

OCT 11 1988

For Six Month Period Ending \_\_\_\_\_  
(insert date)

Name of Registrant  
GOVERNMENT OF ONTARIO, CANADA

Registration No. 2087

Business Address of Registrant  
800 THIRD AVENUE, SUITE 2800  
NEW YORK, NEW YORK 10022

I-REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

- |                       |                              |  |
|-----------------------|------------------------------|--|
| (1) Residence address | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Citizenship       | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Occupation        | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

(b) If an organization:

- |                          |                              |  |
|--------------------------|------------------------------|--|
| (1) Name                 | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices       | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

2. Explain fully all changes, if any, indicated in item 1.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name	Position	Date Connection Ended
------	----------	-----------------------

RECEIVED  
 DEPT. OF JUSTICE  
 CRIMINAL DIVISION  
 NOV 16 AM 56  
 INTERNAL SECURITY  
 SECTION  
 REGISTRATION

4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes  No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
-------------	------------------------------	--------------------	-----------------	-------------------------

---

5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal?

Yes  No

If yes, identify each such person and describe his services.

---

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes  No

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
-------------	-------------------------------	------------------------

---

7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes  No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
-------------	------------------------------	-----------------------------------	----------------------------------

II—FOREIGN PRINCIPAL

8. Has your connection with any foreign principal ended during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name of foreign principal

Date of Termination

9. Have you acquired any new foreign principal<sup>1</sup> during this 6 month reporting period? Yes  No

If yes, furnish following information:

Name and address of foreign principal

Date acquired

10. In addition to those named in Items 8 and 9, if any, list the foreign principals<sup>1</sup> whom you continued to represent during the 6 month reporting period.

GOVERNMENT OF ONTARIO, CANADA

III—ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9, and 10 of this statement? Yes  No

If yes, identify each such foreign principal and describe in full detail your activities and services:

THE FOREIGN PRINCIPAL'S ACTIVITIES AND SERVICES ARE CONCENTRATED IN THREE CATEGORIES:

1. TOURISM - OUR OFFICE PROVIDES TRAVEL COUNSEL, MAPS, DESCRIPTIVE LITERATURE, ETC. TO INDIVIDUALS, TOURIST BUREAUS AND OFFICES.
2. INDUSTRIAL DEVELOPMENT - OUR OFFICES HAVE, DURING THE SIX MONTHS, COUNSELLED NUMEROUS U.S. CORPORATIONS WISHING TO EXPAND PRODUCTION FACILITIES IN THE PROVINCE OF ONTARIO, TO SERVE THE CANADIAN MARKET AND OTHER WORLD MARKETS. THIS CONSISTS MAINLY OF SUPPLYING THE NECESSARY DATA REQUIRED FOR ANALYSIS AND FEASIBILITY STUDIES.
3. MARKETING - OUR OFFICES WERE ENGAGED IN THE PROMOTION AND SALE OF ONTARIO MADE PRODUCTS IN THE U.S. MARKET AREAS. MANY ONTARIO BASED COMPANIES WERE ASSISTED IN MAKING CONTACT WITH U.S. BUYERS, MANUFACTURERS, REPRESENTATIVES, AGENTS AND DISTRIBUTORS.

SEE ATTACHMENT "ACTIVITIES" FOR DETAILS

<sup>1</sup>The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).

A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>2</sup> as defined below?  
Yes  No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

- 
13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes  No

If yes, describe fully.

---

<sup>2</sup>The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV—FINANCIAL INFORMATION

14. (a) RECEIPTS—MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes  No

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>3</sup>

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
-------------	------------------	----------------	---------------

"REFER TO ATTACHED STATEMENT OF EXPENDITURES"

(WE ARE REIMBURSED FOR THESE AMOUNTS BY GOVERNMENT OF ONTARIO, QUEENS PARK, TORONTO, ONTARIO, CANADA.)

