5M)

PERFORMANCE RESULTS OF EMBRYO TRANSPLANTS DONE BY WESTERN  
BREEDERS INTERNATIONAL (WBI)

ESTABLISHMENT OF WBI AS PREFERRED SUPPLIER  
RESULTING IN ONGOING SALES OF \$0.30M.

CONCLUSION OF NEGOTIATIONS BETWEEN KOOSPOL F. T. O. & STATE BREED-  
ING TRUST, BRATISLAVA & A CDN COMPANY ON COOPERATION IN EMBRYO  
TRANSFER PROGRAM IN CSSR.

SALE OF CDN HOLSTEIN-FRIESIAN DONOR COWS TO  
CSSR & SALE OF EMBRYOS ON PROFIT-SHARING  
BASIS TO 3RD COUNTRY MARKETS (\$0.7M).

ESTABLISHMENT OF CANADA-CSSR WORKING GROUP ON AGRICULTURE AS PER  
TOMAN-WISE MOU.

GREATER CONTACT BETWEEN CDN & CZECHOSLOVAK  
AGRIC. SECTOR WITH RESULTING IDENTIFICATION  
OF COMMERCIAL OPPORTUNITIES.

VISIT TO CSSR OF CANADIAN MINISTER OF AGRICULTURE IN 1988.

GENERAL INCREASE IN LEVEL OF CDA-CSSR RELA-  
TIONS IN AGRICULTURAL SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SUPPORT FOR WESTERN BREEDERS-ALBERTA GENETICS IN  
THEIR NEGOTIATION ON EMBRYO TRANSFER AGREEMENT.

SALE OF EMBRYOS (SIGNED AT JAC MEETING IN JULY).

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4A  
88/10/21

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

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

POST : 472-PRAGUE

CANADA-CSSR MIXED ECONOMIC COMMISSION MEETINGS JUNE 1-5  
ALBERTA TRADE MISSION/AOSTRA DELEGATION MAY 19-24  
AECL DELEGATION AND TECHNICAL SEMINAR MAY 24-27  
ELECTROVERT SEMINAR APRIL 27

ACTIVITIES LISTED IN POST PLAN	ANTICIPATED RESULTS
<p>REFERENCE TO VANCOUVER MISSION</p> <p>CONTINUING LIAISON WITH CANADIAN GOVERNMENT REPRESENTATIVES</p> <p>ACTIVITIES IN THE POST PLAN</p> <p>QUARTER 1</p> <p>QUARTER 2</p> <p>QUARTER 3</p> <p>QUARTER 4</p> <p>LOW-MID RISE HOUSING</p> <p>ESTABLISHMENT OF CANADA-CSSR HOUSING GROUP ON VEKICHTLOVE 48 FEB</p> <p>INITIATION OF COOPERATION IN BREEDING</p> <p>CONCLUSION OF NEGOTIATIONS BETWEEN MOZDOLC &amp; I.O. P. STATE BREEDING</p> <p>BREEDING INTERNATIONAL (BRI)</p> <p>CONCLUSION OF NEGOTIATIONS BETWEEN VEKICHTLOVE STATE BREEDING</p> <p>CONCLUSION OF NEGOTIATIONS BETWEEN VEKICHTLOVE STATE BREEDING</p> <p>VEKICHTLOVE BREEDING STOCK</p> <p>ACTIVITIES LISTED IN POST PLAN</p> <p>STECHEZDANKIV</p> <p>FOOT-WEAR &amp; FOOD PRODUCTS &amp; BEVERAGE</p> <p>CONCLUSION OF KEY ACTIVITIES AND ANTICIPATED RESULTS LISTED IN MISSION'S ANNUAL PLAN</p> <p>AT MISSIONS ABROAD FOR FISCAL YEAR 88</p> <p>CONSUMER'S PERCEPTIONS BEFORE OF EXPORT PROMOTION PROGRAM</p>	<p>INFLUENCE KEY DECISION MAKING ON THE SIDE OF ENVIRONMENTAL ORGANIZATIONS</p> <p>GREATER EXPOSURE OF ALBERTA COMPANIES TO NEW MARKET</p> <p>QUARTERLY REPORTS PREPARED</p> <p>ONE OF SEVERAL REPORTS BY THE DELEGATION ON THE CONSUMER'S PERCEPTIONS BEFORE OF EXPORT PROMOTION PROGRAM</p> <p>INITIATION OF COMMERCIAL RELATIONS WITH VEKICHTLOVE IDENTIFICATION SYSTEM CONTACT BETWEEN COM &amp; STECHODZANKIV</p> <p>SYSTEM TO THE COMMERCIAL MARKETS (40 JAN)</p> <p>CONCLUSION OF NEGOTIATIONS ON BODILY-DRIVING TYPE OF COM HOUSING-VEKICHTLOVE HOUSE COM TO</p> <p>NEGOTIATION IN BREEDING BYTES OF 40 COM ESTABLISHMENT OF NOT VEKICHTLOVE BREEDING</p> <p>MARKETS (40 JAN)</p> <p>ON BODILY-DRIVING BYTES IN THIRD COMMERCIAL TYPE OF COM BREEDING TO CSSR &amp; BYTES OF BODILY</p> <p>ANTICIPATED RESULTS</p>



REPORT 4  
88/10/21

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

POST : 403-ROME

999-MULTIPLE SECTORS  
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

NEGOTIATION OF A CANADA/ITALY TRADE AND INDUSTRIAL CO-OPERATION ARRANGEMENT.

CONCLUSION AND IMPLEMENTATION OF THE ARRANGEMENT.

FOLLOWING-UP TO EUREKA MISSION TO ITALY.

CANADIAN PARTICIPATION IN EUREKA PROJECTS.

VISIT OF MINISTER OF INTERNATIONAL TRADE TO ITALY.

SIGNING OF A TRADE AND INDUSTRIAL CO-OPERATION ARRANGEMENT.

DISCUSSIONS BETWEEN THE CANADIAN MANUFACTURERS ASSOCIATION AND CONFINDUSTRIA ON MUTUAL CO-OPERATION ARRANGEMENTS.

CONCLUSION OF A FORMAL ARRANGEMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
89/10/21

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

POST : 403-ROME

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

FOLLOW-UP WITH MINISTRY OF SCIENTIFIC RESEARCH, ENEA AND MAJOR ITALIAN HI-TECH FIRMS ON OPPORTUNITIES IDENTIFIED DURING THE 1987 EUREKA MISSION TO ITALY.

EUREKA SUB-CONTRACTS AND TECHNOLOGY INFLOWS TO CANADA.

AS A FOLLOW-UP TO THE 1987 CO TOUR OF CANADA. TO INTRODUCE CANADIAN FIRMS TO POTENTIAL CLIENTS IN ITALY.

CONCLUSION OF AGENCY ARRANGEMENTS AND INCREASED CANADIAN EXPORTS IN THIS SECTOR BY \$5.0 MILLION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 REPORT ON NEW ITALIAN EUREKA PROJECTS APPROVED AT COPENHAGEN MINISTERIAL CONGRESS.

INFO ON ITALIAN PARTICIPATION IN EUREKA NOW COMPLETE AND UP TO DATE.

