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STORAGE

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

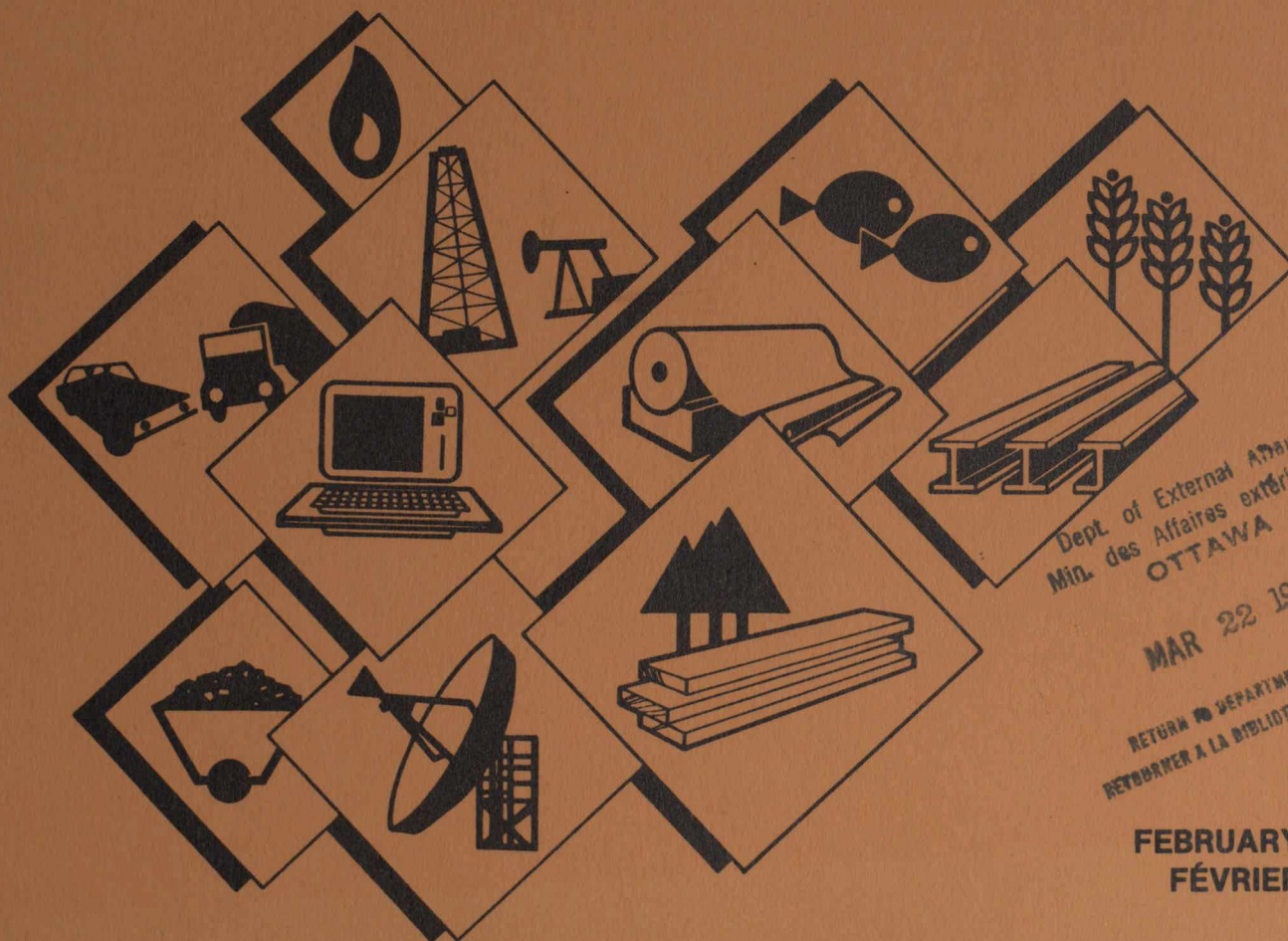
**QUARTERLY ACTIVITY REPORT
RAPPORT TRIMESTRIEL DES ACTIVITÉS**

**UNITED STATES
ÉTATS-UNIS**

**JULY - SEPTEMBER 1989
(2nd QUARTER FY 1989-90)**

**JUILLET - SEPTEMBRE 1989
(2^e TRIMESTRE, AF 1989-90)**

NON - CIRCULATING /
CONSULTER SUR PLACE



Dept. of External Affairs
Min. des Affaires extérieures
OTTAWA

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FEBRUARY 1990
FÉVRIER 1990

TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM

Quarterly Activity Report July - September 1989

Following is the Activity Report for the quarter ending September 30, 1989. This report contains a synopsis of activities and results by sector and subsector reported by the missions in United States, matched against the proposed activities identified in their 1989/90 post plan. It also contains a report of special unplanned activities that took place during the report period.

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

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

PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE

Rapport trimestriel des activités Julliet - Septembre 1989

Voici le Rapport des activités du trimestre qui a pris fin le 30 septembre 1989. Le rapport contient un résumé des activités et des résultats déclarés par les missions aux États-Unis, par secteur et sous-secteur, qui sont comparés aux projets d'activités indiqués dans les plans de missions de 1989/90. Il s'y trouve également un rapport sur les activités spéciales non planifiées qui ont été accomplies pendant la période visée.

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

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

UNITED-STATES
ETATS-UNIS

PLANNING:	ACTIVITIES	<u>MISSION:</u>	<u>PAGE</u>	RESULTS:
		ATLANTA	1	
		BOSTON	8	
		BUFFALO	15	
		CHICAGO	19	
		CLEVELAND	29	
		DALLAS	36	
		DETROIT	42	
		LOS ANGELES	49	
		MINNEAPOLIS	57	
		NEW YORK	63	
QUARTER: 1	1. Meeting of working Group	SAN FRANCISCO	68	1. Established permanent working group to review projects for DUSA.
	2. Two officers	SEATTLE	75	2. Interviewed 70 Can firms and working with 10 to develop manufacturers reps.
QUARTER: 2		WASHINGTON	81	
QUARTER: 3				
QUARTER: 4				

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

PREPARE DIRECTORY OF MARKETING REPRESENTATIVES
IMPROVED ACCESS TO DEFENCE PRIMES

EST. WORKING GROUP FOR JOINT DEV'T OF TRAINING/SIMULATION
INCREASED PARTICIPATION IN ARMY & NAVY TRAINING AND

CALLS TO MADE ON MILITARY COMMANDS IN TERRITORY
UNCOVER NEW OPPORTUNITIES FOR PRODUCTION AND DEVELOPMENT

PREPARE BRIEF-US DEFENCE PRIME CONTRACTORS ON TRADE DOCUMENT
RELIEVE IRRITANTS FOR MAJOR U.S.A. CONTRACTORS

WORKSHOP "HOW TO PREPARE PROF. DEFENCE CONTRACT PROPOSALS."
REDUCE PRIME CONTRACTOR PROBLEMS IN DEALING WITH CDN

SIMULATION PROJECTS

SHARING

(EG. E-SYSTEMS)

SUPPLIERS, THEREBY INCREASING CDN COMPONENT EXPORTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1
1. Meeting of Canada/U.S. Army Missile Command working Group.
 2. Two officers attended Hitec '89

1. Established permanent Working Group to review projects for DDSA.
2. Interviewed approx 70 Cdn firms and working with 10 to develop manufacturers reps.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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2

POST :619-ATLANTA

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

FOLLOW-UP W/BUYERS WHO ATTENDED FEST OF CDN FASH. & MONT PRET
\$20,000 EXPORT SALES

IDENTIFICATION OF AGENTS AND RETAILERS
\$500,000 EXPORT SALES

IDENTIFICATION OF MAJOR RETAILERS
10% INCREASE IN SALES

IDENTIFICATION OF NEW AGENTS AND DISTRIBUTORS
10% INCREASE IN SALES

LETTER OF INVITATION TO VISIT CDN EXH AT SUPER SHOW ATLANTA

FURNITURE & APPLIANCES

FOLLOW-UP WITH MANUFACTURERS ASSISTED IN FINDING REPS 88-89
\$1,000 EXPORT SALES

FOLLOW-UP W/BUYERS WHO ATTENDED TOR/MONT FURN MKTS IN 1988
\$500,000 EXPORT SALES

CONTINUED CONTACT WITH CDN MANUFACTURERS AND REPS
ESTABLISH NEW BUYING CONTACTS

IDENT APPROP BUYERS IN THE MAJOR FURN RETAILERS IN TERRITORY
INCREASE MARKET FOR HOUSEHOLD 10%

RENEWAL OF CONTACTS W/STATE FURN SALESMEN'S ASS. TO IDENTIFY

SERIES OF CALLS ON SELECTED OFFICE FURNITURE DEALERS
INCREASE MARKET FOR OFFICE FURNITURE BY APPROXIMATELY 10%

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :619-ATLANTA

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1
- 1. Prepared proposal for F. M. S. Show, Sept. 87, and commenced organization.
- 2. Commenced Canadian exp. recruitment.

- 1. Proposal approved.
- 2. Initiated 31 exp. visits to Florida market, dealer and retailer prospects.
- 3. Recruited 2 exps. thus far.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 1. Organized participation in CITEX 89.
2. Organized participation in TABES 89.

