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

**QUARTERLY ACTIVITY REPORT  
RAPPORT TRIMESTRIEL DES ACTIVITÉS**

**UNITED STATES  
ÉTATS - UNIS**



NON - CIRCULATING  
CONSULTER SUR PLACE

Dept. of External Affairs  
Min. des Affaires extérieures

JAN 14 1988

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APRIL - JUNE 1987  
(1st QUARTER FY 1987-88)

AVRIL - JUIN 1987  
(1er TRIMESTRE, AF 1987-88)



TO/À • GGB, FGB, RGB, LGB, UGB

FROM/DE • DMT

REFERENCE •  
RÉFÉRENCE

SUBJECT •  
SUJET • QUARTERLY ACTIVITY REPORT

Security/Sécurité	UNCLASSIFIED
Accession/Référence	
File/Dossier	
Date	7 October 1987
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ENCLOSURES  
ANNEXES

DISTRIBUTION

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

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

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

  
G.E. Shannon  
Deputy Minister  
International Trade

TO/À • GGB, FGB, RGB, LGB, UGB

FROM/DE • DMT

REFERENCE •  
RÉFÉRENCE

SUBJECT •  
SUJET • RAPPORT TRIMESTRIEL SUR LES ACTIVITÉS

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ENCLOSURES  
ANNEXES

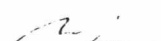
DISTRIBUTION

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

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

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

Le sous-ministre  
du Commerce extérieur,

  
G.E. Shannon

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

## AVIS IMPORTANT

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

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

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

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

## IMPORTANT NOTICE

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

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

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

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

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REPORT 4  
87/09/25

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

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POST : 619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

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

PREPARE DIRECTORY OF MARKETING REPRESENTATIVES FOR DEFENSE  
COMPONENTS.

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

FACILITATE ACCESS TO MILITARY INSTALLATIONS  
TO IDENTIFY MARKET OPPORTUNITIES.

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

ARRANGE FOLLW-UP VISITS FOR CANADIAN  
SUPPLIERS AS REQUIRED.

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

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

DEVELOP SUBCONTRACT OPPORTUNITIES FOR  
CANADIAN SUPPLIERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST : 619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

VISITS TO 10 PLANTS TO TOUR FACILITIES AND VIEW MANUFACTURING PROCESSES AND TALK TO TECHNICIANS, ENGINEERS.

FOLLOW-UP TO FIFTY INQUIRIES RECEIVED FROM COMMUNICATIONS TABLE TOP SHOW, NOV., 86 AND LAND MOBILE SHOW SEPT., 86.

RESPOND TO INQUIRIES ELECTRO OPTICS MISSION ADVANCE MAIL-OUT AND MISSION.

INCREASE AWARENESS OF OFFICER NEW TO SECTOR OF CANADIAN SUPPLY CAPABILITY, USA MARKET.

DEVELOP MORE COMPLETE INFORMATION ON WIN EXPORTS DATABASE BY LOADING NEW CANADIAN AND POST COMPANIES THEIR PRODUCTS, MARKETS, REPRESENTATIVES, EXPORT HISTORY.

INFORMATION BOOTH PLUS CANADIAN COMPANIES IN TWO OF USITA SHOW, STTI SHOW, LAND MOBILE SHOW.

COMPUTERS, SOFTWARE & SYSTEMS

GO TO MAJOR END USER, VAR, AND AGENTS TO GET MORE UPDATE INFO AND DATA.

FOLLOW UP TO CONTACTS FROM SOFTWARE SEMINAR, MONTREAL, MARCH, 1987

INTRODUCE 3 NEW EXPORTERS AT NATIONAL OFFICE MACHINE DEALERS ASSOCIATION SHOW, JULY, 1987.

DEVELOP MORE COMPLETE INFORMATION ON WIN EXPORTS DATABASE BY LOADING NEW CANADIAN AND POST COMPANIES, THEIR PRODUCTS, MARKETS, REPRESENTATIVES, EXPORT HISTORY.

INCREASE AWARENESS OF OFFICER NEW SECTOR OF CANADIAN SUPPLY CAPABILITY, USA MARKET.

TO SEE NEW TECHNOLOGY IN ACTION. TO TALK TO PEOPLE ABOUT NEEDS.

QUALIFY TEN NEW AGENTS & DISTRIBUTORS. IMPROVE CANADIAN COMPANY SALES DIRECT TO END USERS BY \$200,000.