Total

(b) RECEIPTS—THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>4</sup> other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes  No

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
--------------------------------------	--------------------------	--	----------------

<sup>3</sup>A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).  
<sup>4</sup>Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

**15. (a) DISBURSEMENTS—MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement?      Yes       No

(2) transmitted monies to any such foreign principal?      Yes       No

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
-------------	----------------	----------------	---------------

"SEE ATTACHED" (GOVERNMENT OF ONTARIO, STATEMENT OF EXPENDITURES)

---

Total

15. (b) DISBURSEMENTS—THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value<sup>5</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?  
Yes  No

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
----------------------	-------------------------------------	--	--------------------------------------	----------------

(c) DISBURSEMENTS—POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>5</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?  
Yes  No

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
-------------	---------------------------------	---------------------------------------	--------------------------

V—POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes  No

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

ON BEHALF OF THE GOVERNMENT OF ONTARIO, CANADA

<sup>5</sup>Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda? Yes  No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

SEE ATTACHMENT "GOVERNMENT OF ONTARIO, CANADA, STATEMENT OF EXPENDITURES"

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:

- Radio or TV broadcasts  Magazine or newspaper articles  Motion picture films  Letters or telegrams
 Advertising campaigns  Press releases  Pamphlets or other publications  Lectures or speeches
 Other (specify)

20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:

- Public Officials  Newspapers  Libraries
 Legislators  Editors  Educational institutions
 Government agencies  Civic groups or associations  Nationality groups
 Other (specify) INDEPENDENT BUSINESS REPRESENTATIVES

21. What language was used in this political propaganda:

- English  Other (specify)

22. Did you file with the Registration Section, U.S. Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period? Yes  No

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes  No

24. Did you file with the Registration Section, U.S. Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act? Yes  No

VI-EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

- Exhibit A<sup>6</sup> Yes  No 
Exhibit B<sup>7</sup> Yes  No  NOT APPLICABLE

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes  No

NOT APPLICABLE

If yes, have you filed an amendment to these exhibits? Yes  No

If no, please attach the required amendment. NOT APPLICABLE

<sup>6</sup>The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

<sup>7</sup>The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

If you have previously filed an Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period. Yes  No

NOT APPLICABLE

If yes, have you filed an amendment to the Exhibit C? Yes  No

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement? Yes  No

If no, list names of persons who have not filed the required statement.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

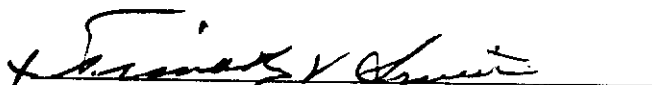
(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

X   
DESMOND BENFIELD  
DIRECTOR - EASTERN U.S.A.

Subscribed and sworn to before me at New York, New York

this 14TH day of NOVEMBER, 19 88

TIMOTHY V. SMITH  
NOTARY PUBLIC, State of New York  
Certificate No. 035483  
Qualified in New York County  
Commission Expires June 23, 1990

X   
(Signature of notary or other officer)

<sup>1</sup>The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

**U.S. DEPARTMENT OF JUSTICE**  
**REPORT**

**GOVERNMENT OF ONTARIO/CANADA**  
**SUMMARY OF ACTIVITIES OF ALL U.S. OFFICES**  
**APRIL 1, 1988 - SEPTEMBER 30, 1988**

MINISTRY OF  
SOCIETY  
REGISTRATION

88 NOV 16 10:56

RECEIVED  
DEPT. OF JUSTICE  
WASHINGTON, D.C.

MINISTRY OF INDUSTRY, TRADE AND TECHNOLOGY  
 STATEMENT OF EXPENDITURES - U.S. OFFICES  
 FOR THE SIX MONTHS ENDED SEPTEMBER 30, 1988

	New York	Chicago	Los Angeles	Atlanta	Dallas	Boston	Philadelphia	San Francisco	TOTAL
<b>SALARIES AND BENEFITS</b>	480,758	241,690	168,564	172,255	167,828	164,338	0	0	1,395,433
<b>FOREIGN SERVICE ALLOWANCES</b>									
Salary Equalization Adjustment	20,671	6,472	5,099	5,251	4,300	9,766	0	0	51,559
Foreign Service Premium	17,967	10,285	6,776	9,499	10,701	12,891	0	0	68,418
Rent Allowance	88,784	19,202	30,183	14,687	20,904	49,520	0	0	223,280
Representation Allowance	6,663	3,593	2,908	3,079	3,279	4,563	0	0	24,085
Utility Allowance	2,443	2,170	7,494	2,149	5,287	2,730	0	0	22,273
Education Allowance	0	828	0	332	659	178	0	0	2,007
Incidental Allowance	2,627	0	0	0	0	0	0	0	2,627