1. 20 exhibitors generated \$110,000 in on-site sales, \$4.1 million in estimated 12-month sales, 7 new reps and 302 sales leads.
2. 26 exhibitors received 391 sales leads and project sales of \$3.029M over next 12 months.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

INTRODUCE IMPORTANT CO./PROV. GOV'T FROM MARITIMES INTO MKT FL, GA MARKETS
ENHANCE EXPORTS OF SWINE, MEAT PRODUCTS AND PRODUCE TO PR,

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 ATTENDED/RECRUITED/ORGANIZED:

- 1-PULSE MISSION-P.R. 5-QUEBEC MIN. INTL
- 2-FOOD/EQUIP.SHOW-P.R. AFFAIRS MISSION-P.R.
- 3-ATLANTA HOTEL/REST.SHOW 6-BUYERS WEST. CDA.
- 4-FANCY FOOD SHOW-ATLANTA FARM PROG. SHOW

- 1-\$1MILL.EST. SALES 6-SENDING 5 BUYERS
- 2-\$2.8 MILL. EST. SALES, 10 CONTRACT AGREEMENTS.
- 3-EXHIBITED PROD./LITERATURE FROM 5 CDN. COYS.
- 4-19 CDN. COYS., GOOD SALES EXPECTED.
- 5-EXCELLENT RESULTS, WILL RETURN WITH A MISSION.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE TO BUILD "CONTACT" NETWORK BOTH CDN AND S.E. U.S.A.
GET AN ADDITIONAL 200 CONTACTS AND ENTER INTO WIN, DIRECT

SALES \$300,000

ORGANIZE & IMPLEMENT FIVE PROMOTIONAL EVENTS TO EXPAND SALES
ACQUIRE 150 NEW CONTACTS (AGENTS, REPS, ETC.) ACHIEVE DIRECT

SALES \$500,000 AND PROJECT ONE YEAR SALES OF \$1 MILLION

UNDERTAKE BRIEFINGS (WORKSHOPS) AT POST BETWEEN US END USERS
FIVE WORKSHOPS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1. Recruited, Setup & developed Ontario Industrial Development Mission to Ga Tech.
2. Recruited, Setup & Developed P R Industrial Sho
3. Recruited, Setup & developed G T Mission to Cdn Ottawa, Tnt, Hamilton, Downsview, Waterloo, Mtl, Hfx

1.5 Cdn Univs made contacts in Adv Materials & Adv Manufacturing & Environments For followup
2. 10 Cdn coys 3M Bus influn & 14 buying Connectin
3. 10 GT Scientist met 17 Univs 40 agencies Gov. & 20 R&D contacts to build Alliances (262 cdns)

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :601-BOSTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

NEW BULLETIN
BROADER INFORMATION ON NEW ENGLAND MKT FOR CDA FIRMS.

PROMOTE CDN ROLE IN ADI
GAIN GREATER ACCESS TO USAF RAND D BUDGET

COMPANY PROSPECTING IN WESTERN CANADA
FIND 10 NEW FIRMS FOR MKT..

FOLLOW-UP NB & ATL. DEF MISS W/INCOMING BUYERS MISSIONS
ESTABLISH FIRM RELATIONSHIP FOR 10 COMPANIES IN MKT.

AEROSPACE

FOLLOW-UP TO SUB-CONTRACTORS II CONFERENCE
BETWEEN \$500,000 & \$1 MILLION BUSINESS INFLUENCED.

FOLLOW-UP TO NB DEFENCE MISSION
INTRODUCE 3 NEW FIRMS TO MKT.

START QUARTERLY DEFENCE REPORT
PROVIDE MORE TIMELY INFORMATION TO CDN DEFENCE PRODUCT

EXPORTERS.

INCREASE FREQUENTLY OF VISITS TO PRIME DEFENCE CONTRACTORS
PROVIDE MORE TIMELY INFORMATION TO CDN DEFENCE PRODUCT

EXPORTERS.

RECRUIT 10 NEW FIRMS FOR SUB-CONTRACTORS III CONFERENCE
GENERATE 5 NEW BUSINESS RELATIONSHIPS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 - Commence Quarterly Defence Bulletin
- Participate in ARMX/Hitech, RADC Industry Days
- Followup with Natick (US Army) DDSA Working Group

- Reoriented Annual Defence Bulletin to more timely quarterly format. Produced & circulated bulletin to 500 Cdn firms. - Cochaired first Natick (US Army) DDSA working group meeting. Substantive contacts finally in process.

QUARTER: 2 1. Quarterly Defence Bulletin.

1. Produced and mailed to 500 Canadian suppliers.

QUARTER: 3 -----

QUARTER: 4 -----

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS HARD/SOFTWARE & COMP

FOLLOW-UP W/11 CDN EXHIBITORS NORTHEAST COMPUTER FAIR OCT 88
ESTABLISH TWO DISTRIBUTION AGREEMENTS

IDENTIFY KEY PUBLISHERS FOR CDN SOFTWR COMPANIES
GET 4 CDN COMPANIES LISTED.

WORK W/BOSTON COMPUTER SOC TO HAVE CDN FIRMS DEMONSTRATE
HAVE 3 CDN COMPANIES MAKE PRESENTATIONS AT BOSTON COMPUTER

SOCIETY.



TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 1. NEBS Mission in software sector from Montreal
to Boston 12 September.

QUARTER: 3 -----

QUARTER: 4 -----

1. 17 companies introduced to market.

REPORT 4A
90/01/24

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89

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

POST :601-BOSTON

1. Visit by Minister of International Trade Crosbie 6-9 Sep; events organized included luncheon address to 200, mtgs with Fisheries Committee and Canadian businessmen and call on Governor.
2. Extra NEBS Mission coordinated to MINT visit. 23 firms from all 4 Atlantic Provinces involved.
3. Visit by Nova Scotia Schooner Bluenose. Plan 6 cruises, issue and monitor 1300 invitations, participate in all events.
4. Visit by Amb. Burney. Events organized included New England Canada Business Council luncheon address.

REPT4D
90/01/23

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :613-BUFFALO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS HARD/SOFTWARE & COMP

ONGOING UPDATE OF MANUFACTURER'S REPS IN TERR FOR COMP SOFT
LIST WILL GREATLY ASSIST PARTICIPANTS AT COMPUTER SHOW.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Instrumentation Show, April 4, 1989, Buffalo.

Approximately 150 companies in attendance.

QUARTER: 2 Rochester Business and Computer Show,
September 19-21, 1989.

12 companies participated in the Rochester
Computer Show. A follow-up survey is presently
being carried out. There were approximately
20,000 registrants.

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4A
90/01/24

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89

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

POST :613-BUFFALO

Friendship Festival Reception, July 4, USS Little Rock.

"War Along the Niagara 1812", September 8-9/89.

WIN Exports Program Seminar, Boston, August 15/89.

U.S.C.S. meeting re: National Guard.

U.S.C.S. Border Cargo Selectivity Program, September 18/89.

Mohawk Valley Trade Promotion Meeting, September/89.

SUNY/Buffalo Subsidy Seminar Meeting, September 21/89.

U.S.C.D. Surface Carrier Initiative Agreement, September/89.

Planning Meetings, Buffalo World Trade Association,
August, September/89.

Buffalo World Trade Association Meeting, September 7, 1989.

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

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

FOLLOW UP TO PREV INITI, CONTINUE TO RESPOND TO TRADE INQUIRY ASSISTANCE.
ACTION 30 CANADIAN/60 LOCAL INQUIRIES FOR MARKET

ATTEND 10 APPAREL RELATED TRADE SHOWS TO ASSESS MKT TRENDS DISTRIBUTE TO CANADIAN APPAREL MFG'S.
DEVELOP PROFILE OF BUYERS AND AGENTS AS NEEDED TO

CULTURE INDUSTRIES

AS FOLLOW UP TO PREV INITI, CONTINUE TO RESPOND TO TRADE INQUIRY
ACTION 30 CANADIAN/15 LOCAL TRADE INQUIRIES.

IDENTIFY & RESEARCH ART GALLERIES LOCATED IN CHICAGO AND THEIR MERCHANDISING OPERATIONS).
MINI GUIDE PROFILING CHICAGO GALLERIES (COMPANY CONTACTS

ATTEND CHICAGO INTERNATIONAL ART FAIR MAY 12-16, 1989
ENHANCED PROFILE OF CANADIAN CAPABILITIES.

ATTEND NEW ART FORMS EXPO, OCTOBER 1989.
ENHANCED PROFILE OF CANADIAN CAPABILITIES.

CONSIDER MAKING PIPP PROPOSAL TO MOUNT NAT STAND AT AME LIB
THREE DISTRIBUTORS APPOINTED.

LEISURE PROD. TOOLS HARDWARE

HARDWARE MARKETING SEMINAR, TORONTO, FEBRUARY 1989
BETTER EXPORTER AWARENESS.

HOUSEWARES FREE TRADE SEMINAR FOR RETAILERS, JANUARY 1989
INCREASED RECEPTIVITY TO BUYING FROM CANADA.

INCOMING BUYERS TO CSGA, FEBRUARY 1989
INCREASED RECEPTIVITY TO BUYING FROM CANADA.

AD CAMPAIGN PHASE II - APRIL 1989, SPORTING GOODS
400 LEADS GENERATED FOR 6 COMPANIES.

MARKETING SEMINAR - SPORTING GOODS, MAY 1989
6 COMPANIES WILL MEET MAJOR US RETAILERS

HARDWARE MARKETING GUIDE
IMPROVED EXPORTER AWARENESS.

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POST :602-CHICAGO

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

LEISURE PROD. TOOLS HARDWARE

SPORTING GOODS MARKETING GUIDE
IMPROVED EXPORTER AWARENESS.

FURNITURE & APPLIANCES

FOLLOW UP TO PREV TRADE INITI, CONTINUE RESPOND TO TRADE INQ
ACTION 20 CANADIAN/10 LOCAL INQUIRIES.

REP. LOCATOR PROG TO MATCH CDN EXPORTERS W/AGENTS & DISTRIB.
7 NEW DISTRIBUTORS APPOINTED

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Montreal Furniture Fair - Mission
Identified new furniture buyers
Identified apparel buyers

Montreal Furniture - recruited 20 buyers.
Created company profiles on 49 furniture retail
buyers, reps. and distributors.
Apparel - 12 new buyers/reps. registered w/post.