QUALIFY TWENTY NEW AGENTS/DISTRIBUTORS. TWELVE MONTH SALES - \$150,000. THREE DISTRIBUTION/ TECHNOLOGY AGREEMENTS.

BETTER SHOW AND MISSION SOURCING. BETTER RESPONSE TO INQUIRIES.

ADD ACCURATE AND CURRENT INFORMATION ON SEVEN HUNDRED COMPANIES.

INTRODUCE 5 COMPANIES TO US MARKET. 12 MONTH SALES - \$250,000. QUALIFY 10 NEW AGENTS AND DISTRIBUTORS.

COMPETITIVE INFO AND ANALYSIS FOR CANADIAN COMPANIES.

GENERATE MORE INTEREST IN SOUTHEAST USA MKT, HELP CANADIAN FIRMS TARGET THEIR NICHES, PRODUCTS BETTER.

QUALIFY 5 NEW AGENTS & DISTRIBUTORS 12 MONTH SALES - \$100,000.

BETTER SHOW AND MISSION SOURCING. BETTER RESPONSE TO INQUIRIES. 200 HUNDRED COMPANIES TO THE DATABASE.

TO BETTER SERVE THE INTERESTS OF CANADIAN INDUSTRY.



REPORT 4  
87/09/25

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

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

TRACKING:           ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST : 619-ATLANTA

015-CONSTRUCTION INDUSTRY  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

BUILDING PRODUCTS

FOLLOW-UP ON TWO BUILDING MATERIALS SHOWS HELD IN TERRITORY DURING PREVIOUS YEARS.

INSURE THAT CANADIAN COMPANIES OBTAIN SUITABLE REPRESENTATION IN THE TERRITORY.

DEVELOP CURRENT INFORMATION ON BUILDING MATERIAL AGENTS AND DISTRIBUTORS IN TERRITORY.

OBTAIN REPRESENTATION IN TERRITORY FOR AT LEAST TEN NEW CANADIAN EXPORTERS OF BUILDING MATERIALS.

ORGANIZE PARTICIPATION BY SIX CANADIAN BUILDING PRODUCTS SUPPLIERS IN TWO PIPP-FUNDED TRADE SHOWS.

OBTAIN REPRESENTATION AND INCREASE EXPORTS OF CANADIAN SUPPLIERS.

UPGRADE QUANTITY AND QUALITY OF CANADIAN SUPPLIERS AND REGIONAL CONTACTS (COMPANIES, AGENTS, REPRESENTATIVES, DISTRIBUTORS, ETC.) ON WIN EXPORT.

INCORPORATE ONE THOUSAND CONTACTS (FIRMS) ON WIN EXPORT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

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REPORT 4  
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 87  
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016-INDUSTRIAL MACHIN, PLANTS, SERV.  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

NEW MARKETING METHODS FOR CANADIAN COMPANIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST 019-ATLANTA

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

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

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

REPORT 4  
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST : 619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

EXPAND KNOWLEDGE OF SPECIAL INTEREST, PROBLEMS IN TERRITORY.

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

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

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

HAVE IMMEDIATE INFORMATION AVAILABLE FOR PLANNING AND MARKETING PURPOSES.

FLORIDA INTERNATIONAL FOOD SERVICE SHOW, OCTOBER, 1987.

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

CONTACT AND VISIT DAIRY/DAIRY CATTLE CONTACTS.

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT #5  
87/10/13

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

page A

619 - ATLANTA  
PLANNING:

UNITED STATES OF AMERICA  
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

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

GENERATE INVESTMENT INQUIRIES.

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

GENERATE AND FOLLOW-UP ON INVESTMENT  
INQUIRIES.

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

GENERATE INVESTMENT, JOINT VENTURE OR  
TECHNOLOGY TRANSFER INQUIRIES.

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

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

NON SECTORALLY ORIENTED ACTIVITIES

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

GENERATE INVESTMENT INQUIRIES.

REPORT #5  
87/10/13

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

page B

619 - ATLANTA  
TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

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

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

QUARTER : 2

-----

QUARTER : 3

-----

QUARTER : 4

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REPORT 4  
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 87  
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PAGE : 8

POST : 601-BOSTON

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

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

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TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	-----	
QUARTER: 2	-----	
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REPORT 4  
87/09/25

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

REVITALIZE CDA/ESD WORKING GROUP

ADVISING CANADIAN COMPANIES OF CBD ACTIVITY IN REGION.