88 NOV 16 AM 56

RECEIVED  
 OFFICE OF THE  
 COMPTROLLER GENERAL  
 NOV 16 1988

**TRANSPORTATION & COMMUNICATIONS**

Communications	21,967	22,131	12,073	5,284	8,128	11,513	0	0	81,096
Mailing	2,521	3,956	2,765	838	2,791	2,041	0	0	14,912
Transportation of Goods	8,170	2,129	3,071	1,277	3,957	3,649	0	0	22,253
Staff Travel	44,677	19,683	34,080	12,494	12,052	18,995	0	0	141,971
Hospitality	27,876	3,705	6,385	401	2,733	336	0	0	41,436
Advertising	572	619	38	0	1,387	984	0	0	3,600
Exhibits & Fairs	1,603	0	2,112	141	1,203	0	0	0	5,059
Publication's Printing	28,555	0	0	0	0	0	0	0	28,555

**RENTAL**

Office Equipment	326	3,551	653	2,082	2,931	3,055	0	0	12,598
Photocopying & Printing	1,990	0	2,939	842	2,428	0	0	0	8,199
Physical Assets	480,078	92,862	61,941	51,728	58,263	34,052	0	48,996	827,920

MINISTRY OF INDUSTRY, TRADE AND TECHNOLOGY  
STATEMENT OF EXPENDITURES - U.S. OFFICES

FOR THE SIX MONTHS ENDED SEPTEMBER 30, 1988

	New York	Chicago	Los Angeles	Atlanta	Dallas	Boston	Philadelphia	San Francisco	TOTAL
<b>REPAIRS</b>									
Building and Land	284	0	9,628	0	0	0	0	0	9,912
Machinery & Equipment	3,895	0	4,219	1,470	2,760	1,418	0	0	13,762
<b>PRESENTATION &amp; SEMINARS</b>	2,400	0	0	0	0	0	0	0	2,400
<b>INSURANCES</b>	0	3,109	0	0	1,685	0	0	0	4,794
<b>OTHER SERVICES</b>	8,468	1,096	14,569	636	9,579	2,599	1,138	499	38,584
<b>SUPPLIES AND EQUIPMENT</b>									
Office Equipment	102	6,740	162	0	385	1,563	0	0	8,952
Office Supplies	9,441	3,689	5,840	753	3,905	5,439	0	0	29,067
EDP Supplies	481	0	0	0	0	0	0	0	481
EDP Equipment	0	0	3,077	0	2,475	3,858	0	0	9,410
Promotional Items	920	1,572	671	67	105	0	0	0	3,335
Other Supplies	9,677	4,002	717	2,475	3,196	531	0	0	20,598
Other Equipment	3,793	0	0	0	0	0	0	0	3,793
<b>TOTAL EXPENDITURE</b>	<b>1,277,709</b>	<b>453,084</b>	<b>385,964</b>	<b>287,730</b>	<b>332,931</b>	<b>334,019</b>	<b>1,138</b>	<b>49,495</b>	<b>3,122,070</b>

Management Planning, Budgeting & Analysis  
October 13, 1988

JUSTICE DEPARTMENT REPORT  
SUMMARY OF ACTIVITIES  
OFFICE: NEW YORK

MONTH: April, 1988

Ontario Companies Assisted: 52

Met with the following U.S. Companies to discuss investment opportunities:

1. Grumman Corporation, Bethpage, N.Y.  
Charles Pieroth, Roger Carson
2. BIG E SHOW  
ATLANTIC CITY, NJ
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

The following U.S. Agents were appointed to sell Ontario goods: (14)

1. LKM SALES Ltd., 512 7th AVENUE, NEW YORK, NY 10018
2. NORMAN Stephen ENT., 109 WEST 38th ST, NYC 10018
3. " " " " " " "
4. CARNOT INTERNATIONAL, 499 7th AVENUE, NYC 10018
5. LEVINE + VAROSH ASSOC., 214 W. 39th STREET, NYC 10018
6. PARK AVENUE LOOK, 389 5th AVENUE, NYC 10016
7. ALART ASSOCIATES, 389 5th AVENUE, NYC 10016
8. " " " " "
9. " " " " "
10. " " " " "

Staff attended: 11 Trade Shows.  
7 Consular Visits.  
2 Seminars.  
2 Others.