QUARTER: 2 -National stand, Hardware Show - 22 coys.
-National stand, Sporting Goods Show-18 coys.
-Wrote "Hardware Market in U.S." guide.
-Montreal Pret/CIWE Show/Incoming Buyers Mission
-IIDEX/Incoming Buyers Mission/Recruitment

-68 agents pending - Hardware,\$1.5 M sales
-32 agents pending - Sporting Goods,\$.12 M sales
-Distributed Hardware Guide.
-Recruited 5 buyers to attend.
-Identified 130+ buyers,architects,designers,etc

QUARTER: 3 -----

QUARTER: 4 -----

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90/01/23

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POST :602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MEATS & MEAT BY-PRODUCTS

AS FOLLOW UP TO PREV INITI, WILL CONT TO RESPOND TO TRADE IN ACTION 10 CANADIAN/15 LOCAL INQUIRIES.

SUPPORT LOCAL QUE OFFICE EXH AT AMER MEAT INSTIT SHOW, SEPT.

SEMI & PROCESSED FOOD & DRINK

INITIATE A SERIES OF ONE-ON-ONE MEETINGS W/INST FOOD DISTRIB DEVELOPMENT OF MINI-MARKET GUIDE; 10 OUT CALLS.

FOLLOW UP TO PREV INITI, (FOOD PACIFIC 88 INTERVIEWS)
ACTION 50 CANADIAN/100 LOCAL INQUIRIES.

FOOD MKT INSTITUTE SHOW, 8 CO., NATIONAL STAND, MAY 1989
25 REP/BROKER AGREEMENTS NATIONALLY PROJECTED 12 MONTH

ASSESS LOCAL FOOD MKT TO DETER NECESS FORMAT FOR CREATING DEVELOPMENT OF IN-STORE RETAIL PROMOTION IN CHICAGO.

IDENTIFY ALL TRADE SHOW OPPORTUNITIES HOSTED IN POST TERRIT DEVELOPMENT OF COMPREHENSIVE REFERENCE MANUAL OF REGIONAL

AGRICULTURE MACH,EQUIP,TOOLS

AS FOLLOW UP TO PREV INITI, CONTINUE TO RESPOND TO TRADE INQ ACTION 12 CANADIAN/14 LOCAL INQUIRIES.

REVISE FARM MACHINERY GUIDE OF 1985
PROVIDE CURRENT AND UPDATED INFORMATION RE INDUSTRY EVENTS

FOOD HANDLING,PROCESSING EQUIP

AS FOLLOW UP TO PREV INITI, CONTINUE TO RESPOND TO TRADE INQ ACTION 30 CANADIAN/20 LOCAL INQUIRIES.

SUPPORT QUE GOVT W/PROV EXHIBITS AT FOOD & DAIRY EXPO, 11/89
INCREASED PROFILE OF CANADIAN CAPABILITIES.

SALES 3 MILLION.

INCREASED PUBLICITY & VISIBILITY FOR CDN FOOD INDUSTRY.

AND NATIONAL ABOVE.

AND OPPORTUNITIES.

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POST :602-CHICAGO

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Food Marketing Institute (FMI) - National Stand
Nat'l. Restaurant Assn. (NRA) - National Stand
Western Canada Farm Progress (WCFP) - Mission
Identified institutional/retail fd. distributors

FMI - 6 Cdn exhibitors/on-site sales \$90,000.00
Proj. sales \$2 million/Serious inquiries 300.
NRA - 11 Cdn exhibitors/on-site sales \$4million
Proj. sales \$18 million/Serious inquiries 750.
WCFP - Recruited 7 buyers. Registered 18 fd.cos.

QUARTER: 2 -Identify institutional food distributors.
-Identify food brokers & food associations.
-Update 1985 Farm Machinery Guide.

-Profiles available/20 foodservice distributors.
-Profiles available/45 brokers-29 associations.
-Farm Machinery Guide ready for publication.

QUARTER: 3 -----

QUARTER: 4 -----

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90/01/23

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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 EQUIP & MACH & UNDERTAKE POST PRODUC
IDENTIFICATION OF NEW MARKET OPPORTUNITIES AND 5 NEW

BUYER CONNECTIONS.

MAKE 12 OUTCALLS ON PUBLIC/PRIVATE SECTOR FIRMS-PROMOTE CDN
5 NEW BUYER CONNECTIONS

DEVELOP LIST OF INTERESTED SALES AGENTS/DISTR FOR USE BY CDN
INFORMATION FOR CDN EXPORTERS TO LEAD TO 6 NEW

REPRESENTATION APPOINTMENTS.

TOOLS & HARDWARE

MODERATE RESPONSIVE WORKLOAD FROM TERRITORY
FOUR BUYING CONNECTIONS.

OTHER EQUIP,MACH NOT ELS SPE

DEVELOP GUIDE TO MKT ENVIRON EQPT IN WI, ILLINOIS & MIS TERR
INFORMATION FOR EXPORTERS TO USE FOR PLANNING & APPOINTING

REPRESENTATION.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -National stand at WasteExpo
-National stand at PaintCon

-18 coys in natl. stand, sales \$3.4M, projected
12.9M, 36 reps appointed.
-10 coys in natl. stand, sales \$600,000., proj.
\$8M, 25 reps appointed.

QUARTER: 2 -Follow-up for Paint Con '89 trade show.
-Follow-up for Waste Expo '89 show.

-Six Companies with newly appointed agents
stemming from Consulate referrals.
-Sales of \$750,000 in addition to on-site
sales reported as of 9/13/89.

QUARTER: 3 -----

QUARTER: 4 -----

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90/01/23

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :602-CHICAGO

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ARMAMENTS & VEHICLES

PROD MKT OVERVIEW "DEFENCE PROC UPDATE" SUMMARY OF PROJ/EQPT
3 BUYING CONNECTIONS.

ELECTRICAL & ELECTRONIC

LIAISON CALLS ON MAJOR PURCHASERS
\$3 MILLION INCREMENTAL SALES

COMPLETE UPDATE ON "HOW TO SELL TO US MILITARY AUTH IN MIDWE
10 AGENCIES/BUYING CONNECTIONS.

OTHER DEFENSE PROD & SERV.

CALLS ON IDENTIFIED BUYERS WITHIN GOVT & PRIVATE SECTOR
\$ 500K IN INCREMENTAL SALES.

AEROSPACE

FOLLOW UP 1985 AIAC MISSION RESULTS
\$3 MILLION INCREMENTAL SALES.

FOLLOW UP 1988 NTS MISSION
\$2 MILLION INCREMENTAL SALES.

PARTICIPATE IN DEA/AVSCOM JOINT WORKING GROUP
\$10 MILLION IN DDSA OVER 5 YEARS.

UPDATE SUBCONTRACTING LIST
3 BUYING CONNECTIONS.

INCOMING AVSCOM MISSION MAY 1989
3 NEW BUYING CONNECTIONS.

OUTGOING MISSION TO AVSCOM NOVEMBER 1989
2 NEW BUYING CONNECTIONS.

OUTGOING MISSION TO AVSCOM FEBRUARY 1990
2 NEW BUYING CONNECTIONS.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :602-CHICAGO

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -AVSCOM Mission to HiTech, 1 company attended.
-PRONAV Intl. presentation to AVSCOM re: cable warning system.
-Diemaster presentation to AVSCOM on manufacturing technology.

-32 company interviews
-Projected sales of \$20 million.
-Source approved for T53 engine shaft.

QUARTER: 2 -Participate in Canada/AVSCOM working group.
-Report on prime contractors in St.Louis.
-Update subcontracting list.

-\$9 million in DDSP approved.
-Report completed.
-List updated.

QUARTER: 3 -----

QUARTER: 4 -----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1
-National Stand at Design Engineering Show
-Computer hardware/software, instrumentation and flow process controls, CAD/CAM

QUARTER: 1
-32 company interviews
-Projected sales of \$20 million

QUARTER: 2
-Participate in Canada/AVSCOM working group
-Report on prime contractors in St.Louis
-Update subcontracting list

QUARTER: 2
-\$9 million in DDSP approved
-Report completed
-List updated

QUARTER: 3

QUARTER: 4

QUARTER: 3

QUARTER: 4

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

AUTOMOTIVE

CONTINUE TO DEVELOP AGENTS, REPS & DISTRIBUTORS IN AFTERMKT FOR CDN COMPANIES.
IDENTIFY 15 NEW POTENTIAL AGENTS, REPS AND DISTRIBUTORS

CONTINUE TO IDENTIFY KEY BUYERS
IDENTIFY 12 NEW POTENTIAL BUYERS.

ONGOING DISTRIB OF POSTS "AUTO AFTERMARKET, MKTG GUIDE"

URBAN TRANSIT

ST LOUIS LIGHT RAIL PROJ WILL GO TO BID ON CARS IN JUNE 1989
\$ 36 M CAR ORDER.

CTA SUBWAY CAR PROCUREMENT
\$ 450 M ORDER.

CONTINUED REPORTING ON BIDDING PROCEDURES & FINANCING OF CTA

MARINE INDUSTRIES

BUYERS TO TORONTO BOAT SHOW
SALES OF OVER \$ 500,000 FOR 3 CDN CO.

EXPANDED KNOWLEDGE OF CANADIAN POTENTIAL.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Ongoing monitoring of RTA procurement of rail and subway cars.

Bids released June/89. Both UTDC and Bombardier will compete for both contracts. Projected sales \$450M.

QUARTER: 2 -National stand, APAA show - 12 companies.
-Ongoing monitoring of rail car purchases in Chicago and St. Louis.
-Distributors for Canadian power boat exporters.

-21 agents pending appointment-APAA.
-Bids released for CTA cars. \$21 million buses sold to 2 cities in Wisconsin.
-2 Cdn companies put in touch with potential distributors.

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

REVIEW CANADIAN SOURCING STRENGTHS
UPDATED SOURCE MATERIAL.