ANTICIPATED RESULTS:

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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

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

REPORT 4  
87/09/25

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

PAGE : 10

POST : 601-BOSTON

015-CONSTRUCTION INDUSTRY  
UNITED STATES OF AMERICA

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

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

REPORT 4  
87/09/25

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

PAGE : 11

POST : 601-BOSTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
87/09/25

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

PAGE : 12

POST : 601-BOSTON

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

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

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

REPORT 4  
87/09/25

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

PAGE : 13

POST : 601-BOSTON

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

KEEP MANUFACTURERS INFORMED ON BIDDING PROPOSALS FOR OFFICE FURNITURE.

NEW OPPORTUNITIES FOR CANADIAN MANUFACTURERS.

CONTACTING AGENTS AND DISTRIBUTORS WITH LISTING OF AVAILABLE CANADIAN LINES.

INCREASE CANADIAN PRESENCE IN THE MARKET UTILIZING AGENTS AND DISTRIBUTORS.

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

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT #5  
87/10/13

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

page A

601 - BOSTON  
PLANNING:

UNITED STATES OF AMERICA  
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

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

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

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

IDENTIFY TEN MOST LIKELY PROSPECTS FOR  
INVESTMENT TO CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

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

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

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

HELP ORGANIZE AND PARTICIPATE IN 4  
REGIONALLY SPECIFIC INVESTMENT EVENTS.

REPORT #5  
87/10/13

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

page B

601 - BOSTON  
TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

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

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

QUARTER : 2

QUARTER : 3

QUARTER : 4

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

POST : 613-BUFFALO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

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

UPDATE UPSTATE NEW YORK FOOD MARKET PROFILE.

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
87/09/25

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

PAGE : 15

POST : 613-BUFFALO

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

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

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

REPORT 4  
87/09/25

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

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

PLANNING:           ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING:           ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT #5  
87/10/13

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

page A

613 - BUFFALO  
PLANNING:

UNITED STATES OF AMERICA  
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

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

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

NON SECTORALLY ORIENTED ACTIVITIES

HOLD INVESTMENT SEMINARS (AT LEAST 3).

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

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

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

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

GENERATE INVESTMENT PROSPECTS ESPECIALLY  
IN THE BUFFALO AND BINGHAMPTON AREAS.

REPORT #5  
87/10/13

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

page B

613 - BUFFALO  
TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

JAMESTOWN INVESTMENT LUNCHEON.

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

QUARTER : 2

-----

QUARTER : 3

-----

QUARTER : 4

-----

REPORT 4  
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 87  
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POST : 602-CHICAGO

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

LEISURE PROD. TOOLS HARDWARE

DEVELOP MARKET DISTRIBUTOR GUIDEBOOK FOR SPECIFIC HARDWARE PROD.

7 NEW EXPORTERS WILL BECOME ESTABLISHED IN MARKET

DEVELOP MARKET DISTRIBUTOR GUIDEBOOK FOR SPECIFIC SPORTING GOODS PRODUCTS.

3 NEW EXPORTERS WILL BECOME ESTABLISHED IN MARKET.

DEVELOP MARKET DISTRIBUTOR GUIDEBOOK FOR SPECIFIC HOUSEWARES PRODUCTS.

5 NEW EXPORTERS WILL BECOME ESTABLISHED IN MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----







REPORT 4  
87/09/25

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

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

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

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

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

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

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

REPORT 4  
87/09/25

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

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

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

ROBOTICS & ARTIFICIAL INTELL.

CATALOGUE ADVANCED MANUFACTURING TECHNOLOGY COMPANIES IN TERRITORY.

IDENTIFICATION OF POTENTIAL DIRECT INVESTMENT AND TECH TRANSFER LEADS.

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

3 TECH TRANSFER AND 1 DIRECT INVESTMENT.

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
87/09/25

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MANUFACT & MATERIAL PLANT, EQP.

DETERMINE POTENTIAL FOR POLLUTION CONTROL EQUIPMENT AND UNDERTAKE  
POST PRODUCED MARKET STUDY.

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

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

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

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

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

TOOLS & HARDWARE

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT #5  
87/10/13

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

page A

602 - CHICAGO  
PLANNING:

UNITED STATES OF AMERICA  
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

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

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

REPORT #5  
87/10/13

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

page B

602 - CHICAGO  
TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

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

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

QUARTER : 2

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QUARTER : 3

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QUARTER : 4

-----

REPORT 4  
87/09/25

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

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

ANTICIPATED RESULTS:

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTERLY RESULTS REPORTED:

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
87/09/25

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

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POST : 603-CLEVELAND

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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001-AGRI & FOOD PRODUCTS & SERVICE  
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PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

IMPROVE ACCESS FOR CANADIAN PRODUCTS.