QUARTER: 1 COMPILE DETAILED LIST OF ITALIAN WHO'S WHO IN REMOTE SENSING SECTOR. VISIT OF ITALIAN R AND D LABORATORY.

DETAILED POST SECTOR INTELLIGENCE PLUS HIGHTENED ITALIAN AWARENESS OF CDN CAPACITY & EXPERTISE WILL FACILITATE MARKET IDENTIFICATION AN PENE- TRATION IN GROWING HI-TECH AREA.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
89/10/21

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

POST : 403-ROME

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
ITALY

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE & MARINE

RECONVENING OF CANADA/ITALY RDP COMMITTEE.

RE-ESTABLISHMENT OF DIALOGUE ON CANADA/ITALY  
DEFENCE TRADE.

IDENTIFICATION OF TRADE AND INDUSTRIAL DEVELOPMENT OPPORTUNITIES  
IN THE CONTEXT OF MAJOR ACQUISITION PROJECTS AND THE RESUMPTION  
OF RDP CO-OPERATION.

\$25 MILLION IN INCREASED TRADE AND INDUSTRIAL  
CO-OPERATION IN THIS SECTOR.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECONVENE CANADA-ITALY RDP COMMITTEE

RECONVENING OF RDP CTTEE SHOULD PROVIDE IMPETUS  
TO EXPANDING CANADA-ITALY DEFENSE TRADE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT #5  
88/10/21

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

403 - ROME

ITALY

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV PRODUCTS & COMPONENTS  
ARRANGE VISITS TO CANADA BY PROSPECTIVE INVESTORS FOR  
DISCUSSION WITH POTENTIAL JOINT VENTURE PARTNERS  
OR BACKERS.

ONE JOINT VENTURE OR LICENSING ARRANGEMENT

INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP.  
ARRANGEMENT TO CANADA BY PROSPECTIVE INVESTORS FOR DISCUSSION  
WITH POTENTIAL JOINT VENTURE PARTNERS AND/OR LICENSEES.

ONE JOINT VENTURE OR LICENSING ARRANGEMENT

CONSUMER PRODUCTS APPAREL (CLOTH, FUR, SHOES) TEXT  
ARRANGE FOR MISSION TO CANADA OF ITALIAN APPAREL AND  
FURNITURE MANUFACTURES TO MEET WITH PROSPECTIVE LICENSEES

ONE OR TWO LICENSING ARRANGEMENTS

PETROCHEM & CHEM PROD, EQP, SERV CHEM & PETROCHEM PRODUCTS  
THROUGH STEERING COMMITTEE OF ENI/DRIE, MOU AND THROUGH DIRECT  
CONTACTS WITH ENI INFORMATION WILL BE PROVIDED TO ITALIAN COMPANY  
TO ASSIST IT IN THE EVALUATION OF ITS INVESTMENT PROJECTS IN CANADA.

ONE MAJOR DIRECT INVESTMENT PROJECT IN  
CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

LIAISON VISITS WITH MAJOR ITALIAN BANKS.

TO ENCOURAGE THESE BANKS TO INFORM THEIR  
CLIENTS ABOUT SPECIFIC CANADIAN INVESTMENT  
PROSPECTS.

SPEECHES AND PRESENTATIONS TO CHAMBERS OF COMMERCE, UNIVERSITIES, ETC.

INFORM OPINION MAKERS IN THESE GROUPS OF  
THE POTENTIAL FOR INVESTMENT IN CANADA.



REPORT #5  
88/10/21

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

403 - ROME

ITALY

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

QUARTER : 2

QUARTER : 3

QUARTER : 4

-----  
-----  
-----  
-----

-----  
-----  
-----  
-----

BETTER TARGETTING OF BUYERS CONTACTS FOR  
CONDITIONAL OFFERS  
TMC-1000 BUYER WHICH WAS MAJ LEVERIDGE WITH  
EQUIPMENT AND SERVICE SALES TO ESSENTIALLY  
T.V. SYSTEM (BENELUX AND SCANDINAVIA)

INCREASED FREQUENCY OF COMMODITY COMMERCE  
TARIFF TECHNIQUES DEVELOPED FOR COMMODITY  
COMMERCE ON VIA REGISTRATION FOR INVOICE VOUCHER  
CHIPS "DESIGNED IN" IN NEXT GENERATION  
SUBSCRIPTION AND TEL EXCHANGES  
BOLENTIUM BUYER FOR VON WIDOWS INSTITUTION

INCREASE FREQUENCY OF COMMODITY COMMERCE  
SOFTWARE WHICH WILL BE OF USE TO OTHER PRO-  
DUCTS

IDENTIFY JOB & PROJECTS SUITABLE FOR V'S

GENERAL QUALITIES, UNUSUAL ENVIRONMENTAL PRODUCTION EQUIPMENT  
AND SOFTWARE THROUGH CORPORATE VISITS

PROMOTE CONCEPT OF VISIT TO CIA BY MEMBERS OF GARD SOCIETY ASSOC  
AND ASSOCI IN LONDON FOR BUSINESS RELATIONS WITH V'S

-----  
-----

-----  
-----



REPORT 4  
88/10/21

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

POST : 432-STOCKHOLM

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

UPDATE ACTIVITIES/DEVELOPMENTS AND PLANS AT SWEDISH SPACE (REMOTE SENSING DIVISION).

IDENTIFY CONTACT PERSONS IN ARMED FORCES WHO COULD "STEER" ENQUIRIES THROUGH DEFENCE ESTABLISHMENT - NATIONAL SECURITY CONCERNS LIMIT DIRECT ACCESS.

TRACK DEVELOPMENTS OF SWEDISH EUREKA PROJECT ON IMAGE ANALYSIS THROUGH CORPORATE CALLS AND TRADE REPORTS.

COMPUTER JOURNALIST MISSION TO CANADA. IDENTIFY SUITABLE JOURNALISTS IN GENERAL SPECIALIZED MEDIA INTERESTED IN PUBLIC AFFAIRS/INFORMATION TOUR OF CDA.

IDENTIFY CANADIAN SOFTWARE HOUSE INTERESTED IN OPENING UP LOCAL OFFICE USING COGNOS AS EXAMPLE.

TELECOMMUNICATIONS (INC SPACE)

FINISH OVERVIEW OF CELLULAR RADIO MARKET IN SWEDEN.

FOLLOW-UP TO THE GENEVA 87 TELECOMMUNICATIONS SHOWS WHERE THERE WAS AN EXTENSIVE AND HIGH-LEVEL SWEDISH PRESENCE

REPORT ON ONGOING LIBERALIZATION OF TELECOMMUNICATIONS SERVICES AND NEW MARKETS, IF ANY, THAT WILL DEVELOP AS A DIRECT CONSEQUENCE.

GENERAL MARKET SURVEY ON TELECOMMUNICATIONS

SECURE AT SHORT DESCRIPTIVE LIST OF CANADIAN CONTACTS IN SPACE TELECOMMUNICATIONS (I. E. TELEGLOBE, TELESAT, CANADIAN SPACE AGENCY, SPAR, SED, ETC.).

COMPUTERS, SOFTWARE & SYSTEMS

CONTINUED DEVELOPMENT OF AGENCY CONTACTS THROUGH ON-SITE VISITS TO SWEDISH DISTRIBUTORS.