DETERMINE TERRITORY CO REQ. IN CONJ W/LOCAL HIGH TECH/ENVIR COYS. NEW SALES OF \$ 1M.
ABILITY TO MATCH LOCAL NEEDS WITH CDM SUPPLY FOR 5 CDM

DISTRIBUTION OF NEW CDM CAPABILITY GUIDES TO US DISTRIBUTORS

FOLLOW UP ON INTEREST GENERATED FROM ABOVE GUIDES MILLION.
OBTAIN DISTRIBUTORS FOR 10 CDM COYS WITH SALES OF \$ 1.5

WORK WITH CHICAGO HIGH TECH GROUP TO IDENTIFY MARKET
EXPORT OPPORTUNITIES FOR 6 CDM FIRMS.

PROMOTE CDM SOURCING & JOINT VENTURE OPPORTUNITIES
3 NEW SOURCING CONNECTIONS 1 JOINT VENTURE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -National Stand at COMDEX

-35 companies in std. Sales \$4.5M. Proj. \$26.8M
9 dist. appointed, 180 potential dist. next yr.

-National Stand at Design Engineering Show
(Computer hardware/software, instrumentation and
flow process controls, CAD/CAM

-12 companies in std. Sales \$110,000 Proj. \$5.9M

QUARTER: 2 -Locate reps for Canadian exporters of PC
components.
-Distributors for Canadian hardware/software
exporters.

-Three Canadian companies put in touch with
local distributors/ reps.
-Two Canadian companies put in touch with
distributors (software) in territory.

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :602-CHICAGO

NEXUS Hardware Mission - 2 day seminar attended by 29 companies from across Canada.
Advertising insert in Hardware Age magazine; 5 companies participated. Eight pages total.
Three page advertising insert in the Sporting Goods Dealer magazine, August 1989 edition.
Negotiations with show organizers-Cdn pavilion at IMTEC 90. Overcame reluctance to have national stand (ISTC involved).
Speaker at U.S. Small Business Administration seminar on FTA - emphasis on investment.
Panelist at Grant Thornton International AGM. Subject "Europe 1992" Concerns of Canada/Japan/US/EC.
Co-ordinated with MITT Toronto Milwaukee County Executive luncheon guest list of Canadian businessmen.
Attended 1-day Milw. conf. to promote trade/investment with Cda. Contacts w/Milw. Cty. Exec. Directors; businessmen.
Profiled 120+ residential & contract furniture buyers, reps, dealers/jobbers, and distributors.
Profiled service operations for general merchandise reps. and distribution warehouses in post territory.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :603-CLEVELAND

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

GREAT LAKES INDUSTRIAL SHOW 11/89 (12 MONTHS).
THREE CANADIAN EXHIBITORS SALES \$50,000 ON SITE \$2MILLION

PRECISION CASTING AND MACHINERY 11/89

POLLUTION CONTROL EQUIPMENT
\$15 M (12 MONTHS)

SME FINISHING SHOW
12 MONTHS PROJECTED SALES \$3 MILLION

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 A. Plastic Machinery Mission - Toronto
B. Great Lakes Industrial Show - Cleveland, OH
C. Casting Mission - PBURG, CLVND, DAYTN, CNATI
D. Finishing - '89

A. Rescheduled for January 1990.
B. Space for WIN demo booth allocated.
C. ISTC specialist has completed initial visit
for cities which will be visited by mission in
January 1990. D.

QUARTER: 2 Iron and Steel Exposition and Association of
Iron and Steel Engineers(AISE) Annual Convention

Mission organized national stand. 21 companies
exhibited at the stand and 10, independently.
Event attracted 20,000 visitors. 4,000 visitors
registered at the booth. Onsite sales totaled
\$5M & estimated sales over next 12 months \$56M.

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :603-CLEVELAND

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ABBOTSFORD AIRSHOW

USAF INDEPENDENT CONTRACTOR R & D REV. TEAMS VISIT TO CDM CO

DEFENCE MANUFACTURERS BUYERS MISSION

"HI-TECH 90" DEFENCE EXPORT CONFERENCE

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1
- A. High Tech '89 - Ottawa
 - B. USAF ICR & D Onsite Review Team Visit - MONTL
 - C. Air Show Canada - Vancouver
 - D. USAF ICR & D Onsite Review Team Visit -
Location TBA

- A. Interviewed 44 companies, 5 of which have immediate potential in missions territory.
- B. Team visited 3 coys. Opportunities for development contracts good. Coy invited to visit USAF
- C. Mission is assisting in recruitment.

QUARTER: 2 Air Show Canada

Participated in event & recruited buyers for an incoming mission. Recruited two buyers for the show and established contact with a number of western Canadian manufacturers as well as officials of the B.C. Government.

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :603-CLEVELAND

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SOLO FOOD SHOW - PITTSBURGH (1990)
\$3 MILLION (12 MONTHS).

BRITISH COLUMBIA INCOMING WINE TOUR
\$150,000 (12 MONTHS).

OHIO GROCER'S ASSOCIATION 10/89

FARM MACHINERY SHOW 2/90

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A. Ohio Grocers Association Expo-Columbus, OH
B. National Farm Machinery Show-Louisville, KY
C. British Columbia Incoming Wine Mission-
Pittsburgh, PA
D. Solo Food Show-Pittsburgh, PA

A. Space confirmed & recruiting commenced by Post & OTT. B. Visited-will have natl stand in 1990
C. This was BC govt initiative but not followed thru. D. PBURG office worked w/Ontario govt at their recent solo show in Pittsburgh.

QUARTER: 2 A. Solo Food Show - Pittsburgh
B. British Columbia Incoming Wine Tour

Events A & B were held concurrently in two locations Kaufmann's Department Store and Joseph Horne's in conjunction with fashion shows featuring fur & leatherwear. Ten companies participated. See Special Activities #9.

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :603-CLEVELAND

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COLUMBUS COMPUTER SHOW 11/89

HI TECHNOLOGY MATCHING SEMINAR
\$5MM (12 MONTH).

SOLO SOFTWARE FAIR
\$6MM (12 MONTH).

INSTRUMENT SOCIETY REGIONAL SHOW
\$2MM (12 MONTH).

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1
- A. Computer Show - Columbus, Oh
 - B. High Technology Matching Seminar, PBURG, PA
 - C. Solo Software Fair - Pittsburgh, PA
 - D. Instrument Society of America, Regional Show - Pittsburgh, PA

- A. No participation.
- B. Organized by PBURG office in conjunction w/ Ontario & Quebec Govt. Recruiting 10-12 coys in area of environ. tech eqpt. Date: October 2-3/89
- C. Propose for next FY
- D. No participation.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D
90/01/23

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :603-CLEVELAND

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MONTREAL FURNITURE SHOW 6/89

10 GUESTS

TORONTO FURNITURE SHOW 1/90

10 GUESTS

SPORTSMAN SHOW 3/90

25 EXHIBITORS

IIDEX 11/89

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 A. Montreal Furniture Show
- B. International Interior Design Exposition, (IIDEX) - Toronto
- C. Toronto Furniture Show
- D. Canadian American Sports Show - Cleveland, OH

- A. Recruited 27 buyers. Onsite sales totalled \$130,000.
- B. Recruited 14 agents & several rep agreements were made.
- C. Recruited 6 buyers, 2 of which added Cdn lines.
- D. Had a Cdn Pavillion & recruited 7 Cdn participants.

QUARTER: 3 -----

QUARTER: 4 -----

REPORT 4A
90/01/24

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89

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

POST :603-CLEVELAND

1. Recruited 6 buyers for the incoming mission to the Canadian International Womenswear Show.
2. Organized visit of Canadian Ambassador to Cleveland and Columbus.
3. Participated in auto strategy meeting and organized ISTC visit to auto parts suppliers for Toyota and Honda.
4. Recruited two buyers for the incoming mission to the biotechnology conference, Canbiocon '89.
5. Recruited exhibitors for the Lawn, Garden & Power Tool Expo. 4 companies exhibited. Estimated 12 month sales, \$3M.
6. Made presentation of capabilities of WIN & electronics directory to MCR purchasing dept. Presentation well received
7. Participated in Construction and Utilities Show with province of Ontario. Twelve companies exhibited at event.
8. Completed reports on automotive parts & equine industries and exporter's manual for Pennsylvania and West Virginia.
9. Organized 2 solo fashion shows featuring fur and leather garments. Onsite sales, \$110K & 12 month estimates, \$75K.
10. Organized trunk show featuring leather designer, Lindzon of Toronto. Twelve month sales estimated at, \$20,000.

REPT4D
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POST :604-DALLAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

DEFENCE MARKET STUDY

COMMAND BRIEFINGS

RAISE AWARENESS OF CDN DEFENCE INDUSTRIAL BASE AND CCC.

DEFENCE COMPONENTS SHOW - DALLAS

GENERATE \$10 MILLION IN DEFENCE ELECTRONIC SALES.

ARMAX/HITECH OTTAWA (INCOMING MISSION)

GENERATE \$10 MILLION IN CDN DEFENCE SALES TO THE U.S.

INFOMART - SATELLITE OFFICE

NEW PROPOSAL

OTHER DEFENSE PROD & SERV.

DEFENCE MARKET STUDY

DEFINE MARKET PREPARATORY TO DEVELOPMENT OF A COMPREHENSIVE

COMMAND BRIEFINGS

RAISE UP DEFENCE PERSONNEL AWARENESS OF CDN DEFENCE

DEFENCE COMPONENTS SHOW - DALLAS

GENERATE \$2 MILLION IN OTHER DEFENCE SALES.

ARMAX/ HITECH OTTAWA [INCOMING MISSION]

GENERATE \$1 MILLION IN CDN DEFENCE SALES TO SOUTHWEST

INFOMART - SATELLITE OFFICE

NEW PROPOSAL

AEROSPACE

DEFENCE MARKET STUDY

RAISE AWARENESS OF POTENTIAL AEROSPACE MARKET IN THE U.S.

ABBOTSFORD AIRSHOW MISSION [INCOMING]

RAISE US DEFENCE PERSONNEL AWARENESS OF CDN AEROSPACE

DEFENCE COMPONENTS SHOW - DALLAS

GENERATE \$10 MILLION IN DEFENCE AEROSPACE COMPONENT SALES.