IMPLEMENT AGENT LOCATOR SERVICE FOR COMMUNICATIONS/INFORMATICS.

INCREASE NUMBER OF REPRESENTATIVES PROMOTING  
CANADIAN PRODUCTS.

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

ENHANCE CANADIAN PRESENCE IN THIS IMPORTANT  
AREA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

ACTIVITY NOT CARRIED FORWARD DUE TO REDEPLOYMENT  
OF STAFF RESOURCES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT #5  
87/10/13

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

page A

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PLANNING:

UNITED STATES OF AMERICA  
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

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

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

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

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

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

IDENTIFYING PROSPECTS FOR FUTURE TARGET-  
TING.

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

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

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

REPORT #5  
87/10/13

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

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TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

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

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

QUARTER : 2

QUARTER : 3

QUARTER : 4

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

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

---

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





REPORT 4  
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

ESTABLISHMENT OF FIVE LOCAL REPRESENTATIVE  
DISTRIBUTORS.

JEWELRY & GIFTWARE

INTRODUCE 8 NEW CANADIAN EXPORTERS TO THE MARKETPLACE.

5 SALES, 5 NEW AGENCIES ESTABLISHED.

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

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

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





604 - DALLAS  
PLANNING:

UNITED STATES OF AMERICA

-----  
ACTIVITIES PROPOSED IN POST PLAN

-----  
ANTICIPATED RESULTS

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

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

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

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

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

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

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

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87/10/13

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

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TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

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

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

QUARTER : 2

QUARTER : 3

QUARTER : 4

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008-TRANSPORT SYS, EQUIP, COMP, SERV.  
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PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

REVIEW AND INTERVIEW AGENTS/REPS FOR THE AUTOMOTIVE SECTOR.

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

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

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

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

CONTRIBUTE TO OTTAWA POLICY FORMULATION IN THIS IMPORTANT AREA.

URBAN TRANSIT

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

IDENTIFY POTENTIAL PROJECTS AND UPCOMING PROCUREMENT CONTRACTS.

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

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

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----





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PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

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

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

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

SEVERAL NEW CANADIAN FIRMS ENTERING THE MARKET.

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

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

AGRICULTURE MACH, EQUIP, TOOLS

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

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

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

CONSIDERATION OF NEW CANADIAN SHORT LINE EQUIPMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

VISITS TO DISTRIBUTORS, REPRESENTATIVES AND MANUFACTURING FIRMS.

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

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

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

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

605 - DETROIT  
PLANNING:

UNITED STATES OF AMERICA  
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

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

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

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

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

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

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

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

TAP INTO CURRENTLY UNDER-DEVELOPED MARKET.

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

IDENTIFY DIRECT INVESTMENTS AND POTENTIAL  
JOINT VENTURE PARTNERS.

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

IDENTIFY SERIOUSLY INTERESTED INVESTMENT  
PROSPECTS.

NON SECTORALLY ORIENTED ACTIVITIES

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

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

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

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

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87/10/13

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

page B

605 - DETROIT  
TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

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

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

QUARTER : 2

QUARTER : 3

QUARTER : 4

REPORT 4  
87/09/25

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

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POST : 606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

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

IMPROVE U.S. ACCESS TO DATA

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

IMPROVE PENETRATION HIGH TECH SALES.

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

IMPROVE PENETRATION HIGH TECH SALES.

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

BETTER INFORMED CDN INDUSTRY ON LOCAL  
REPRESENTATION, ETC.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
87/09/25

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

006-ELECTRONICS EQUIP. & SERV  
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST IS PLANNING A MARKET REVIEW ON THE COMPUTER INDUSTRY.

AN ENHANCED CAPACITY TO SERVICE CANADIAN EXPORTERS.

A PRE COMDEX EXHIBIT IS PLANNED FOR THE CONSULATE GENERAL OFFICES

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
87/09/25

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

NO PLANS AT THIS TIME.

IN OFFICE PRESENTATION OF CANADIAN URBAN TRANSIT TECHNOLOGY.

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST : 606-LOS ANGELES

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

DEMONSTRATION OF WATERLOO PORT LAN TO POTENTIAL CUSTOMERS.