ANTICIPATED RESULTS:

BRIEF REPORT TO BE DISTRIBUTED TO INTERESTED PARTIES IN REMOTE SENSING COMMUNITY.

POTENTIAL SALES FOR ASW AND/OR TERRITORIAL PATROLS.

CAPITALIZE ON ANY REQUIREMENT FOR IMAGE ANALYSIS TECHNIQUES DEVELOPED IN CANADA.

INCREASED AWARENESS OF CANADIAN CAPABILITY.

LONG-TERM SALES WHICH ARE NOT FEASIBLE WITHOUT LOCAL PRESENCE.

LONG TERM. ASSIST CANADIAN SUPPLIERS IN PREPARING MARKETING STRATEGY.

ASSIST 1 TO 3 CDN FIRMS SELECT AGENTS. (B) IDENTIFY PRODUCT AREAS THAT HAVE LONGER-TERM DEV. POTENTIAL.

DEVELOPMENT OF MARKET FOR PRODUCTS PRESENTLY SOURCED IN SWEDEN (TELI AND ERICSSON)

DISTRIBUTION TO EX OTT/TTT/RWT, DRIE, PROVINCIAL GOVERNMENTS AND INTERESTED COMPANIES. INCREASED CANADIAN ACTIVITY.

FOR DISTRIBUTION TO CONTACTS AT TELEVERKET (PTT) AND SWEDISH SPACE. INCREASE CANADIAN INPUT IN EXPANDING SWEDISH SPACE PROGRAM.

10 TO 20 NEW AGENTS OVER THE YEAR.



REPORT 4  
88/10/21

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

POST : 432-STOCKHOLM

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

POST HAS DONE EXTENSIVE COVERAGE OF STOCKHOLM AREA WHERE 70% OF COMPUTER BUSINESS IS LOCATED. SAME COVERAGE TO BE EXTENDED TO MALMO AND GOTHENBURG.

PREPARE REPORT/OVERVIEW OF SWEDISH COMPUTER AND SOFTWARE MARKET.

ORGANIZE A VISITING JOURNALIST PROGRAM FOR COMPUTER SWEDEN, OR OTHER SUITABLE TRADE MAGAZINE.

IDENTIFY BUYER/AGENT CONTACTS TRAVELLING TO MAJOR SHOWS IN USA (COMDEX, ETC.) AND PROVIDE ADVANCE INFORMATION ON CDN EXHIBITORS AND/OR SUGGEST SHORT STOPOVER IN CANADA AT SAME TIME.

ORGANIZE VISIT TO CANADIAN CABLE T.V. OPERATIONS AND EQUIPMENT SUPPLIERS BY SENIOR-LEVEL TELEVERKET EXECUTIVE.

PREPARE SHORT REPORT ON MAJOR CABLE T.V. OPERATORS IN SWEDEN.

IDENTIFY CONTACT PERSON AT ESSELTE PAY-T.V. TO WORK THROUGH.

ELECTRONIC COMPONENTS

CONTINUED PROMOTION OF CANADIAN FIRMS TO ERICSSON WHO HAVE INCREASED INDUSTRIAL OFFSET OBLIGATION IN CANADA

CONTINUED SUPPORT AND PROMOTION OF NEW GENERATION OF I.S.D.N. THROUGH PROMOTION OF VISITS AND SEMINARS AND PROVISION OF INFO TO CDN MANUFACTURERS ON DEVELOPMENT AT TELEVERKET AND ERICSSON.

INCREASED PROMOTION OF CANADIAN CIRCUIT BOARD MANUFACTURERS TO TAKE ADVANTAGE OF LOWER EXCHANGE RATE.

CONTINUED PROMOTION OF ELECTRONIC COMPONENTS PRODUCTION EQUIPMENT AND SOFTWARE THROUGH CORPORATE VISITS.

PROMOTE CONCEPT OF VISIT TO CDA BY MEMBERS OF SWED ROBTICS ASSOC. AND ASSIST IN LINING UP CONTRACTS AND MEETINGS.

BETTER GEOGRAPHICAL COVERAGE.

DISTRIBUTION TO CANADIAN COMPUTER FIRMS, GOVERNMENT AGENCIES (EXT OYY/DRIE, ETC.) AND PROVINCIAL GOVERNMENTS.

GREATER MARKET AWARENESS IN SWEDEN OF CANADA AS A SOURCE OF COMPUTER PRODUCTS.

CANADIAN COMPANIES ORGANIZE BEST DEMONSTRATIONS AND EXHIBITS AT U.S. SHOWS. BETTER LONG-TERM IMAGE IN SWEDEN.

CLOSER COOPERATION WITH CANADIAN FIRMS.

BETTER TARGETTING OF BUYERS CONTACTS FOR CANADIAN SUPPLIERS.

EQUIPMENT AND SERVICE SALES TO ESSELTE PAY T.V. SYSTEM (BENELUX AND SCANDINAVIA).

3 TO 5 NEW BUYING CONNECTIONS.

HAVE CHIPS "DESIGNED IN" TO NEXT GENERATION OF ERICSSON AND TELI EXCHANGES.

YEARLY SALES OF OVER \$1 MILLION.

INCREASE PENETRATION OF CANADIAN PRODUCTION SOFTWARE WHICH WILL OPEN DOOR TO OTHER PRODUCTS.

IDENTIFY COS & PROJECTS SUITABLE FOR JV'S AND/OR TECH/TRANSFER.







REPORT 4  
88/10/21

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

POST : 432-STOCKHOLM

006-ELECTRONICS EQUIP. & SERV  
SWEDEN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INSTRUMENTATION

POST HAS IDENTIFIED OPPORTUNITIES FOR NAVIGATION/LANDING SYSTEM FOR SHALL STOCKHOLM AIRPORTS.

ENSURE PREGUALIFICATIONS OF CANADIAN NAVIGATION LANDING SYSTEM SUPPLIER.

INTRODUCTION AND PROMOTION OF MACHINE-READABLE PASSPORT TECHNOLOGY.

SALE OF DEMONSTRATION SYSTEM TO SWEDISH POLICE.

IDENTIFY CANADIAN COMMUNICATIONS INSTRUMENTATION WITH POTENTIAL IN SWEDEN (E.G. LOGIC ANALYZERS).

INCREASE NUMBER OF CANADIAN COMPONENT MANUFACTURERS REPRESENTED IN SWEDEN.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 FOLLOW NAVIGATION (LANDING) SYSTEM PROGRAM FOR SMALL AIRPORTS

LIAISON BETWEEN AIRPORT AUTHORITY AND CANADIAN MANUFACTURER ON EXPECTED PROGRAM SCHEDULE

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
88/10/21

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

POST : 432-STOCKHOLM

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
SWEDEN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE SUPPORT OF MOU ACTIVITIES FOR COOPERATION IN DEFENCE  
RESEARCH DEV. AND PRODUCTION STEERING COMMITTEE.