PROGRAM.

INDUSTRIAL BASE & CCC.

SUPPLIERS.

REPT4D
90/01/23

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :604-DALLAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ARMAX/HITECH OTTAWA [INCOMING MISSION]
GENERATE \$10 MILLION IN TELECOMMUNICATION SALES TO THE

SOUTHWEST.

COMMAND BRIEFINGS
RAISE U.S. DEFENCE PERSONNEL AWARENESS OF CDN SUPPLIERS.

INFOMART - SATELLITE OFFICE
NEW INITIATIVE

CDN COMPONENTS SHOW - DALLAS
GENERATE \$10 MILLION IN TELECOMMUNICATIONS SALES TO THE

SOUTHWEST.

SOFTWARE MISSION [OUTGOING] TO DALLAS
GENERATE \$5 MILLION IN CDN SOFTWARE SALES.

DEFENCE COMPONENT SHOW-DALLAS.
GENERATE \$2 MILLION IN COMPUTER SOFTWARE SALES.

ARMAX/HITECH OTTAWA [INCOMING MISSION]
GENERATE \$5 MILLION IN CDN COMPUTER/SOFTWARE SALES TO THE

U.S.

INFOMART - SATELLITE OFFICE
NEW PROPOSAL

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Prepare and submit a proposal to External Affairs to establish the CAN TECH showroom at Infomart and obtain all costs and activities associated with this project.

1.The first draft of the formal CAN TECH proposal was completed along with project costs and overall management objectives.

QUARTER: 2 1.Networld '89
Dallas, Texas
September 12-14, 1989

1.Generated over 50 sales leads from participation at Networld '89, which will generate an estimated \$5 million in sales of computer network systems and equipment.

QUARTER: 3 -----

QUARTER: 4 -----

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POST :604-DALLAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

DEVELOP A PROFILE/DATA BASE OF LOCAL DISTR REPS IN TERRITORY TERRITORY.
ENCOURAGE NEW DISTRIBUTION FOR CDN PRODUCT IN OTHER PARTS OF

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Organize PPP Exhibit for 3i Agricultural Mchy Show in Garden City, KS (April 89)
2.Recrut distributor/agents to attend West.CDA Farm Progress Show in Regina, Sask(June 89).
3 Organize PIPP Exhibit for TRGA Show (June 89).

1.11 CDN exhibitors in CDN Pavilion&12 others at 3i show. Reported 12 months sales >\$500,000.
2.12 distributor/rep recruited for WCFP.10 new agency agreements pending.
3.13 cos. product displayed,sales pending

QUARTER: 2 1.Recrut distributor/agents to attend Western Canada Farm Progress Show in Regina, Sask.

1.11/11 buyers attended the Show and reported that several distributor agreements were made. Projected 12 month sales have been estimated at approx. 1.25 million (US).

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :604-DALLAS

Negotiated and proposed a U.S. Gov't market initiative in co operation with the Montreal Board of Trade, QC Gov't and UTE
Started 3 local market surveys on security systems, utilities & Tourism contacts.

Started a software evaluation study on keyword search capability on downloaded WIN databases.

Upgraded the High Tech database on US defence primes.

Prepared a business card with FTA and Customs telephone numbers for Cdn. and US importers/exporters.

Houston Biotech Initiatives Research Exchange Forum.

Assisted in the negotiation and formulation of a Man-KS agreement on cooperation in TID, TOUR, INVEST & Wildlife Mgmt Strategic Planning for Applied Research & Knowledge (SPARK)/ Science Council of B.C. Mission-Dallas-Austin-Houston.

ISTC Mission - Information Technology from Ottawa with Compeq Computer Corporation.

Canadian Biotechnology Conference-Ottawa. Mission sent from region.

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

AUTOMOTIVE

PRODUCTION AND PUBLICATION OF QUARTERLY NEWSLETTER
TO INFORM CANADIAN INDUSTRY OF MISSION ACTIVITIES & VIEW-

POINTS PERTAINING TO THE AUTOMOTIVE SECTOR

CLOSE LIAISON WITH APMA OF CANADA
PROMOTE THE MARKETING EFFORTS OF CDN PARTS PRODUCERS

ENHANCE RELATIONS BETW SR. GOV'T OFF & AUTO CO. IN TERRITORY
BETTER UNDERSTANDING OF U.S. INDUSTRY CONCERNS.

ANNUAL APMA OF CANADA DIRECTORS' MEETING IN DETROIT
PROMOTE IMPORTANCE OF U.S. MARKET TO APMA MEMBERS.

LIAISON WITH UNIVERSITY OF MICHIGAN, DEPT. OF TRANSPORT
BUILD A WORKING RELATIONSHIP WITH THIS PRESTIGIOUS BODY AND

SHARE WITH THEM A CDN PERSPECTIVE OF THE AUTO INDUSTRY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Attended Annual Apma of Canada meeting in
Toronto.

Met with many parts producers and manufacturers
and promoted the aspect of being able to assist
them with market intelligence and manufacturers
representatives in our territory.

QUARTER: 2 Attended University of Michigan Automotive
Management Seminar in Traverse City, Michigan.

Liaised with executives (both U.S. and Cdn) of
auto industry who were in attendance at
seminars. Promoted the capabilities of Canadian
parts industry to U.S. automotive purchasing
community (Extensive report submitted).

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTACTS AT COMPANIES INVOLVED IN U.S. MILITARY PRODUCTION
INCREASED SUBCONTRACTING OPPORTUNITIES FOR CDM COMPANIES

I.D. & RECOMMEND POTENTIAL INT. DEV. PROJECTS
ADDITIONAL OPPORTUNITIES FOR CDM PARTICIPATION IN U.S. R & D

INCREASE AWARENESS OF DDSA, OPSA AND CDM INDUSTRIAL CAPAB.
ADDITIONAL SALES OPPORTUNITIES.

PROGRAM TO EXHIBIT CDM VEHICLES PRODUCT & TECHNOLOGY
ENHANCED AWARENESS OF CDM PRODUCTS & CAPABILITIES. AD-

PROJECTS & SUBSEQUENT PRODUCTION.

DITIONAL JOINT DEVELOPMENT POSSIBILITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 General Dynamics Land Systems Division Bidders
Conference, Troy, Michigan.

QUARTER: 3 -----

QUARTER: 4 -----

Discussions with Canadian company repre-
sentatives in attendance. Introduction of
company reps to GDLS personnel and to program
office Abrams Tank System.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

SOLO FOOD SHOW - DETROIT
INTRODUCE CDN SUPPLIERS TO DISTRIBUTORS, WHOLESALERS AND

BROKERS AND FOOD STORES IN TERRITORY.

WINE PROMO AT ANNUAL ASSOC FOOD DEALERS ASSOC BROKERS, HOTEL
3 NEW WINE PRODUCTS INTRODUCED INTO TERRITORY.

7 INFORMAL PRES OF FOOD PROD TO AGENTS IN DETR W/SIMILAR PRO
INCREASED PROFILE OF PROCESSED FOODS AND ENTRY OF 8 NEW

PRODUCTS.

SOLO FOOD SHOW - INDIANAPOLIS
INTRODUCE CDN SUPPLIERS TO ASSOCIATED DEALERS IN

INDIANAPOLIS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Visited National Restaurant Association Show in
Chicago and assisted with National Stand.

Made contact with 25 Canadian companies, recruiting for Great Lakes Michigan Show and had opportunity to gather market intelligence

QUARTER: 2 Wong Wing Foods of Montreal, Quebec held
luncheon at Consulate General for selected buyers.

Introduction Wong Wing to Farmer Jack's, A & P Supermarkets Buyers. Potential distribution to 170 plus stores in state of Michigan.

QUARTER: 3 -----

QUARTER: 4 -----

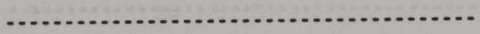
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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :605-DETROIT

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
ALL SUB-SECTORS		
	ADDRESS STATE CHAPTERS OF ELECTRONIC REPRESENTATIVES ASS. FIND ADDITIONAL QUALIFIED LINES OF DISTRIBUTION FOR CDN CO.	
	SEMINAR IN ANN ARBOR ADDRESSING INVEST & JV OPPORT. IN CDA DRAW 2 TO 3 VIABLE INVESTMENT LEADS FROM THE HIGH-TECH	COMMUNITY SURROUNDING U. OF M.
	FINALIZE AGREE TO COVER DATA SHARING & REPRES RIGHTS IN N.A.M TECHNICAL DATA SHARING BETWEEN 2 NATIONAL TRADE ASSOCIATIONS	AND AN AGREEMENT OF JOINT REPRESENTATION.
	FOLLOW-UP PLANT VISITS WITH U.S. FIRMS INV. WITH SUBCON. CON BETTER UNDERSTANDING OF SPECIFIC SOURCING REQUIREMENTS.	SOURCING ASSIS. PROV. BY CONGEN 6-7 BUYING CONTRACTS MADE.



TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1 -----		
QUARTER: 2 -----	Organization of major trade show Autofact including mailings to territory, mailings to Canada, solicitations to potential partners.	Located rep for Canadian company. Other rep requests on-going into 3rd quarter.
QUARTER: 3 -----		
QUARTER: 4 -----		

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :605-DETROIT

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CANVASS OF AUTOMOTIVE PLANT PURCHASING SECTOR FOR QUOTATIONS
NOTICE OF NEW REQUESTS AND REQUIREMENTS FOR MAJOR EXPANSION

PROJECT.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SME International Expo info booth provided oppo-
rtunity for WIN Export demo and sourcing servi-
ces promotion.