JUSTICE DEPARTMENT REPORT  
SUMMARY OF ACTIVITIES  
OFFICE: NEW YORK

MONTH: April, 1988 (CONTINUED)

Ontario Companies Assisted: \_\_\_\_\_

Met with the following U.S. Companies to discuss investment opportunities:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The following U.S. Agents were appointed to sell Ontario goods:

1. ALLEN QUINN, 530 7th AVENUE, NYC 10018
2. ARNOLD SMITH, 112 WEST 34th ST., NYC 10120
3. BASIL + Co. TAX., 66 WEST 38th ST, NYC 10018
4. KEECE BERTLER SALES, 498 7th AVENUE, NYC 10018

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Staff attended: \_\_\_\_\_ Trade Shows.  
\_\_\_\_\_ Consular Visits.  
\_\_\_\_\_ Seminars.  
\_\_\_\_\_ Others.

JUSTICE DEPARTMENT REPORT  
SUMMARY OF ACTIVITIES  
OFFICE: NEW YORK

MONTH: May, 1988

Ontario Companies Assisted: 71

Met with the following U.S. Companies to discuss investment opportunities:

1. CBS, TORONTO, ONT.

PAUL DEVOS

2. U.S. DEPARTMENT OF COMMERCE

ROGER FORTNER

3. COLLINS GROUP

PHILADELPHIA, PA.

4. PHILADELPHIA INDUSTRIAL DEVEL. CTR (PIDC)

JIM McMANUS

The following U.S. Agents were appointed to sell Ontario goods: (13)

1. JHT COLLECTIBLES, 389 5TH AVE, NYC 10016

2. ACCESSORY RESOURCE GALLERY, 7 W. 36TH ST, NYC 10018

3. ACCESSORY RESOURCE GALLERY, 7 W. 36TH ST, NYC 10018 <sup>2 co's</sup>

4. JUDITH FELDMAN ASSOC., 389 5TH AVE, NYC 10018

5. VIRGINIA BROOKS, 1466 BROADWAY, NYC 10036

6. STEIN INTERNATIONAL, 112 W. 39TH ST, NYC 10018

7. MARKA INC., 835 INGLEDWOOD, BUFFALO, NY

8. ANNETT B., 214 W. 39TH ST, NYC 10018

9. KAY JUDGE, 499 7TH AVE, NYC 10018

10. EDNA BRITTON, JAMESTOWN, NY

Staff attended: 14 Trade Shows.

1 Consular Visits.

1 Seminars.

9 Others.

JUSTICE DEPARTMENT REPORT  
SUMMARY OF ACTIVITIES  
OFFICE: NEW YORK

MONTH: MAY, 1988 (Continued)

Ontario Companies Assisted: \_\_\_\_\_

Met with the following U.S. Companies to discuss investment opportunities:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The following U.S. Agents were appointed to sell Ontario goods:

11. KASHIYAMA INC., 499 7th AVE, NYC 10018
12. JOAN SUNDEN, 112 W. 34th St, NYC 10011
13. ALART ASSOC'S., 387 5th AVENUE, NYC 10016

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Staff attended: \_\_\_\_\_ Trade Shows.

\_\_\_\_\_ Consular Visits.

\_\_\_\_\_ Seminars.

\_\_\_\_\_ Others.

JUSTICE DEPARTMENT REPORT  
SUMMARY OF ACTIVITIES  
OFFICE: NEW YORK

MONTH: JUNE, 1988

Ontario Companies Assisted: 56

Met with the following U.S. Companies to discuss investment opportunities:

1. Ampacet Corporation  
DON FLEISCHMAN
2. NATIONAL Foundry Products, Inc.  
JEROME + PAUL Weinberg
3. PRIVATE LABEL SHOW, JAVITS CENTER, NY
4. GOVERNMENT COUNSELLING (TAURUS), SPRINGFIELD, VA.
5. CSI SHOW, WASHINGTON, D.C.