SPECIAL REPORT ON S. CALIFORNIA COMPUTER INDUSTRY.

ANTICIPATED RESULTS:

DIRECT MARKETING SUPPORT FOR HIGHLY EFFECTIVE  
CANADIAN PRODUCT.

MORE PRECISE AND UP TO DATE INFORMATION.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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

REPORT 4  
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST : 606-LDS ANGELES

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	CONTINUED ACTIVITY TO PRESENT CANADIAN POSITION ON THE SOFTWOOD LUMBER AND CEDAR SHINGLES CASES.	TO DEVELOP SUPPORT WITHIN CALIFORNIA WHICH IS A POTENTIAL LOSER, FOR ELIMINATION OF THE COUNTERVAILING DUTIES.
	TO EXPAND POST ACTIVITY INTO THE STATE OF ARIZONA, WHICH CONTINUES TO EXPERIENCE INCREASED DEMAND.	INCREASED AWARENESS OF CANADIAN SUPPLIERS WILL LEAD TO ENHANCED EXPORT SALES.

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



REPORT #5  
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QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 87  
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

page A

606 - LOS ANGELES  
PLANNING:

UNITED STATES OF AMERICA  
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

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

IDENTIFY INTEREST IN INVESTING IN CANADA.

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

IDENTIFY INTEREST IN INVESTING IN CANADA.

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

IDENTIFY INTEREST IN INVESTING IN CANADA.

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

IDENTIFY INTEREST IN INVESTING IN CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

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

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606 - LOS ANGELES  
TRACKING:

UNITED STATES OF AMERICA

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

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QUARTER : 2

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QUARTER : 3

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QUARTER : 4

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REPORT 4  
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
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POST : 618-MINNEAPOLIS

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

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

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

INCREASE PRODUCT MOVEMENT IN RETAIL STORES.

AGRICULTURE MACH, EQUIP, TOOLS

REP. LOCATOR ACTIVITY FOR AGRICULTURAL COMPONENT SUPPLIERS.

IDENTIFY ALTERNATE MARKETS FOR COMPONENT  
SUPPLIERS OUTSIDE AG SECTOR.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

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

LEISURE PROD. TOOLS HARDWARE

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

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

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

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

FURNITURE & APPLIANCES

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

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

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

ANTICIPATED RESULTS:

ESTABLISH REPRESENTATION AND NEW BUYING CONNECTIONS.

INCREASE CANADIAN EXPORT SALES.

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

ESTABLISH LOCAL REPRESENTATION AND INCREASE SALES.

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

EXPORTERS BETTER PREPARED AND MORE COMPETITIVE IN NORTHWESTERN US MARKET.

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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

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87/09/25

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

INCREASE AWARENESS BY LOCAL FIRMS OF CANADIAN SOURCING CAPABILITY.

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

ASSIST IN ESTABLISHING CANADIAN FIRMS ON QUOTING LISTS.

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

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

HOLD SALES REPRESENTATIVE CONFERENCES IN IOWA AND NEBRASKA.

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

HOLD PROCUREMENT SEMINAR FOR HONEYWELL DEFENCE PRODUCTS DIVISION.

INCREASE NUMBER OF CANADIAN FIRMS QUALIFIED AS VENDORS AT HONEYWELL.

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

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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PLANNING:

UNITED STATES OF AMERICA  
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

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

INCREASE THE NUMBER OF CORPORATE VISITS.

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

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

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

INCREASE THE NUMBER OF CORPORATE VISITS.

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

INCREASE THE NUMBER OF CORPORATE VISITS.

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

INCREASE THE NUMBER OF CORPORATE VISITS.

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

INCREASE THE NUMBER OF CORPORATE VISITS.

NON SECTORALLY ORIENTED ACTIVITIES

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

IMPROVE KNOWLEDGE BASE OF PROFESSIONALS  
ADVISING COMPANIES ON INVESTMENT DECISIONS

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

INTERVIEWS WITH 15 - 20 NEW INDUSTRIAL  
DEVELOPMENT PROSPECTS.

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

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618 - MINNEAPOLIS  
TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

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

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

QUARTER : 2

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QUARTER : 3

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QUARTER : 4

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REPORT 4  
87/09/25

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

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POST : 608-NEW YORK, CONSULATE GENERAL

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

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

MAINTAINING CONTACT WITH MARKET AND MEETING  
NEW CUSTOMERS.