IMPROVED MARKET ACCESS FOR CDN MANUFACTURERS

SUPPORT MANUFACTURER OF MAINTENANCE SIMULATORS IN CONTACTS WITH  
PROCUREMENT AUTHORITIES

ACCEPTANCE OF MAINTENANCE SIMULATOR EQUIPMENT

SUPPORT MANUFACTURERS OF RADIO LINKS AND ASW EQUIPMENT IN PRESEN-  
TATIONS TO MILITARY PROCUREMENT AUTHORITIES

FOLLOW ON SALES

IDENTIFY AREAS FOR COOPERATION IN NBCW EQUIPMENT RESEARCH AND  
DEVELOPMENT

LOCATE SALES OPPORTUNITIES FOR CDN PRODUCERS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SUPPORT ACTIVITIES OF MOU ON DEFENCE RDP

PARTICIPATE IN PREPARATIONS FOR, AND MEETINGS  
OF DEFENCE COOPERATION STEERING COMMITTEE

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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

POST : 432-STOCKHOLM

013-CONSUMER PRODUCTS  
SWEDEN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

SELECT SWEDISH FUR BUYERS TO VISIT CANADA IN CONJUNCTION WITH  
MONTREAL FUR FAIR MAY 1988

ON SITE SALES OF FURS TO VALUE OF CAD 750  
THOUSAND

IDENTIFY 2 OR 3 CDN PRODUCERS TO VISIT SWEDEN TO MOUNT LOCAL FUR  
FASHION SHOW.

POTENTIAL SALES OF CAD 1.5 MILLION

COOPERATE WITH SWEDISH FUR COUNCIL AND CANADIAN AIRLINE TO ESTABLISH  
FEASIBILITY OF CHARTER TRIP BY PRINCIPAL FURRIERS TO MTL  
AND TORONTO.

FUR SALES OF CAD 2. MILLION

CULTURE INDUSTRIES

OBTAIN LIST OF CANADIAN EXPORTERS OF T. V. AND FILM PRODUCTS AND  
DISTRIBUTE TO EMERGING SWEDISH PAY T. V. AND CABLE INDUSTRY.

INCREASED SALES.

IN CONJUNCTION TO GOTHENBURG BOOK FAIR, ORGANIZE IN-STORE  
PROMOTION OF CANADIAN BOOKS AND RECORDS N. K. AND OHLEN.

INCREASED SALES BY 10%

CONTINUED ASSISTANCE TO CANADIAN EXPORTERS OF RECORDS AND TAPES  
IN FACE OF STRONG SWEDISH INDUSTRY COUNTEROFFENSIVE, THROUGH  
COMMERCIAL INTELLIGENCE, TRACKING OF LEGAL ISSUES.

MAINTAIN PRESENT LEVEL OF SALES.

INTRODUCE RELATED PRODUCTS TO EXISTING NET OF RECORD  
IMPORTERS.

NEW SALES - TARGET \$500,000 TO \$1.0 MILLION.

LEISURE PROD. TOOLS HARDWARE

MEET WITH SENIOR OFFICIALS OF MAJOR SWEDISH CHAIN STORE TO INTEREST  
THEM IN CANADIAN "IN STORE" PROMOTION WEEK FOR OCT '88 OR '89.  
EITHER STOCKHOLM OR COUNTRY WIDE.

GOOD RELATIONSHIP DEVELOPED WITH MAJOR CHAIN  
STORE BUYERS. ANTICIPATED SALES CAD 500,000-  
750,000

SELECT SUITABLE BUYERS TO ATTEND CSGA SHOWS IN SEPT '88 & FEB '89.

EXCLUSIVE AGENCY AGREEMENTS. SALES OF CAD  
200,000 VALUE.

INVITE SWEDISH SPORTING GOODS BUYERS TO CANADIAN STAND AT ISPO  
MUNICH.

STIMULATE BUYERS INTEREST IN CANADIAN SPORTING  
GOODS. ANTICIPATED SALES SKATES CAD  
750,000.

REPORT 4  
88/10/21

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

POST : 432-STOCKHOLM

013-CONSUMER PRODUCTS  
SWEDEN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 INVITE SWEDISH SPORTING GOODS BUYERS TO CANADIAN  
STAND AT ISPO IN MUNICH.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

SALES OF GYMNASIAC EQUIPMENT AND HOCKEY ARENA  
EQUIPMENT TO BUYERS FOLLOWING INTRODUCTIONS AT  
ISPO MUNICH

TRACKING:

LOCATE SALES OPPORTUNITIES FOR THE PROMOTION

PARTICIPATE IN PREPARATIONS FOR, AND RECEIVED  
INCREASED SALES

INCREASED SALES

LOW SALES OF CVD 3 MILLION

DECREASED SALES OF CVD 1.2 MILLION

ON THE SALES OF CVD TO VALUE OF CVD 1.2

TRACKING:

UNEXPECTED RESULTS

POST : 432-STOCKHOLM

013-CONSUMER PRODUCTS  
SWEDEN

REPORT 4  
88/10/21

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



REPORT #5  
88/10/21

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

432 - STOCKHOLM

SWEDEN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

COMM. & INFORM. EQP. & SERV                      ROBOTICS & ARTIFICIAL INTELL.  
CALLS ON SENIOR MANAGERS OF SELECTED SWEDISH FIRMS FOR DISCUSSIONS OF  
INVESTMENT OPPORTUNITIES IN CDA; PARTICIPATION IN TRADE SHOWS & IN-  
DUSTRIAL CONFERENCES WITH INFORMATION BOOTH.

GREATER LOCAL AWARENESS OF INVESTMENT  
OPPORTUNITIES & TECHNOLOGY TRANSFER  
POTENTIAL IN CDA.

FOREST PRODUCTS, EQUIP, SERVICES                      EQUIPMENT AND MACHINERY  
CALLS ON SENIOR MANAGERS OF SELECTED SWEDISH FIRMS FOR DISCUSSIONS OF  
INVESTMENT OPPORTUNITIES IN CDA; PARTICIPATION IN TRADE SHOWS & IN-  
DUSTRIAL CONFERENCES WITH INFORMATION BOOTH.

GREATER LOCAL AWARENESS OF INVESTMENT  
OPPORTUNITIES & TECHNOLOGY TRANSFER  
POTENTIAL IN CDA.

CONSTRUCTION INDUSTRY                      BUILDING PRODUCTS  
CALLS ON SENIOR MANAGERS OF SELECTED SWEDISH FIRMS FOR DISCUSSIONS OF  
INVESTMENT OPPORTUNITIES IN CDA; PARTICIPATION IN TRADE SHOWS & IN-  
DUSTRIAL CONFERENCES WITH INFORMATION BOOTH.

GREATER LOCAL AWARENESS OF INVESTMENT  
OPPORTUNITIES & TECHNOLOGY TRANSFER  
POTENTIAL IN CDA.

INDUSTRIAL MACHIN, PLANTS, SERV.                      MANUFACT & MATERIAL PLANT, EQP.  
CALLS IN SENIOR MANAGERS OF SELECTED SWEDISH FIRMS FOR DISCUSSIONS OF  
INVESTMENT OPPORTUNITIES IN CDA; PARTICIPATION IN TRADE SHOWS & IN-  
DUSTRIAL CONFERENCES WITH INFORMATION BOOTH.

GREATER LOCAL AWARENESS OF INVESTMENT  
OPPORTUNITIES & TECHNOLOGY TRANSFER  
POTENTIAL IN CDA.