The following U.S. Agents were appointed to sell Ontario goods: (4)

1. GORDON E. HANSEN Agency, 703 Middle Neck Road  
GREAT NECK, NY 11027
2. MEL BECKMAN, PHILADELPHIA, PA
3. D.A. FEHR, PHILADELPHIA, P.A.
4. ECLIPSE INC., 1404 STUYVESANT AVENUE,  
UNION, NEW JERSEY

Staff attended: 11 Trade Shows.  
3 Consular Visits.  
1 Seminars.  
5 Others.

JUSTICE DEPARTMENT REPORT  
SUMMARY OF ACTIVITIES  
OFFICE: NEW YORK

MONTH: July, 1988

Ontario Companies Assisted: 124

Met with the following U.S. Companies to discuss investment opportunities:

1. EDISON + BLESSINGS

VAN BECKER

2. MAYS + VALENTINE

WILSON SHERIDAN

The following U.S. Agents were appointed to sell Ontario goods: (7)

1. LEN WELER, GLASTONBURY, CT.

2. B. HAYNES, ALEXANDRIA, V.A.

3. D. LESHNER, HAVERTOWN, P.A.

4. R. QUEENIN, BALTIMORE, MD.

5. SID HARVEY, NYC

6. MARVIN LAMPERT, DEWITT, N.Y.

7. COSMO SIRCHIO Ltd, 230 W. 39th Street, NYC 10018

Staff attended: 4 Trade Shows.

8 Consular Visits.

0 Seminars.

4 Others.

JUSTICE DEPARTMENT REPORT  
SUMMARY OF ACTIVITIES  
OFFICE: NEW YORK

MONTH: AUGUST, 1988

Ontario Companies Assisted: 94

Met with the following U.S. Companies to discuss investment opportunities:

1. NEW JERSEY SMALL BUSINESS CENTER  
DICK MEISENBACHER
2. WORLD TECH '89  
BOB TERRERO
3. EMPIRE FARM DAYS SHOW, SENECA FALLS, NY

The following U.S. Agents were appointed to sell Ontario goods: (10)

1. RING COMMUNICATIONS INC., NYC
2. J.A.R., PITTSFORD, NY.
3. AL GLATZ, MORRISTOWN, NJ.
4. KERWIN LAMPERT, DEWITT, NY.
5. OUR GANG + ASSOCS, 499 7th AVENUE, NYC 10018
6. BASIL + CO. INC., 66 W. 38th ST., NYC 10018
7. NORMAN STEPHEN ENTERPRISES, 109 W. 38th ST, NYC
8. PULL + DESIGNS, 39 W. 55th ST, NYC 10019
9. KAY JUDGE, 499 7th AVENUE, NYC 10018
10. TCA INC., WEST CHESTER, P.A.

Staff attended: 6 Trade Shows.  
8 Consular Visits.  
1 Seminars.  
1 Others.

JUSTICE DEPARTMENT REPORT  
SUMMARY OF ACTIVITIES  
OFFICE: NEW YORK

MONTH: September, 1988

Ontario Companies Assisted: 72

Met with the following U.S. Companies to discuss investment opportunities:

1. World Tech '89'  
Bob Terrero
2. GENERAL ACCOUNTING OFFICE, WASHINGTON, D.C.  
JUDY KNEPPER
3. COMDEF SHOW, WASHINGTON, D.C.

The following U.S. Agents were appointed to sell Ontario goods: (4)

1. MISSINI ASSOC., CONNECTICUT
2. ROMAR INC., MIDDLETON, N.J.
3. KULSEN APPAREL, 209 W. 38<sup>th</sup> ST., NYC 10018
4. BREFF AGENCY

Staff attended: 13 Trade Shows.

6 Consular Visits.

0 Seminars.

1 Others.

WALTER G.D. STOTHERS

REPORT FOR THE DEPARTMENT OF JUSTICE

APRIL 1, 1988 TO SEPTEMBER 30, 1988

APRIL

11 -15th

Visit to Los Angeles with  
The Hon. Monte Kwinter,  
Minister of Industry, Trade  
and Technology.