SCHEDULE CALLS ON PROSPECTIVE OUTLETS FOR REPRESENTATION.

OBTAINING ADDITIONAL BUSINESS VOLUME.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
87/09/25

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

URBAN TRANSIT

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

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

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

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

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

MAINTAIN BOMBARDIER AS A LEADING SUPPLIER TO THIS QUANTITY PURCHASER.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

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

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

EXPANDED PENETRATION OF MARKET BY CANADIAN COMPANIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

CONTINUE TO SEEK SUPPORT FOR ONGOING EVENTS PROGRAM AS OUTLINED  
IN POST STRATEGY OF JAN/85.

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

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

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

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

LEISURE PROD. TOOLS HARDWARE

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

FURNITURE & APPLIANCES

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

FOLLOW-UP ON IIDEX TORONTO, OCTOBER '86.

USE OF CANADA ROOM FRO MANUFACTURERS TO EXHIBIT PRODUCTS.

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

INCREASE IDENTIFIABLE BUSINESS INFLUENCE BY  
20%.

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

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

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

BETTER UNDERSTANDING OF CDN CAPABILITIES.

NEW MARKET OPPORTUNITIES.

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

SUCCESSFUL SHOW - MORE CANADIAN COMPANIES  
SPECIFIES ON LARGE PROJECTS.

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

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



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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE & MARINE

FIND REPRESENTATION FOR FOUR NEW FURNITURE EXPORTERS IN THIS  
TERRITORY.

INCREASE EXPORT SALES OF CANADIAN FURNITURE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

608 - NEW YORK, CONSULATE GENERAL UNITED STATES OF AMERICA  
PLANNING: ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

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

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

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

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

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

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

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

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

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

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

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

DECISION AS TO FUTURE PROGRAM (IF ANY).

NON SECTORALLY ORIENTED ACTIVITIES

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

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

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

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

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

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

REPORT #5  
87/10/13

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

page B

608 - NEW YORK, CONSULATE GENERAL  
TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

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

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

QUARTER : 2

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QUARTER : 3

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QUARTER : 4

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REPORT 4  
87/09/25

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

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

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

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

REPORT 4  
87/09/25

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

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

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

ANTICIPATED RESULTS:

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

4 NEW SALES AGENCY AGREEMENTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

CDN FIRMS GAINED INCREASING Foothold IN WESTERN  
US MARKET.



REPORT 4  
87/09/25

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

006-ELECTRONICS EQUIP. & SERV  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

DATA BASE TO BE INCORPORATED WITH WIN  
EXPORTS.

SETTING UP CATA IN TECHMART

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

MICROWAVE ROUNDTABLE.

INTRODUCE CANADIAN MICROWAVE/MILLIMETER  
WAVE COMPANIES TO SILICON VALLEY.

SEMICONDUCTOR ROUNDTABLE

INTRODUCE CANADIAN SEMICONDUCTOR COMPANIES  
TO BAY AREA COUNTERPARTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
87/09/25

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ELECTRO OPTIC PRESENTATION.

ANTICIPATED RESULTS:

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTERLY RESULTS REPORTED:

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT 4  
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POST : 610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

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

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

ANTICIPATED RESULTS:

3 NEW AGENCY REPRESENTATION AGREEMENTS.

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 EXPLORATORY MEAT EXPORT VISIT FM ALTA GOVT.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

INITIAL CONTACTS MADE WITH MEAT PROCESSORS,  
WHOLESALE AND RETAILERS.

610 - SAN FRANCISCO  
PLANNING:

UNITED STATES OF AMERICA  
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

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

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

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

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

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

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

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

INVESTMENT INTEREST IN CANADIAN ELECT-  
RONICS SECTOR ELEVATED.

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

INVESTMENT INTEREST IN CANADIAN ELECT-  
RONICS SECTOR ELEVATED.

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

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

NON SECTORALLY ORIENTED ACTIVITIES

No proposed activities indicated

REPORT #5  
87/10/13

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

page B

610 - SAN FRANCISCO

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

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

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

QUARTER : 2

QUARTER : 3

QUARTER : 4

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

POST : 611-SEATTLE

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

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

TRACKING:           ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 AD HOC GROUP VISITS TO BOEING.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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

REPORT 4  
87/09/25

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

PAGE : 61

POST :611-SEATTLE

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

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

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

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

SOLO FOOD SHOW - SEATTLE (FEBRUARY 88)

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PARTICIPATION IN NORTHWEST HOSPITALITY SHOW.