Established contact with six firms very interes-
ted in sourcing components in Canada. On-going
rep search for tool & die and manufacturing
shops.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :605-DETROIT

Border crossing problems ie. steel shipments being detained,
National Guard at border, containers no longer duty free.
Extensive report written re BCS (Corder Cargo Selectivity)
written for the benefit of UET.
Addressed the Jackson Economic Club re opportunities under
the FTA.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

AEROSPACE

UPDATE OVERVIEW OF CDN COMPANY ACTIVITIES
INCREASED POST & PRIME AWARENESS OF CDN ACTIVITIES

INCREASE LIAISON WITH LOCAL CHAMBERS
IMPROVE STATISTICS BANK

ENCOURAGE CANADIANS TO USE MORE LOCAL REPS
IMPROVE CAPTURE RATIO



TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 1-Attend S.A.E. Aerotech '89 in Anaheim, and
evaluate for viewpoint of future attendance.

1-Show is still marginal to unsatisfactory. Next
year's venue returns to Long Beach and perhaps
a brighter future.

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SOLO FOOD SHOW LOS ANGELES - 25 FIRMS IN THE EVENT.
DEVELOP BROKER REPRESENTATION FOR THE 25 FIRMS PARTICIPATING

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Natural Foods Expo West 1.8 Cdn coys exhibited, 3 possible agency reps.
2.Arizona Retail Grocers 2.6 Cdn coys exhibited, 3 appointed brokers.
3.Montreal Furniture Market 3.11 buyers invited, 3 agency agreements confirm

QUARTER: 2 1-Western Restaurant Convention & Exposition 1-12 Cdn firms participated,7 agency agreements
Info Booth with Cdn manufacturers 12 mos sales estimated US\$ 1.3 mil.

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1-Meeting w/ local rep of UTDC Toronto in bringing bi-level car to S. CA for demonstration.
2-Continuous liaison with local transit properties re inclusion of Cdn suppliers in purchasing.

1-Will finalize details of visit next quarter.
2-UTDC is included in bid for rail car for Century line extension.

QUARTER: 2 1-Liaison w/ UTDC&TGI(Bombardier)re:support & participation in November Transit Seminar.
2-Participated Automotive Service Equipment Show
Visit Japanese plants-source port/dealer program
3-Meet w/local reps-urban commuter rail projects

1-Orange Cty is dev.plans for commuter rail & people movers. UTDC&Bombardier in seminar/Nov.
2-Strong interest by Honda,Mazda,Toyota,Nissan Mitsubishi to consider Cdn parts & accessories.
3-Met with local reps of Canadian exporters.

QUARTER: 3 -----

QUARTER: 4 -----

1-Show is still marginal to unprofitable. Year(s) ago returns to long beach and promise a brighter future.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

IDENTIFY PROSPECTIVE BUSINESS

CONTACTS IN TERRITORY (SAN DIEGO, ARIZONA)

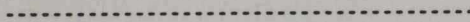
ASSIST WITH IMPLEMENTATION OF FEDERAL MKT PROG. FOR SHAKES

UPDATE 1981 STUDY ON OPPORT. IN TERRITORY FOR VALUE

ADDED WOOD PRODUCTS

SOUTHERN CALIFORNIA HOME & GARDEN SHOW (AUGUST)

SOUTHERN CALIFORNIA BLDG IND. ASSOC. TRADE SHOW (NOV.)



TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

- QUARTER: 1 1-Assist w/ implementation of \$21M Federal Market program for cedar shakes & shingles.
- 2-Promotion of Spruce-Pine-Fir lumber.
- 3-Identify scope for intro of wood products.
- 4-Building stone (granite, marble, slate).

- 1-On behalf of Fraser Valley Producers met with L.A. gov't officials to exempt "Certi-Guard".
- 2-Assisted COFI in supplying materials.
- 3-NEXUS mission for wood components for FY89/90.
- 4-CDN stone & tile considered for Walker&Zanger.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89

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

POST :606-LOS ANGELES

- Giftware Nexus briefing/reception, L.A. Gift Mart.
- Visit to Nexus Furniture Mission, Anaheim.
- Cocktails/Dinner Reception-Opening of Standard Chartered PLC new offices.
- Met with Herman Cothran, President of Opportunities Calif. Seminar on "Acceleration Foreign Investment in the U.S."
- Meeting w/ Fraser Valley Shakes & Shingles re: L.A ban on wood roofs.
- Radio Interview with Financial Broadcasting Network.
- Interview with Susan Murray, Canadian Broadcasting Corp.
- Speech to Export Managers Association, Hyatt LAX Hotel.
- 1989 Business Outlook Conference, San Diego.
- Coordination w/ Prime Minister's advance team on forthcoming visit to Los Angeles.
- Met with different Economic Development Corporations with Bill Bennett of Pacific Forums, Inc. (Canada), September/89.
- Meeting w/ Doug Russell, Director, Government Relations Fluor Daniel Canada - with Wright Engineers, Vancouver.
- American Economic Development Council's 1989 Western Region Conference, Portland, Oregon, September/89.

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AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :618-MINNEAPOLIS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECRUIT TEN PERSONS TO ATTEND DEFENCE SUB-
CONTRACTORS CONFERENCE III IN TORONTO, ONTARIO.

CONFERENCE WAS RESCHEDULED TO 1990 DATE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :618-MINNEAPOLIS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PARTICIPATE IN MIDWEST ELECTRONICS EXPO,
COORDINATING CANADIAN PRESENCE.

SHOW BROKE ATTENDANCE RECORDS WITH CANADIAN
EXHIBITORS INDICATING THEIR COMPANY OBJECTIVES
WERE MET.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 - participated U.S. Army Communications Electronics
Workshop (CCEW), Defense Development Working
Group meeting, May 31-June 2, Ottawa.
Met with rep. of TSP & Toronto regional office
to plan Subcontractor Conference '89.

QUARTER: 2 - A.F.E.E.A. Trade Show, Fort Hennepin
(Defense Electronics Sub-Factor)

QUARTER: 3 -----

QUARTER: 4 -----

Introduced three new Associates to S.E.C.I.B.O.
Members and engineers

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

POST :618-MINNEAPOLIS

Visit by Premier Filmon of Manitoba to Minneapolis,
September 19, 1989.

Fed./Prov. T.I.D. Co-ordination Meeting in Mpls., Sept. 21,
attracted 24 participants and was highly successful.

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :608-NEW YORK, CONSULATE GENERAL

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

IDENTIFY, INTRODUCE & SUPPORT CDN COMP WITH CAPABILITY TO
IF PROPER MATCH IS OBTAINED BUSINESS IN RANGE OF US \$110 M

CONT TO CALL ON SR. MILITARY & CIVILIAN OFFICIALS [IN PARTIC
IMPROVED ACCESS OF CDN COMPANIES TO KEY DECISION MAKERS

WORK WITH THE CDN COMM CORP & CECOM, FORT MONMOUTH TO ENSURE
CDN COMP WITH APPROPRIATE TECH WILL BE WELL PLACED TO RECEIVE

UNDER AUSPICES OF NEW ESTAB WORK GROUP AT ARDEC, PICATINNY
INCREASE PARTICIPATION OF CDN FIRMS IN R & D PROJ AT ARDEC

WORK WITH CECOM PROCUREMENT DIRECTORATE TO IDENTIFY 20 COMP
BUDGET FOR SPARES IS QUITE SUBSTANTIAL & ONE CAN ANTICIPATE

AEROSPACE

CONT LIAISON PROG WITH LOCAL DEFENCE CONTR TO PROM BENEFITS
NEW BUSINESS OPPORTUNITIES WITH U.S. PRIMES

PARTICIPATE IN HIGH TECH CONF TO PROVIDE GUIDE TO NE EXPRTRS
NEW BUSINESS OPPORTUNITIES WITH U.S. PRIMES

IDENT. & ACTIVATE A PROG OF LIAISON VIS.; AMONG 2ND TIER DEF.
EXTEND MKT POTENTIAL FOR CDN DEFENCE PARTICIPANTS BEYOND TRAD

MONITOR AWARDS & ENCOURAGE RECIPIENTS OF MAJ NEW CONTR TO
INCREASE PARTICIPATION BY CDN FIRMS IN NEW PROGRAMS

OVER 3-6 YR PERIOD WILL BE GENERATED.

BID SETS, THUS BECOMING AWARE OF NEW OPPORTUNITIES.

LEAD TO CONTRACT AWARDS IN RANGE OF \$5M IN NEXT 5 YEARS

BUS. IN THE RANGE OF US\$3M CLD BE GENERATED OVER 3YR PERIOD.

-ITIONAL PRIME CONTR LEVEL.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -Coordinate U.S. Army Communications Electronics
Command (CECOM)/Defence Development Working
Group Meeting, May 31-June 2, Ottawa.
-Met with reps. of TDP & Toronto regional office
to plan Subcontractor Conference III.

QUARTER: 2 A.F.C.E.A. Trade Show, Fort Monmouth
(Defence Electronics Sub-Sector)

Introduced three new companies to C.E.C.O.M.
buyers and engineers

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

FOLLOW-UP & EVALUATE CDN PARTICIPATION IN THE INT KIDS FASH AGENT AGREEMENTS
\$100,000 ON SITE SALES WITH PROJECTION OF \$750,000. TWO NEW

FOLLOW-UP & EVALUATE CDN PART'M IN THE SOURCE AMERICA PRIVAT
THREE BUYING CONNECTIONS

FOLLOW-UP & EVALUATE CDN PARTICIP. IN THE PRIVATE LABEL EXPO
FIVE NEW BUYING CONNECTIONS

BUYER MISSION FROM N.Y. TO DESIGNER LEATHER APPAREL EVENT
TWO NEW BUYING CONNECTIONS. HEIGHTEN AWARENESS OF HIGH

DISSEMINATE & INPUT ON POST DATABASE-AJ200 NEW US CONTACTS
BUILD UP LOCAL CONTACT BASE TO PROVIDE POTENTIAL LEADS &

QUALITY FASH LEATHER APPAREL RESOURCES IN CDA TO US MARKET.