Attend speaking engagement at  
San Diego Chapter of the Lions  
San Diego, California

Attend speaking engagement at  
Kiwanas Club, La Canada,  
California

Attend speech given by  
The Hon. Monte Kwinter at  
the Los Angeles Chamber of  
Commerce

26th

Attend reception in celebration  
of the 114th Running of the  
Kentucky Derby at The Whitney  
Museum of American Art.  
Invited by Governor and  
Mrs. Wallace G. Wilkinson

29th

Luncheon for Students from  
Pace University at  
the Trillium Room, Ontario House,  
Present award to the winner of the  
Canadian Studies contest.

30th

Luncheon with Robert Dormer,  
New York Job Development Authority  
at Waldorf Astoria to honor  
Vincent Tese, Commissioner,  
New York State Economic Development  
Council.

WALTER G.D. STOTHERS  
JUSTICE DEPARTMENT REPORT  
PAGE TWO:

MAY 1988

- 1st                    Attend Gala Reception in honor of  
                         Hume Cronyn and Jessica Tandy,  
                         St Regis Hotel, New York City
- 5th                    Host reception at Ontario House  
                         for The Hon. Monte Kwinter,  
                         Minister of Industry, Trade and  
                         Technology and Tom Patterson,  
                         Canadian author
- 6th                    Attend luncheon at The Metropolitan  
                         Club with The Hon. Monte Kwinter  
                         and guests from the New York  
                         financial and business community.
- 6th                    Attend meetings at Merrill Lynch  
                         New York the The Hon. Monte  
                         Kwinter and Staff
- 12th                   Attend film preview at Canadian  
                         Consulate, New York City  
                         "Oh, Canada, Eh"
- 12th                   Attend dinner meeting at  
                         New York University to hear  
                         Minister Michael H. Wilson,  
                         Minister of Finance of Canada  
                         address the members and guests  
                         of The Money Marketeers of  
                         New York University
- 13th                   Attend briefing at Canadian  
                         Consulate re 1988 Economic Summit  
                         to take place in Toronto,  
                         June 19-21 1988
- 16th                   Dinner with Ms. Diane Jervis Reid,  
                         Cultural Representative,  
                         Ontario House, London, England

WALTER G.D. STOTHERS  
JUSTICE DEPARTMENT REPORT  
PAGE THREE:

- MAY 17TH: Attend luncheon and meeting  
of the Bronx Rotary Club.  
Invited by The Rev. Wm. Kaladjian,  
President of The Bronx Rotary Club.
- 17th Attend seminar at the Canadian  
Consulate on expansion into  
Canada "INDUCON"
- 19TH Attend luncheon at The Pierre  
Hotel in honor of  
Minister Hugh P. O'Neil,  
Minister of Tourism and  
Recreation, Government of Ontario, Canada
- 19th Attend reception and dinner for  
The Hon. Hugh P. O'Neil,  
Minister of Tourism and Recreation,  
The Pierre Hotel, New York City
- 20th Visit to Ontario House by  
Minister Hugh P. O'Neil,  
and Staff
- 23rd Luncheon with Robert E. Wankel,  
Vice President of Finance,  
The Shubert Organization, Inc.  
New York City.
- 24 - 25 Attend meeting of the New York Job  
Development Authority, Hornell,  
New York
- 26th Attend luncheon with William Flynn,  
New York Power Authority at the  
Princeton Club, New York City

WALTER G.D. STOTHERS  
JUSTICE DEPARTMENT REPORT  
PAGE FOUR:

MAY 27TH

Attend breakfast meeting with  
Comptroller of State of New York,  
Edward V. Regan, Plaza Hotel,  
New York City

31st

Depart for Chicago  
Attend Michigan Investment and  
Marketing Seminars in Saginaw  
and Grand Rapids also attend  
meeting with Governor Richard F. Celeste,  
Columbus, Ohio