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
87/09/25

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

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

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

ANTICIPATED RESULTS:

15 NEW CANADIAN COMPANIES INTRODUCED TO  
MARKET.

TRACKING:           ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 PEMD PARTICIPATION IN SEATTLE GIFT SHOW.

QUARTERLY RESULTS REPORTED:

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
87/09/25

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

PAGE : 63

POST : 611-SEATTLE

015-CONSTRUCTION INDUSTRY  
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

SUPPORT CANADIAN PARTICIPATION IN WESTERN BUILDING MATERIALS  
DEALERS ASSOCIATION SHOW.

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

ANTICIPATED RESULTS:

SIX COMPANIES INCREASE THEIR PENETRATION IN  
THE MARKET.

SIX COMPANIES TO ENHANCE OR ESTABLISH THEIR  
MARKET POSITION.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 NONE AT THIS STAGE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

FOLLOW UP TO BUILDING MATERIAL NEBBS IN PROGRAM.

REPORT 4  
87/09/25

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

PAGE : 64

POST : 611-SEATTLE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

PROMOTION OF DEFENCE/AEROSPACE OPPORTUNITIES

20 NEW COMPANIES IN AREA.

PEMD OR DISCRETIONARY PARTICIPATION AT NORTHCON '87.

6 COMPANIES TO INCREASE THEIR PRESENCE IN  
LOCAL MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUATION OF SOFTWARE PROMOTION PROGRAM.

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----





REPORT #5  
87/10/13

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

page A

611 - SEATTLE  
PLANNING:

UNITED STATES OF AMERICA  
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

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

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

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

DOZEN COMPANIES WILL BECOME MORE AWARE OF  
OPPORTUNITIES IN CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

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

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

CORPORATE LIAISON CALLS ON 15 COMPANIES.

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

LUNCHEONS IN TWO SECONDARY CENTRES WITH PRESENTATION ON CANADA.

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

REPORT #5  
87/10/13

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

page B

611 - SEATTLE  
TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

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

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

QUARTER : 2

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QUARTER : 3

-----

QUARTER : 4

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REPORT 4  
87/09/25

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

PAGE : 66

POST : 612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

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

IMPROVED ABILITY TO COUNTER PROTECTIONIST  
MEASURES.

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

IMPROVED ABILITY TO COUNTER PROTECTIONIST  
MEASURES.

INDIVIDUAL COMPANY PRESENTATIONS TO DOD OFFICIALS AT EMBASSY.

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

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

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

RE-ESTABLISHMENT OF AIR FORCE ESD DDSA WORKING GROUP

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

POST : 612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

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

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

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

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

COMPUTERS, SOFTWARE & SYSTEMS

CONTINUING INDIVIDUAL COMPANY PRESENTATIONS TO USA FEDERAL  
GOVERNMENT OFFICIALS.

NEW PENETRATION AND IMPROVED ACCEPABILITY OF  
CANADIAN DEFENCE RELATED PRODUCTS.

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4  
87/09/25

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

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POST : 612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST : 612-WASHINGTON

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

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

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

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

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

FURNITURE & APPLIANCES

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

5-10 CANADIAN FIRMS EXPECTED TO BID ON CONTRACTS.

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----





REPORT 4  
87/09/25

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

PAGE : 71

POST : 612-WASHINGTON

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

PLANNING:           ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PHARMACEUTICALS, BIOTECHNOLOGY

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

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

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TRACKING:           ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----



REPORT #5  
87/10/13

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

page A

612 - WASHINGTON  
PLANNING:

UNITED STATES OF AMERICA  
ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

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

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

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

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

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

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

NON SECTORALLY ORIENTED ACTIVITIES

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

INFLUENCE INVESTORS THROUGH THEIR  
PRINCIPLE ADVISERS.

REPORT #5  
87/10/13

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

page B

612 - WASHINGTON  
TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

UNITED STATES OF AMERICA

RESULTS REPORTED

QUARTER : 1

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QUARTER : 2

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QUARTER : 3

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QUARTER : 4

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SECTION 2

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

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





REPORT 4B  
87/10/28

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 601-BOSTON

UNITED STATES OF AMERICA

QUARTER: 1

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

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

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

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

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

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

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

REPORT 4B  
87/10/28

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST :602-CHICAGO

UNITED STATES OF AMERICA

QUARTER: 1

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

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

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

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

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

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

80 DEALERS ATTENDED, MANY NOW SELLING MOLSON  
LIGHT.

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

GUIDE NEARLY COMPLETE. PUBLICATION IMMINENT.