CONTACTS TO CDN MFG INTEREST IN THE NY MKT.CONT TO ESTABLISH

FURNITURE & APPLIANCES

CONT TO HELP NEW EXPRTS FIND THE RIGHT REP. IN THIS MARKET.
INCREASE SALES OF CDN RESIDENTIAL FURNITURE BY APPROX 10%

MAINTAIN GOOD WORKING RELA'NS W/THE IMP BUY IN THE LARGE
ABLE TO INTRODUCE NEW PRODUCTS IN THIS VERY COMPETITIVE MKT

ONGOING PROGRAM OF EXHIBIT FURNITURE IN CANADA ROOM
TWO NEW EXPORTERS WILL INTRODUCE PRODUCTS IN THE CANADA ROOM

PLACE BECAUSE OF PERSONAL CONTACTS WITH BUYERS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Cougar USA (wholly-owned subsidiary of Susan
Shoe Industries, Ont.) reception/promotion at
Congen celebrating 5 year anniversary of Cougar
USA. Funded by company and organized by Post.

Event was very successful for company, drawing
130 business contacts (buyers, distributors
and media) both new and established.

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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

FISHERIES RECEPTION WILL BE SCHEDULED FOR 89 & BE FUND PROV.
INTRODUCTION OF 8 NEW PRODUCERS TO WHOLESALERS/IMPORTERS

CALLS WILL BE SCHEDULED REGULARLY ON POTENTIAL OUTLETS IN NY
TO OBTAIN 3-5% MORE SALES VOLUME.

SURVEY FOR UNDER-UTILIZED SPECIES OF FISH WILL BE UNDERTAKEN
RESULTS WILL DEPEND ON SPECIES AVAILABLE & REACTION OF

SEPERATE SEAFOOD MKT SURVEY ON BEHALF OF M.S. DEPART OF FISH
MORE BUSINESS CONTACTS & ADDITIONAL 5% INCREASE IN SALES

BUYERS

VOLUME FOR NOVA SCOTIA PRODUCERS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89

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

POST :608-NEW YORK, CONSULATE GENERAL

Negotiating a lease and setting up the satellite Princeton office

Annual vacation leave for several officers

Attendance (1 officer) at Canbiocon in Ottawa and Montreal

Absence of Program Manager for CIDA Conversion Board

QUARTER	ACTIVITIES UNDERTAKEN IN QUARTER	ACTIVITIES UNDERTAKEN IN QUARTER
QUARTER 1		
QUARTER 2		
QUARTER 3		
QUARTER 4		

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POST :610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS HARD/SOFTWARE & COMP

CONTINUED QUALIFICATION OF CDN REPS TO ASSIST CDN FIRMS
WITH MORE LOCAL REPS AWARE OF CDN FIRMS, THERE WILL BE MORE

LOCAL EXPOSURE FOR CDN PRODUCTS.

MEET W/PROC OFF OF MAJOR COMPUTER MFRS IN SILICON VALLEY
SALES

CANEXPO SOLO SHOW TO INTRO CDN FIRMS TO LOCAL PARTNERS
SALES

DISCUSS SOURCING OPP FOR CDN FIRMS W/SUBSID OF LARGE LOCAL
SALES

OTHER ELECTRONICS

DEVELOP CONT & MANU ON HOW TO USE OEM,VAR,RETAIL DISTRB FOR
MORE CDN SOFTWARE CARRIED BY U.S.A. VENDERS

NEWSLETTER
DISTRIBUTION AGREEMENTS SIGNED

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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POST :610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

COMPUTERS HARD/SOFTWARE & COMP

CONTINUED QUALIFICATION OF CDN REPS TO ASSIST CDN FIRMS
WITH MORE LOCAL REPS AWARE OF CDN FIRMS, THERE WILL BE MORE

LOCAL EXPOSURE FOR CDN PRODUCTS.

MEET W/PROC OFF OF MAJOR COMPUTER MFRS IN SILICON VALLEY
SALES

CANEXPO SOLO SHOW TO INTRO CDN FIRMS TO LOCAL PARTNERS
SALES

DISCUSS SOURCING OPP FOR CDN FIRMS W/SUBSID OF LARGE LOCAL
SALES

OTHER ELECTRONICS

DEVELOP CONT & MANU ON HOW TO USE OEM,VAR,RETAIL DISTRB FOR
MORE CDN SOFTWARE CARRIED BY U.S.A. VENDERS

NEWSLETTER
DISTRIBUTION AGREEMENTS SIGNED

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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POST :610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

DEVELOP BETTER CONTACTS W/BUYER IN THE VALLEY. U.S. DEFENCE WITH BETTER UNDERSTNDING OF LARGE BUYER NETWORK, POST CAN

BETTER ASSIST CDN EXPORTERS.

DEVELOP BETTER CONTCATS W/BUYERS IN CO & UT (TRW ELECTRONIC) AS ABOVE, & WORK W/CPYS TO MEET "INDUSTRIAL BENEFITS" OBLI-

GATIONS.

FURTHER EXPAND RELATIONSHIP W/FMC CORP IN SAN JOSE TO MEET SALES IN FABRICATED PRODUCTS

DEVELOP BETTER CONTACTS W/MCCLELLAND & HILL AFB'S INCREASED SALES & EXPAND CDN DEFENCE PRODUCTS SOURCED

UPDATE/EXPANSION OF CALIF BASED LOCAL REPS OF CDN DEF & ADV. EXPAND SCOPE OF EXCELLENT RESOURCE BOOK FOR US DEFENCE PRIME

CONTRACTORS.

DEV POST TERR NEWSLETTER TO IDENT NEW CDN DEF PROD & LOCAL TO EXPAND/EXPLORE MARKET OPPORTUNITIES THEREBY IDENTIFYING

NEW SALES

PURCHASE OF DATA QUEST MILITARY MARKET INFORMATION SERVICES GIVE UP-TO-DATE MARKET INFORMATION TO IDENTIFY NEW OPPORTU-

NITIES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Hill AFB Mission Canada/Seminars & Facilities
Tours 16-30 Sept 89

Met w/over 120 Cdn Defense products mfrs.
Follow-up will be on 3/6/12 mo schedule w/onus on Cdn manufacturers to begin source approval process.

QUARTER: 3 -----

QUARTER: 4 -----

QUARTER: 3 -----

QUARTER: 4 -----

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

URBAN TRANSIT

RE-ACQUAINT HONOLULU RAPID TRANSIT OFF & OTHER INTER PARTIES
HRT EXPECTS TO CALL TENDERS SEPT 89.PROP TO BE SUBMITTED ON

PERFORM NOT SPEC BASIS,W/CONSID.DISCRETION TO DECISION MAKER

POSITION CDN TRANSIT CONS TO BE SELECTED AS MUNIS CASTRO-EMB
CDM SPECIFIER INCREASES LIKEHOOD SEL CDA BEING SELECTED

CONTROLS SUPPLIERS

MONIT PROGRESS ON HI-SPEED RAID CORRIDOR(LA TO SACRAMENTO)
RAIL CARS AND COMPONENTS COULD TOTAL C\$150 M

SUBMIT PROPOSAL.

BOLSTER BART'S INTEREST IN SELTRAC
SEL CANADA WILL REVIEW BART'S PRESENT SIGNALLING, & SHOULD

LEAVING CONSIDERABLE DISCRETION TO DECISION MAKERS.

MAKE PRESENT W/AND EDC OFF TO AS MANY HONOLULU RAPID TRANSIT
HRT WILL CALL TENDERS IN SEPT88 ON PERFORM NOR SPEC.BASIS,

HOPE TO INSURE CDN PARTICIPATION.

FOLLOW-UP UTAH TRANSIT AUTH'S TOUR OF LIGHT RAIL PROPERTIES
RELYING ON SOLID PERSONAL RELATIONSHIP ESTAB.W/MOST PARTIES,

FRENCH SUPPLIER OF BART CARS.VALUE:C\$320M

ATTEND MEETINGS IN THE BAY AREA REGARD.EXPAN.OF BART SERVICE
DISTRB.INFO TO VEHICLE CONTROL MFRS. ATTEMPT TO REPLACE

SUPPORT CONTRA COSTA COUNTY'S INVESTIGATION OF TRANSIT ALTER
FAMILIARITY W/CDN COYS WILL BE ESTABLISHED.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Contra Costa County Transportation authority
(CCCTA)mision to Portland /Vancouver to review
light rail.

CCCTA was impressed w/Cdn rolling stock.
Testimonials by operators very convincing. CCCTA
officials will use contacts from trip as sources
in future.

QUARTER: 3 -----

QUARTER: 4 -----

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90/01/23

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

CONTINUE TO WORK WITH INDIVIDUAL COMPANIES
OBTAIN LOCAL SALES REPRESENTATION

CONTINUE TO WORK WITH PROVINCIAL GOVERNMENTS WITH LOCAL REPS
ASSIST COMPANIES UNDERSTAND LOCAL MARKET AND PLACE PRODUCTS

INT'L FANCY FOOD & CONFECTIONERY TRADE SHOW,SFRAN CDN PAVIL. ESTABLISH/INITIATE DIRECT SALES PROGRAM)AS CAN BE APPROP.FOR
50% COS SUCCESSFUL TO OBTAIN LOCAL SALES REPRESENTATION OR

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 1. Denver Solo Food Show 03 Oct
1a. Western Canada Farm Progress Show, Regina

QUARTER: 2 National stand participation at International Fancy Food & Confectionary Show w/12 booths,
March 1990. Canadian cpys will receive exposure to 10,000+ specialty food buyers.

QUARTER: 3 -----

QUARTER: 4 -----

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

POST :610-SAN FRANCISCO

Set-up visits program for lta Energy Minister; Reported on
Natural Gas Daily Conference -June 1989
Newsprint-Recycled Fibre Issue report to Wshdc and Ottawa.

Report on Buy America clauses cases to Cdn Embassy.

Canadian wine consultation w/Cost Plus

Continue to review all state of CA bid requests & distribute
to relevant Canadian suppliers
Wrote summary of 12 major transit systems in post territory.