WALTER G.D. STOTHERS  
JUSTICE DEPARTMENT REPORT  
PAGE FIVE

JUNE 1988

- 1ST Meetings in Columbus, Ohio  
with Governor Richard F. Celeste
- 6TH Luncheon with The Hon. Robert Nixon  
and Staff and members of the  
financial community of New York
- 6TH Dinner with Joan Sutton Straus  
Discussions re Elgin/Wintergarden  
Reception, Sardi's, New York City
- 7TH Meeting with Mr. Jan Charuk,  
Quebec Hydro, at Ontario House,  
New York City
- 7th Host a reception on behalf of  
the Ontario Heritage Foundation  
and the Elgin and Winter Garden  
Project at Sardi's, New York City
- 8TH Meeting at Ontario House with  
Mr. John Metzler, Financial  
Post
- 8TH - 10TH Attend meetings in Albany, New York  
with Governor Cuomo and various  
New York State Officials
- Attend meetings with Representatives  
from the State University of New York
- Attend meetings with William Cotter,  
Commissioner, New York State Energy Office
- Attend meetings with Henrick Dullea,  
Director of State Operations and Policy  
Management - New York State

WALTER G.D. STOTHERS  
JUSTICE DEPARTMENT REPORT  
PAGE SIX

JUNE 1988

- 12 - 13th Attend Governors Conference on  
World Trade, Orlando, Florida
- 14TH Attend Conference of New England  
Governors and Eastern Canadian  
Premiers, Rhode Island
- Attend State Dinner Hosted by  
Governor and Mrs. Edward D. DiPrete  
in honor of the New England  
Governors and Eastern Canadian  
Premiers
- 16TH - 17TH Attend Roundtable on New Regional  
Foundations for a Global Economy  
David Sarnoff Research Center,  
Princeton, New Jersey
- 27TH Meetings with Webcraft Technologies,  
North Brunswick, New Jersey  
regarding establishing an Ontario  
operation
- 29TH Attend Canada Day Celebrations in  
Orlando, Florida

WALTER G.D. STOTHERS  
JUSTICE DEPARTMENT REPORT  
PAGE SEVEN

JULY 7TH

Attend dedication of first buses  
to be built in the U.S. operating  
on natural gas, bringing together  
Canadian and U.S. technology.  
Invited by Brooklyn Union Gas.  
Luncheon at River Cafe

18TH

Attend premier of The National  
Ballet of Canada's La Ronde and  
Blue Snake at The Metropolitan  
Opera House

20TH

Attend farewell reception for  
Ambassador Stephen Lewis,  
Permanent Representative of  
Canada to the United Nations,  
866 U.N. Plaza

WALTER G.D. STOTHERS  
JUSTICE DEPARTMENT REPORT  
PAGE EIGHT

AUGUST 4TH      Address Ithaca Press Club,  
Ithaca, New York

7TH-9TH      Attend National Governor's  
Association Meeting,  
Cincinnati, Ohio

9TH-11TH      Attend Empire Farm Show,  
Seneca Falls, New York

WALTER G.D. STOTHERS  
JUSTICE DEPARTMENT REPORT  
PAGE NINE

SEPTEMBER

- 13TH - 16TH      Attend meetings with various  
State officials in Albany,  
New York and Boston with  
The Hon. Robert Nixon,  
Minister of Treasury and  
Economics, Government of  
Ontario, Canada
- 20TH              Attend reception for  
The Hon. James D. Horsman, Q.C.,  
Minister of Federal and  
Intergovernmental Affairs,  
Government of Alberta, Canada  
at Alberta House, New York
- 22ND              Attend reception at  
The Metropolitan Club  
for the opening of the  
New York Bureau of  
The Financial Post Company  
Ltd.
- 29TH              Attend meetings in Washington, D.C.  
with The Hon. William Wrye,  
Minister of Consumer and Commercial  
Relations, Government of Ontario, Canada



ONTARIO  
*Indisputable!*

Government of Ontario  
Canada

Ministry of Tourism and Recreation

Telephone  
1-212-308-1616  
Facsimile  
(212) 888-3186

28th Floor  
800 Third Avenue  
New York, N.Y.  
U.S.A. 10022

November 11, 1988

**TOURISM REPORT FOR THE PERIOD UNDER REVIEW**  
**April 1, 1988 through September 30, 1988**

During the above period, regular communications were maintained with Travel Industry Professionals such as Tour Wholesalers, Operators, and select Travel Agencies.

These contacts were maintained in order to assist the Travel Professionals in the development of Ontario Tour Products and to render assistance as required. Key promotion activities were as follows:

Promotion Activities:

April 17-21

National Tour Association, Lexington, KY

Ontario Tourism was represented in the N.T.A. Travel Trade Convention attended by United States tour operators and travel industry suppliers from each of the U.S. States and Canadian Provinces.