MULTIPLE SECTORS                      ALL SUB-SECTORS  
COOPERATION WITH SOCIAL AFFAIRS PROGRAM MANAGER IN IDENTIFICATION OF  
& ADVICE TO BUSINESS IMMIGRATION CANDIDATES.

STIMULATION OF INTEREST IN BUSINESS IMMI-  
GRATION TO CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

PUBLICITY PROGRAM THROUGH OFFER TO DISTRIBUTE SELECTED CANADIAN  
CORPORATE ANNUAL REPORTS TO SWEDISH BUSINESS COMMUNITY.

INCREASED AWARENESS OF BUSINESS CONDITIONS  
AND OPPORTUNITIES IN CDA.

REPORT #5  
88/10/21

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

432 - STOCKHOLM

SWEDEN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

FOLLOW UP TO INDUSTRIAL DELEGATION  
ACCOMPANYING KING AND QUEEN DURING STATE VISIT  
TO CANADA.  
CORPORATE LIAISON PROGRAM

CALLS ON CEO'S OF ASEA BROWN BOVERI, ERICSSON, AND  
SVENSKA HANDELSBANKEN.  
VISIT OF B. C. FOREST MINISTER TO HILLESKOG RE  
SILVICULTURE INVESTMENT IN CANADA  
SUPPORT B. C. STEAMSHIPS IN DISCUSSIONS WITH PRO-  
PECTIVE SWEDISH CORPORATE INVESTMENT.

QUARTER : 2

QUARTER : 3

QUARTER : 4

432 - STOCKHOLM

SWEDEN

RESULTS REPORTED





REPORT 4  
88/10/21

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

POST : 422-VIENNA

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

PLANNING:                   ACTIVITIES PROPOSED IN POST PLAN:                   ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

IN PROCESS OF COMPLETING AUSTRIAN COMPANIES ELECTRONIC DIRECTORY FOR THE USE OF POTENTIAL CANADIAN EXPORTERS.

NEW POTENTIAL SOURCES FOR CANADIAN EXPORTERS.

CLOSE LIAISON WITH UNIDO/VIENNA AIMED AT INTRODUCING CANADIAN TELECOMMUNICATION COMPANIES IN INTERNATIONAL COOPERATIVE PROJECTS UNDER THE AUSPICES OF SEVERAL UN AGENCIES.

CREATING AND IMPROVING AWARENESS OF CANADIAN CAPABILITIES IN THIS SECTOR THUS INCREASING SALES POSSIBILITIES FOR CANADIAN COMPANIES IN THIRD MARKETS.

COMPUTERS, SOFTWARE & SYSTEMS

CONTINUING OUR EFFORTS TO INCREASE CANADIAN PRESENCE IN THIS SECTOR IN AUSTRIA.

NEW BUYING CONNECTIONS AND CONSEQUENT SALES INCREASE OF 10-15%.

CLOSE LIAISON WITH FCC (FEDERAL ECONOMIC CHAMBER) AIMED AT SOFTWARE TECHNOLOGY EXCHANGE.

INCREASE AWARENESS OF CANADIAN STATE-OF-ART I -N THIS SECTOR.

TRACKING:                   ACTIVITIES UNDERTAKEN IN QUARTER:                   QUARTERLY RESULTS REPORTED:

QUARTER: 1 PREPARATION FOR CANADIAN INFORMATICS TRADE MISSION TO AUSTRIA - FALL '88.

PRELIMINARY, INCLUSIVE MARKET STUDIES, WORK COMPLETED;

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

-----  
L'UNION CANADIENNE DES EXPORTATEURS ET IMPORTATEURS  
AUSTRIENNE DES EXPORTATEURS ET IMPORTATEURS  
L'UNION CANADIENNE DES EXPORTATEURS ET IMPORTATEURS  
AUSTRIENNE DES EXPORTATEURS ET IMPORTATEURS

WHICH CONSISTED OF THE FOLLOWING ACTIVITIES  
DURING THE PERIOD FROM 1 OCTOBER 1987 TO 30 SEPTEMBER 1988

AT THE END OF THE PERIOD THE FOLLOWING RESULTS WERE ACHIEVED

ON THE BASIS OF THE FOLLOWING DATA



REPORT 4  
88/10/21

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

POST : 422-VIENNA

001-AGRI & FOOD PRODUCTS & SERVICE  
AUSTRIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUING IN OUR EFFORTS IN DEVELOPING AUSTRIAN MARKET FOR  
CANADIAN FOODSTUFFS AND RELATED PRODUCTS.

SMALL INCREASE IN CANADIAN SALES OF 5%.

SERVICING CONSTANTLY INCREASING MARKET ENQUIRIES FROM CANADIAN  
COMPANIES IN THIS SECTOR.

SMALL INCREASE IN CANADIAN SALES OF 5%.

TRAVEL FUNDS PERMITTING, INCREASE NUMBER OF CALLS OUTSIDE  
CAPITAL ON AUSTRIAN IMPORTERS IN THIS SECTOR.

IMPROVED KNOWLEDGE OF CANADIAN CAPABILITIES  
AND THUS HOPEFULLY INCREASING OUR SALES VOL-  
UME BY 5%.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

SEVERAL NEW CONTACTS ON BOTH SIDES  
MAY RESULT FROM THESE ACTIVITIES.

INCREASE IN INVESTMENT OPPORTUNITIES  
POTENTIAL FOR DEVELOPING FURTHER  
PROCESSING OF OIL IN ODA.

INCREASE NUMBER OF CONTACTS BETWEEN  
CANADIAN COMPANIES AND AUSTRIAN  
INDUSTRY.

BELIEVE THIS TO BE ONE OF ESSENTIAL  
SOURCES FOR INVESTMENT INFORMATION.

REPORT 4  
88/10/21

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

POST : 422-VIENNA

016-INDUSTRIAL MACHIN, PLANTS, SERV.  
AUSTRIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MANUFACT & MATERIAL PLANT, EQP.

THE POST EFFORTS IN CREATING COMPREHENSIVE LIST OF AUSTRIAN MANUFACTURERS AND DISTRIBUTORS OF CNC MACHINES HAS BEEN ALMOST COMPLETED. WE EXPECT TO FINALIZE IT WITHIN NEXT FEW MONTHS.

THE COMPLETED LIST WILL FACILITATE J/V, TECHNOLOGY TRANSFER AND MANUFACTURE UNDER LICENSE AND RECIPROCITY IN REPRESENTATION.

ASSUMING THAT POST WILL BE GIVEN REQUESTED DATA PROCESSOR WE WOULD DEVELOP A CONTACT SYSTEMS LIST ON SECTORIAL BASIS FOR CANADIAN COMPANIES.

ESTABLISH COMPREHENSIVE SOURCING NETWORK FOR USE OF CANADIAN EXPORTERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SECOND PHASE OF PREPARATION FOR CANADIAN ENVIRONMENT TCEHNOLOGY MISSION TO AUSTRIA SEPT'88.

LIST OF CONTACTS FOR THE MISSION ESTABLISHED; MAJOR POTENTIAL PARTNERS IDENTIFIED.

QUARTER: 1 VISIT OF DR. MAY OF UNIDO TO CANADA ARRANGED IN MAY'88.