Delivered speech at Pacific Coast Assoc of Port Authorities
Redwood City on FTA
Establishment of Denver Satellite Office

Visit of Ambassador Derek Burney to Sfran

Trade Info Regional Workshop presented by TPP (w/Seattle &
ngls posts joining)

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :611-SEATTLE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

SOLO FOOD SHOW - FEB '89 60 EXHIBITORS 20 NEW DISTRIBUTOR APP'TS.
40 NEW COMPANIES

SPECIALTY FOOD NEBS - DEC '88

SOLO FOOD SHOW FEB - MAR '90
60 EXHIBITORS; 20 NEW DIST. APPOINTMENTS; 40 NEW CO'S

FLORICULTURE NEBS - AUG '89
20 PARTICIPANTS; 5 NEW DISTRIBUTOR APPOINTMENTS.

SPECIALTY FOOD NEBS - SEPT '89
30 PARTICIPANTS; 10 COMPANIES.

CANADIAN WINE FAMILIARIZATION TASTING ATTENDEES.
100 INDUSTRY, MEDIA & ENOLOGICAL ASSOCIATION CONTACT

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :611-SEATTLE

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

FACILITIES MANAGEMENT SHOW & CONVENTION, SEATTLE FALL '89
5 NEW CANADIAN COMPANIES TO PARTICIPATE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :611-SEATTLE

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MAJOR 1989 SOLO CDM BLDG MAT SHOW WILL BE PROP'D FOR 89/90
40 TO 50 CANADIAN COMPANIES TO INTRODUCE THEMSELVES TO THE

U.S. MARKET AND GENERATE \$500 PLUS IN SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPT4D
90/01/23

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :611-SEATTLE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

WORKING INDIVIDUALLY WITH CDM ELECTRONIC COMPUTER & SOFTWARE
TO OBTAIN FURTHER WORK FOR CANADIAN HIGH TECH COMPANIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 - Over 200 responses to Cdn Industry and govt.
- High level industrial technology presentations to DOD
- Prime Contractors Database
- 100+ DPEC Mission to Atlantic City
- DPEC Computer Forum 1989

QUARTER: 2 of 254 queries, 110 were from Cdn Industry; 5 from
- initial presentation to DOD; 1st manual produced
- and prepared training notes for 15 participants
- in our computerized phase 1 Prime Contractors
- data completed; DPEC mission to Atlantic City

QUARTER: 3 -----

QUARTER: 4 -----

- Providing access materials to a well
- maintained market.
- completion of Name and Address database
- DOD/DIC database completed; new contracts
- Trade fair participation; contracts received

Queries on 12 Indian missile contracts and contract
- ting process.
- successfully increased 15 times as DPEC requires
- specific information of 39-124 and 1989 work program
- done by 10 Indian comp. firms

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS HARD/SOFTWARE & COMP

POST TO UPDATE&DEVELOP ITS DATA BASE ON POTENTIAL AGENTS,
A BETTER REFERRAL SERVICE TO CDN MANUFACTURERS

ORGANIZE & SUPPORT BUYING/SELLING MISSIONS TO CDN & US.
IMPROVE KNOWLEDGE OF CDN MFG CAPABILITIES/INCREASE MKT SHARE

INSTRUMENT & PROCESS CONTROLS

CONSULTATIONS WITH INDIVIDUAL COMPANIES
5 NEW FIRMS COMMITTED TO MARKETING

EMB.-SPONSORED CO PRESENTA'NS TO US GOVT PROSPECTIVE BUYERS
TOTAL \$1 MILLION PROJECTED EXPORTS

MONITORING/LOBBYING US GOVT PROCUREMENT POLICIES&PROCEDURES
CDN GOVT & INDUSTRY AWARE OF MARKET ENVIRONMENT & NOT

ADVERSELY AFFECTED BY PROTECTIONIST MEASURES.

MARKET STUDY OF OPPORTUNITIES IN NASA, USGS, EPA
ACCURATE DETAILED MARKET INFO TO CDN INDUSTRY

PUBLICA'M ADVIS.CDN FIRMS OF MKTG STRAT IN US FED GOVT MKT.
30 FIRMS TO CONSIDER MARKETING TO US FEDERAL GOVT

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 12 companies asked for help in selling computer
equipment to the U.S. government.

One company presentation to Federal govt held.

QUARTER: 2 Answered 50 enquiries from Canadian companies
wanting to sell to U.S. Government; hosted 1
company presentation at Embassy.

Two companies report new contracts closed in
fed govt market; three more want to set up Emb.
presentations.

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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POST :612-WASHINGTON

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

SURVEY OF TERR RETAIL/BUY TO DETERMINE MKT POTENTIAL FOR CDN
ASSIST CDN MFRS TO PENETRATE MARKET THROUGH QUALIFIED

CONTACTS.

MAJOR PROMO'M (FASH.SHOW)& SHOWROOM FOR TERR. RETAIL/BUYERS
PROMOTE & SHOWCASE CDN DESIGNERS TO INCREASE EXPORT SALES,

BUYER AWARENESS.

FURNITURE & APPLIANCES

ESTABLISH DATABASE OF FURN REPS QUALIFIED TO HANDLE CDN LINE
INCREASE NUMBER OF REPS IN TERRITORY ABLE TO PROMOTE

PRODUCT & GEN

INDUSTRY PRESENTATIONS/SEMINARS TO TERRITORY BUYERS
INCREASED AWARENESS OF CDN PRODUCT, INCREASED DISTRIBUTION

AND SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Reception hosted by Ambassador in support of
Cdn natl stand at ABA, major natl trade show for
publishers/booksellers. 12 buyers recruited for
Mtl Furn. Market. Response to over 250 consumer
products inquiries for supplier/buyer assistance

Raised profile of Cdn publishing industry,
enhanced industry/fed.govt relations; est.sales
in excess of \$2.5M. On-site sales at Montreal
Furniture Market \$0.090M; est. sales \$0.5M.
Established buy.connections and resources.

QUARTER: 2 Over 250 sourcing inquiries and requests for
marketing assistance actioned. Eight buyers
recruited by post to CIWS in Montreal (IM).
Washington Gift Show liaison. Cdn Intl Footwear
Expo mailing to 50 buyers on behalf of ind.assn.

A number of buying connections established for
Cdn industry and new resources identified for
U.S. buyers. Over \$40,000 in orders placed by
post buyers to Cdn International Womenswear
Show in Montreal.

QUARTER: 3 -----

QUARTER: 4 -----

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QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
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POST :612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

EXPAND DIST/BROKER NETWORK& QUALIFY DIST INT IN CDM FOOD/BEV
PROVIDING CDM COMP WITH INCREASINGLY RELIABLE CONTACT BASE

FOR DISTRIBUTION IN TERRITORY.

WINE TASTING FOR LOCAL DIST/IMPORTERS, RETAILERS.
INCREASE POTENTIAL FOR DISTRIBUTION OF SALES IN LUCRITIVE

WASHINGTON MARKET PLACE.

AGRICULTURE MACH,EQUIP,TOOLS

DEVELOP & INCREASE DATA BASE FOR AGENTS/DISTRIBUTORS
ENHANCED MARKET PENETRATION

INCREASED TRADE SHOW ATTENDANCE
TO GENERATE MORE EFFECTIVE BUYING CONNECTIONS

VISIT PROGRAM TARGETTED AT DISTRIBUTORS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Assistance to 10 Canadian cos and 26 U.S.
importers seeking buyer/supplier connections.
Liaised with US For. Ag.Service and obtained
ANUGA'89 U.S. exhib.list to aid B.C. Min. Ag.
in promoting Food Pacific '90 thru on-site hosp.

Continued enlightenment for Cdn cos on market
trends and distribution. Excellent contacts for
B.C. provincial govt to promote B.C. food mfrs
and major food show in province next summer.

QUARTER: 2 Liaison with Ont.Min. Ag&Food at Natl Candy
Wholesalers Show-4 participating Ont. exhibitors
Natural Foods industry guide purchased. Planning
for Ont. Food Show at Embassy Jan 1990 and NS at
East-South Rest/Hosp. Show March 1990.

26 sourcing inquiries actioned.
Buying connections and marketing
assistance to 11 Canadian food and ag. suppliers
Market research provided to 2 provincial govt
ag. depts.

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89

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

POST :612-WASHINGTON

- Visit of Standards Council of Canada and Canadian General Standards Board for presentations, meetings, hearings
- Liaison, recruitment of Cdn companies for biotechnology roundtable at regional Business Opportunities Seminar.
- Two keynote presentations on FTA to regional business groups
- Final promotional effort on behalf of Airshow Canada
- Staffing action to replace 2 LES secretarial positions/TID

DISPATCHED TO THE FOLLOWING ATTACHMENTS
TO MEMORANDA AND EXECUTIVE SUMMARY CONNECTIONS
WEEK PROGRAM TARGETED AT DISTRIBUTORS

QUARTER	ACTIVITIES UNDERTAKEN IN QUARTER	QUARTERLY RESULTS REPORT
QUARTER 1	1 appearance to 10 Canadian and 10 U.S. importers seeking import/supplier connections. Contacted with 12 for services and obtained 2000-2001 U.S. exhibitor list for S.E. Ag. In growing Food Pacific '90 thru results brief.	Continued enlightenment for Cdn and US export trade and distribution. Excellent contacts for S.E. provincial govt to promote S.E. food/ag and dairy food show in previous month seminar.
QUARTER 2	2 liaison with Ont. Min. Ag/Food at East Candy Manufacturing Show's participating U.S. exhibitors. Several Food Industry guide purchased. Planning for Ont. Food Show at Embassy Inn 1992 and 93 at East-South West/Map. Show March 1990.	26 meetings/inquiries actioned. Buying connections and marketing assistance to 11 Canadian food and ag. exhibitors. Market research provided to 2 provincial govt ag. depts.
QUARTER 3		
QUARTER 4		

Sept.
CA1 EA676 T715 EXF 1989 STORAGE
Trade and Industrial Development
Program quarterly activity report
43247431

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