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

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

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

REPORT 4B  
87/10/28

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 603-CLEVELAND

UNITED STATES OF AMERICA

QUARTER: 1

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

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

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

ACTIVITY NOT CARRIED FORWARD DUE TO REDEPLOYMENT  
OF STAFF RESOURCES.

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

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

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

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

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

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

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

PARTICIPATION CANCELLED DUE TO REDEPLOYMENT  
OF STAFF RESOURCES.

REPORT 4B  
87/10/28

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 604-DALLAS

UNITED STATES OF AMERICA

QUARTER: 1

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

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

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

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

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

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

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

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

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

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

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

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

REPORT 4B  
87/10/28

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 605-DETROIT

UNITED STATES OF AMERICA

QUARTER: 1

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

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

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

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

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

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

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

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

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

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

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

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

REPORT 4B  
87/10/28

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 606-LOS ANGELES

UNITED STATES OF AMERICA

QUARTER: 1

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

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

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

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

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

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

REPORT 4B  
87/10/28

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 608-NEW YORK, CONSULATE GENERAL

UNITED STATES OF AMERICA

QUARTER: 1

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

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

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

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

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

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

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

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

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

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

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

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

REPORT 4B  
87/10/28

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 610-SAN FRANCISCO

UNITED STATES OF AMERICA

QUARTER: 1

005-COMM. & INFORM. EQP. & SERV

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

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

006-ELECTRONICS EQUIP. & SERV

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

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

014-EDUCATION, MEDICAL, HEALTH PROD

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

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

013-CONSUMER PRODUCTS

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

CDN FIRMS GAINED INCREASING Foothold IN WESTERN US MARKET.

001-AGRI & FOOD PRODUCTS & SERVICE

EXPLORATORY MEAT EXPORT VISIT FM ALTA GOVT.

INITIAL CONTACTS MADE WITH MEAT PROCESSORS, WHOLESALERS AND RETAILERS.



REPORT 4B  
87/10/28

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST :611-SEATTLE

UNITED STATES OF AMERICA

QUARTER: 1

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

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

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

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

013-CONSUMER PRODUCTS  
PEMD PARTICIPATION IN SEATTLE GIFT SHOW.

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

015-CONSTRUCTION INDUSTRY  
NONE AT THIS STAGE.

FOLLOW UP TO BUILDING MATERIAL NEBS IN PROGRAM.

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

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

REPORT 4B  
87/10/28

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 613-BUFFALO

UNITED STATES OF AMERICA

QUARTER: 1

999-MULTIPLE SECTORS  
3 ONTARIO NEBS  
3 QUEBEC NEBS

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

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

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

013-CONSUMER PRODUCTS  
NOT LISTED.

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

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

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

REPORT 4B  
87/10/28

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 618-MINNEAPOLIS

UNITED STATES OF AMERICA

QUARTER: 1

005-COMM. & INFORM. EQP. & SERV

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

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

004-DEFENCE PROGRAMS, PRODUCTS, SERV

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

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

014-EDUCATION, MEDICAL, HEALTH PROD

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

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

999-MULTIPLE SECTORS

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

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

001-AGRI & FOOD PRODUCTS & SERVICE

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

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

013-CONSUMER PRODUCTS

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

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

REPORT 4B  
87/10/28

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 619-ATLANTA

UNITED STATES OF AMERICA

QUARTER: 1

001-AGRI & FOOD PRODUCTS & SERVICE

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

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

004-DEFENCE PROGRAMS, PRODUCTS, SERV

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

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

005-COMM. & INFORM. EQP. & SERV

IMPLEMENT CANADIAN PARTICIPATION IN COMDEX  
SPRING '87.

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

008-TRANSPORT SYS, EQUIP, COMP, SERV.

FOLLOW-UP ON 1986 FLORIDA URBAN TRANSIT INCOMING  
MISSION.

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

013-CONSUMER PRODUCTS

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

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

016-INDUSTRIAL MACHIN, PLANTS, SERV.

ORGANIZE AND IMPLEMENT CANADIAN PARTICIPATION IN  
PUERTO RICO INDUSTRIAL SHOW.

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

CA1 EA676 T715 EXF 1987 <sup>June</sup> STORAGE  
Trade and Industrial Development  
Program quarterly activity report  
43247431

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