VISIT RESULTED IN POSSIBILITY TO ESTABLISH TRUST FUND AGREEMENT BETWEEN UNIDO AND CIDA TO FINANCE CANADIAN CONSULTANTS WORK OVERSEAS;

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

REPORT #5  
 88/10/21

422 - VIENNA

AUSTRIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

INDUSTRIAL MACHIN, PLANTS, SERV. MANUFACT & MATERIAL PLANT, EQP.  
 CONTINUE WITH OUR DIRECT APPROACH TO POTENTIAL INVESTORS IN SECTOR.  
 ORGANIZE IN COOPERATION WITH PROVINCES TECH TRANSFER & INVESTMENT SEMINARS.

BELIEVE WE MAY BE SUCCESSFUL IN ATTRACTING AUSTRIAN INVESTMENT PARTICULARLY IN CNC METAL PLASTIC & WOODWORKING MACHINERY SECTORS.

SERVICE INDUSTRIES TOURISM  
 TOGETHER WITH PROVINCES (ALTA & BC) ORGANIZE INVESTMENT AND TECH TRANSFER MISSIONS IN THE SKI RESORT AREA TO AUSTRIA.

INCREASE AUSTRIAN SKI INDUSTRY AWARENESS OF INVESTMENT POTENTIAL IN CDA.

TRANSPORT SYS, EQUIP, COMP, SERV. AUTOMOTIVE  
 CONTINUE WITH OUR EFFORTS IN ARRANGING TECH TRANSFER JV AND POTENTIAL INVESTMENT IN CANADA.

RESULT WILL DEPEND ON OUTCOME OF ONGOING NEGOTIATIONS BETWEEN AUSTRIAN & CANADIAN INDUSTRY IN THIS SECTOR.

AGRI & FOOD PRODUCTS & SERVICE FOOD HANDLING, PROCESSING EQUIP  
 CONSIDERING AUSTRIAN POTENTIAL FOR FOOD PROCESSING TECHNOLOGY & GREAT INTEREST IN CDA INTENSIFY THE DEVELOPMENT ON CONTACTS ON BOTH SIDES.

SEVERAL JV OR TECH TRANSFERS & INVESTMENT MAY RESULT FROM THESE ACTIVITIES.

OIL & GAS EQUIPMENT, SERVICES SERVICES INCLUDING CONSULTING  
 CONTINUE WITH OUR ASSISTANCE TO THE EXISTING AUSTRIAN INVESTOR IN THIS SECTOR.

INCREASE IN INVESTMENT IN CDA. POTENTIAL FOR DEVELOPING FURTHER PROCESSING OF OIL IN CDA.

NON SECTORALLY ORIENTED ACTIVITIES

CONTINUE ALREADY EXCELLENT COOPERATION WITH FEDERAL ECONOMIC CHAMBER PARTICULARLY IN THE AREA OF TECH TRANSFER.

INCREASE NUMBER OF CONTACTS BETWEEN AUSTRIAN AND CDN FIRMS IN THIS AREA.

INCREASE LIAISON WITH THE AUSTRIAN BANKS & FINANCIAL INSTITUTIONS AIMED AT ESTABLISHMENT OF INVESTMENT INFO EXCHANGE & OTHER INVESTMENT ORIENTED ACTIVITIES.

BELIEVE THIS TO BE ONE OF ESSENTIAL SOURCES FOR INVESTMENT INFORMATION.

REPORT #5  
88/10/21

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

422 - VIENNA

AUSTRIA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

F. T. A. SEMINAR - JUNE 24, 1988, VIENNA  
FCC ENVIRONMENT CONTROL MISSION TO CANADA -  
JUNE 4-12, 1988

SEMINAR AN OUTSTANDING SUCCESS. MANY ENQUIRIES RECEIVED AS A RESULT. MISSION WHICH CONSISTED OF 22 REPRESENTATIVES OF MAJOR AUSTRIAN INDUSTRIES IN THE ENVIRONMENT TECHNOLOGY AREA, VISITED CANADA. MANY MEANINGFUL OPPORTUNITIES FOR TECHNOLOGY TRANSFER, J/V AND RECIPROCAL INVESTMENT OF KNOW-HOW AND EQUITY DISCOVERED.

QUARTER : 2

QUARTER : 3

QUARTER : 4

LIST OF CONTACTS FOR THE MISSION ESTABLISHED. MAJOR POTENTIAL PARTNERS IDENTIFIED. WVA REPORT FROM THESE ACTIVITIES. AGREEMENT BETWEEN UNION AND CIMA TO FINISH CANADIAN CONSULTANTS WORK OVERSEAS. INDUSTRY IN THIS REGION. NEGOTIATIONS BETWEEN VIENNA AND CANADIAN REPORT WITH DELAY ON DECISION OF CHANGING

DE INVESTMENT PROMOTION IN CDV. INCREASE WITHIN THE INDUSTRY. SECTION. BEING CARRIED OUT. ACTIVITIES. ACTIVITIES. BELIEVE ME MAY BE SUCCESSFUL IN ACTIVITIES.

422 - VIENNA  
REPORT #5

REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88



REPORT 4A  
88/10/21

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

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

POST : 422-VIENNA

- VISIT OF ALBERTA TEAM HEADED BY DM G. DE RAPPA - APRIL
- VISIT OF DSS/DND TEAM RE STEYR CONTRACT - APRIL
- VISIT OF SANDT SENIOR ADVISOR HOWE - JUNE
- VISIT OF NRC/IRAP TEAM - JUNE

TRACKING

BEFORE 4

REPORT 4  
88/10/21

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

POST : 471-WARSAW

009-FOREST PRODUCTS, EQUIP, SERVICES  
POLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

EQUIPMENT AND MACHINERY

CONTACTING PULP & PAPER MILLS AND FTO'S TO: 1) GET INFORMATION ABOUT MODERNIZATION PLANS AND PARTICULAR MACHINERY SOUGHT BY MILLS; 2) PRESENT CANADIAN CAPABILITIES.

TO INTEREST CANADIAN COMPANIES IN POLISH MARKET.

USING CONTACTS TO OBTAIN DETAILED SPECIFICATIONS OF PROJECTS AND EQUIPMENT.

1) ALERT CANADIAN COMAPNIES ABOUT OPPORTUNITIES TO DELIVER MACHINERY TO POLAND; 2) OBTAIN ONE SUCCESSFUL BID FROM CANADA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTACT PULP AND PAPER MILLS, FTO'S AND MINISTRY REPS. OBTAIN SPECIFICATIONS ON PROJECTS.

POST UNDERTOOK SERIES OF END USERS CALLS. ALERTED CCC & INDUSTRY ABOUT IBRD PARTICLE BOARD PROJECT AND SWIECIE PULP MILL. PURCHASED SWIECIE BID DOCUMENTS ON BEHALF OF CCC & H. A. SIMONS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

AIBII...  
AIBII...  
AIBII...  
AIBII...

WHICH COMPLETED...  
LISTED BEFORE...  
...  
...  
...



REPORT 4  
88/10/21

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

POST : 471-WARSAW

001-AGRI & FOOD PRODUCTS & SERVICE  
POLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL, POULTRY BREEDING STOCK

IDENTIFICATION AND CULTIVATION OF KEY DECISION MAKERS.  
ASSIST HYBRID IN MOUNTING TECHNICAL SEMINAR.  
TO COMBINE HYBRID TURKEYS INTO CANADIAN INFORMATION STANDS  
DURING POZNAN FAIR.  
IDENTIFY END USERS BASED ON POZNAN FAIR RESULTS.

TO DEVELOP HYBRID SALES.  
TO OBTAIN END USER CONTACTS.  
TO PROMOTE THE COMPANY; TO ALERT POLISH PRIVATE  
SECTOR ABOUT CANADIAN CAPABILITIES.  
INCREASED CANADIAN EXPORTS, THROUGH MKT  
EXPOSURE AND ESTABLISHMENT OF CONTACTS.

SEEDS & SPECIAL CROPS

TO CONTINUE VISITS TO ROLIMPEX AND MINISTRY OF AGRICULTURE.

TO STIMULATE ROLIMPEX' CONTACTS WITH CANADIAN  
COMPANIES.

FOOD HANDLING, PROCESSING EQUIP

VISIT TO FOOD PROCESSING PLANTS, PERSONAL CONTACTS WITH MACHINERY  
IMPORTS DECISION MAKERS TO PROMOTE CANADIAN TECHNOLOGY.  
IDENTIFY END USERS AND DECISION MAKERS IN SECTORS OF INTEREST  
TO CANADIAN FIRMS.

OBTAIN SPECIFICATIONS OF PROJECTS AND PARTIC-  
ULAR EQUIPMENT REQUIREMENTS.  
ENCOURAGING CANADIAN COMPANIES TO BID ON PRO-  
JECTS AND OBTAIN ONE SUCCESSFUL BID FROM CAN-  
ADA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ASSIST HYBRID TURKEYS DURING POZNAN FAIR.  
CALLS ON END USERS TO IDENTIFY FOOD PROCESSING  
PROJECTS AND TO ALERT INDUSTRY.  
CALLS ON ROLIMPEX AND MINISTRY OF AGRICULTURE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

HYBRID DID NOT PARTICIPATE BUT ARE PLANNING SEM.  
IN FALL WITH WHICH WE WILL ASSIST. -CALLS WERE  
MADE ON 3 PLANTS & ASSOC 'N. KSI ALERTED. AGENCY  
AGREEMENT ESTABLISHED. -ARRANGED MTG WITH OMAF  
REP & ROLIMPEX. BUSINESS DISCUSSIONS UNDERWAY.



REPORT 4  
88/10/21

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

POST : 471-WARSAW

016-INDUSTRIAL MACHIN, PLANTS, SERV.  
POLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MANUFACT & MATERIAL PLANT, EQP.

CONTACTING OIL SEED PROCESSING PLANT AND PRESENTING CANADIAN COMPANIES AND THEIR CAPABILITIES.

IDENTIFICATION OF MAJOR PROJECTS AND END USERS

CONTACTING DAIRY PROCESSING PLANTS FOR PROMOTION OF CANADIAN COMPANIES.

IDENTIFICATION OF MAJOR PROJECTS AND END USERS.

OBTAIN SPECIFICATIONS OF PROJECT AND EQUIPMENT SOUGHT BY POLISH PLANTS.

INTEREST ONE CANADIAN COMPANY IN BIDDING ON POLISH REQUIREMENTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 IDENTIFY AND VISIT INVESTORS IN OIL SEED CRUSHING, GRAIN STORAGE AND OTHER INDUSTRIAL PROJECTS.

SIX CALLS MADE. GRAIN STORAGE PROJECT POSTPONED. SIMON DAY ALERTED. UNABLE TO IDENTIFY FINANCING FOR OIL SEED CRUSHING PLANTS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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

POST : 471-WARSAW

016-INDUSTRIAL MACHIN, PLANTS, SERV.  
EAST GERMANY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

MANUFACT & MATERIAL PLANT, EQP.

MAINTAIN KEY CONTACTS IN TRANSINTER, IAI IN CONNECTION WITH BID BY GOODYEAR FOR BELTING.

ON BASIS OF INTEREST EXPRESSED BY GDR DURING CANADA/GDR MIXED COMMISSION CALL ON TRANSINTER AND FTO'S AND END USERS.

ANTICIPATED RESULTS:

SALES BY GOODYEAR.

DETAILS OF PRODUCT REQUIREMENTS; TO ENCOURAGE AT LEAST ONE CANADIAN COMPANY TO PURSUE THE MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ASSIST GOODYEAR WITH POSSIBLE SALE OF CONVEYOR BELTING. CALLS ON AGENCY FIRMS TO IDENTIFY AREAS OF INTEREST.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

CALLS IN TRANSINTER, CHEMIE, AND MINISTRY IN SUPPORT OF GOODYEAR. \$230,000 TRIAL ORDER RECEIVED. 10 CALLS MADE. REPORT TO BUREAU, ITEM IN CANDEXPO, TELEXES TO COMPANIES AND PROVINCES.



REPORT 4  
88/10/21

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

POST :471-WARSAW

001-AGRI & FOOD PRODUCTS & SERVICE  
EAST GERMANY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL, POULTRY BREEDING STOCK

TO ASSIST HYBRID TURKEYS IN IDENTIFYING KEY CONTACTS IN MINISTRY OF AGRICULTURE AND NAHRUNG.

DEVELOPMENT OF SALES BASE.

TO COMBINE HYBRID TURKEYS INTO CANADIAN INFORMATION STAND DURING LEIPZIG FAIR.

PROMOTION OF COMPANY AND INCREASE IN MARKET PENETRATION.

SEEDS & SPECIAL CROPS

DISTRIBUTION OF INFORMATION ON CANADIAN SEED AND SPECIAL CROPS TO THE GDR AUTHORITIES.

MAINTAIN GDR INTEREST IN CANADIAN CAPABILITIES.

CALLS ON GDR DECISION MAKERS

IDENTIFY SALES OPPORTUNITIES TO ALERT CANADIAN SUPPLIERS.

PRESENTATION OF CANADIAN CAPABILITIES TO THE MINISTRY OF AGRICULTURE.

INVITATION TO TENDER FOR CANADIAN COMPANIES.

FOLLOWING CANADA/GDR MIXED COMMISSION (DURING WHICH GDR INDICATED PROSPECTS FOR SUCH PROJECTS) CALL ON VARIOUS DECISION MAKERS: FTOS'S, TRANSINTER, MINISTRIES.

TO INDICATE CANADIAN INTEREST TO GDR AND TO ENCOURAGE CANADIAN COMPANIES TO SUBMIT CATALOGUES AND TO VISIT MARKET.

TO INCLUDE BIOTECHNOLOGY INTO PROGRAM OF PROPOSED FOOD PROCESSING MISSION.

IDENTIFICATION OF SPECIFIC PRODUCT INTERESTS, INITIATION OF NEGOTIATIONS.

TO CONTACT EAST GERMAN INSTITUTES REponsible FOR BIOTECHNOLOGY PROGRAM.

TO OBTAIN INFORMATION ON SPECIFIC GDR INTERESTS FOR COOPERATION WITH CANADIAN PRODUCERS

TO PREPARE A LIST OF EAST GERMAN NEEDS AND SUBMIT IT TO CANADIAN COMPANIES AND INSTITUTES.

TO ESTABLISH DIRECT CONTACTS BETWEEN GDR END USERS AND CDN PARTNERS AND TO ENCOURAGE ONE CDN COMPANY TO EXPRESS SERIOUS INTEREST.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ASSIST HYBRID TURKEY IN GDR CONTACTS.  
FOLLOW-UP ON CWB INTERESTS.  
PROVIDE CROP INTELLIGENCE.  
CALLS ON GDR AGENCY FIRMS TO IDENTIFY PROJECTS.

POST FOLLOWED UP. HYBRID REPORT INCREASED SALES.  
CALLS MADE ON NAHRUNG. REPORT SENT TO CWB.  
4 REPORTS SENT TO CWB.  
CALLS MADE IN BERLIN. ITEM PUBLISHED IN CANDEXPO  
INDUSTRY AND PROVINCES ALERTED.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
88/10/21

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

POST : 471-WARSAW

009-FOREST PRODUCTS, EQUIP, SERVICES  
EAST GERMANY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

EQUIPMENT AND MACHINERY

TO MAINTAIN CONTACTS WITH THE GDR DECISION MAKERS IN THIS SECTOR.

TO ALERT CANADIAN COMPANIES TO OBTAIN INFORMATION ON PROJECT DEFINITION AND TIME TABLE OF MODERNIZATION PROGRAM.

TO ASSIST KLOCKNER STADLER HUNTER AND H.A. SIMONS DURING COURSE OF LEIPZIG FAIR.

TO ASSIST COMPANIES TO OBTAIN SPECIFICATIONS AND MAINTAIN GDR'S INTEREST IN CANADIAN COMPANIES AS POTENTIAL SUPPLIERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MAINTAIN CONTACT WITH GDR DECISION MAKERS REGARDING WITTENBERGE PROJECT, SCHWEDT PULP AND PAPER PROJECT.

WITTENBERGE PROJECT ON HOLD. H.A. SIMONS ADVISED SCHWEDT PROJECT DELAYED. KSH ADVISED. NOW PURSUING CROSSEN PROJECT.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
88/10/21

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

POST : 471-WARSAW

007-POWER & ENERGY EQUIP. & SERV.  
EAST GERMANY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

TO LIASE WITH GDR AND MISSION ORGANIZERS TO ENSURE THAT THE GDR ENVIRONMENT MISSION TO QUEBEC AND TORONTO INCORPORATES CONTACTS FROM CANADIAN LIGNITE POLLUTION CONTROL SYSTEMS PRODUCERS.

FOLLOW-UP WITH MISSION PARTICIPANTS

PREPARATION OF DETAILED LIST OF CANADIAN COMPANIES AND PRODUCTS BASED ON BOSS AND PREVIOUS CONTACTS.

ANTICIPATED RESULTS:

TO ESTABLISH DIALOGUE WITH CANADIAN COMPANIES

TO STIMULATE GDR'S INTEREST IN CANADIAN PRODUCTS AND CONTROLLING SERVICES.

TO INTRODUCE ONCE CANADIAN FIRM INTO THE MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 TO ASSIST DRIE WITH PROPOSED MISSION ACTIVITIES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

MISSION NOT YET ORGANIZED.



REPORT 4A  
88/10/21

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

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

POST : 471-WARSAW

IBRD NATURAL GAS EQUIPMENT MISSION AND SEMINARS.  
OMAF MINI-MISSION TO POLAND.  
PARTICIPATION BY COMMERCIAL COUNSELLOR IN "DOING BUSINESS  
WITH GDR" SEMINAR IN TORONTO.  
VISIT BY COMMERCIAL COUNSELLOR TO OTTAWA, MONTREAL & TORONTO  
ALBERTA MISSION TO GDR.  
PRATT AND WHITNEY EXECUTIVES VISIT TO POLAND FOR 15TH  
ANNIVERSARY OF COOPERATION WITH PEZETEL.  
VISIT BY CCCOTT/HARLEY/BEVINGTON TO WARSAW TO SURVEY IBRD  
PROJECTS.  
ALBERTA MINI-MISSION TO WARSAW LED BY HORST SCHMID.

REPORT #  
K110781

ANNUAL REPORT - A PART OF REPORT PERIODIC PROGRAM  
BY REPORT OF THE YEAR 88  
FOR THE YEAR 88

471-WARSAW

ACTIVITY & RESULTS

PLANNED

ACTIVITIES

ANTICIPATED RESULTS

TO LIAISE WITH THE POLISH GOVERNMENT TO ENSURE THAT THE BOSS  
ENVIRONMENT MISSION IS NOT IN CONFLICT WITH POLISH GOVERNMENT CONTRACTS  
FROM CANADIAN CORPORATE AND INDUSTRY GROUPS SUCH AS P&G

TO ESTABLISH DIALOGUE WITH POLISH GOVERNMENT

FOLLOW-UP WITH MISSION (1987-1988)

TO STIMULATE BOSS'S INTEREST IN CANADIAN PRODUCTS  
AND CONTROL THE IMPORTS

PREPARATION OF DETAILED LIST OF CANADIAN EXPORTS AND PRODUCTS  
BASED ON BOSS AND POLISH GOVERNMENT

TO INTRODUCE POLISH CANADIAN PRODUCTS TO THE  
MARKET

TRACKING

ACTIVITIES

QUARTERLY RESULTS REPORTED

QUARTER 1 TO ASSIST BOSS WITH THE POLISH GOVERNMENT CONTRACTS

MISSION NOT YET ORGANIZED

QUARTER 2

QUARTER 3

QUARTER 4

MISSION MISSION MISSION TO MISSION GOVERNMENT GOVERNMENT  
LITIGATION  
LITIGATION OF COOPERATION WITH POLISH GOVERNMENT TO ENSURE  
LITIGATION AND POLISH GOVERNMENT CONTRACTS SUCH AS P&G  
LITIGATION MISSION TO MISSION  
LITIGATION MISSION TO MISSION  
LITIGATION MISSION TO MISSION  
LITIGATION MISSION TO MISSION  
LITIGATION MISSION TO MISSION  
LITIGATION MISSION TO MISSION  
LITIGATION MISSION TO MISSION

471-WARSAW

MISSION MISSION MISSION TO MISSION GOVERNMENT GOVERNMENT  
LITIGATION  
LITIGATION OF COOPERATION WITH POLISH GOVERNMENT TO ENSURE  
LITIGATION AND POLISH GOVERNMENT CONTRACTS SUCH AS P&G  
LITIGATION MISSION TO MISSION  
LITIGATION MISSION TO MISSION  
LITIGATION MISSION TO MISSION  
LITIGATION MISSION TO MISSION  
LITIGATION MISSION TO MISSION  
LITIGATION MISSION TO MISSION  
LITIGATION MISSION TO MISSION

REPORT #  
K110781



June  
CA1 EA676 T713 EXF 1988 STORAGE  
Trade and Industrial Development  
Program quarterly activity report  
43247427

LIBRARY E.A. / BIBLIOTHÈQUE A.E.  
3 5036 01029545 0