May 19

The Hon. Hugh P. O'Neil, Minister, hosted a travel trade luncheon and media presentation at the Pierre Hotel, NY. This function was attended by key travel industry travel producers and media contacts from New York and New Jersey.

July 1-3

The City of Ottawa acted as host for a travel trade familiarization tour to Canada's Capitol City - Ottawa. Travel industry suppliers from New York, New Jersey, Georgia, and North Carolina participated.

July 21

Minister, Hugh P. O'Neil, hosted a luncheon in New York at the Sign of the Dove Restaurant to meet with key marketing executives from Air Canada - New York, New Jersey, and Washington.

September 9-11

Rosenbluth Travel, Philadelphia, PA; City Express Airlines and the Ministry of Tourism co-sponsored a travel trade familiarization tour for Rosenbluth Travel producers to visit Toronto. The Ministry hosted a dinner in Toronto at Ed's Warehouse Restaurant.

September 20

The Ministry attended a travel trade lunch at The Four Seasons in Washington, DC, which was hosted by Air Canada and the Canadian Embassy.

September 23-24

The New Jersey Association of Travel Agents selected Toronto for a director's meeting. The Ministry of Tourism hosted a dinner for fifteen guests at Ed's Warehouse in Toronto.

September 26-27

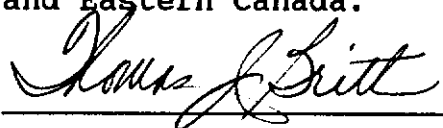
The Ministry was represented in the Travel Marketplace Trade Shows organized by J&D Expo Productions, CA. These shows took place in Long Island, NY, and Secaucus, NJ. More than 750 area travel agents attended to meet with industry suppliers from the U.S. and Canada.

September 29

The Ministry, in co-operation with Starr Tours, NJ, co-sponsored a lunch/presentation attended by 125 senior travel planners from Philadelphia and New Jersey.

September 30

The Ministry participated in the Senior Travel Planners Trade Show in Valley Forge, PA. This was attended by group travel influencers from Pennsylvania, New Jersey and travel industry suppliers from the Eastern United States and Eastern Canada.



---

Thomas J. Britt  
Manager  
Eastern United States

THE ONTARIO MINISTRY OF AGRICULTURE & FOOD  
NEW YORK/NORTHEAST OFFICE

NORTHEAST TERRITORY MARKETING PLAN  
1989-1990

Arnold Mansdorf  
Trade Development Officer  
November 10, 1988

North-East Territory Marketing Plan  
1989-1990

I. Background

This has been a year of economic uncertainty in the north-east. Heavily dependent on Wall Street, the October 1987 "crash" and the round of layoffs which followed, have hit the area hard. Sales of high priced goods - houses, automobiles and vacations - have been sharply curtailed.

Nonetheless food stores and restaurants have held their own as consumers followed the traditional pattern of economic downturn buying by substituting a good meal for a now unaffordable "big ticket" item. In 1988 food stores, supermarkets and convenience stores sold over \$46.0 billion worth of goods in the north-east.

Barring any long term economic decline, food sales should remain steady over the next year as the regions economic foundation remains solid. Connecticut, New Jersey, Massachusetts and New York continue to rank in the top ten for per capita income. Unemployment levels remained below 10 percent in the regions key markets.

II. Opportunities

A) The New York-Metro Market: This market with 18 million people and food sales of \$22.0 billion continued to be a major recipient of OMAF time and money. OMAF participated in the following "metro-market" events in 1988:

i) North-East Produce Mission (w. T. Stampfer) - May 16-17, 1988.

The purpose of this mission was to provide twelve produce growers and packers with a broad introduction to the N.Y.-metro market. Highlights included a tour of The Hunts Point Terminal Market, a lunch with the Terminal's board of directors, a tour of MEREX Corporation (an importer of "exotic" fruit of vegetables) and a stop off and discussion at Wakefern's (supplying 118 Shoprite stores) produce warehouse in New Jersey. The group then left for a Philadelphia and Baltimore swing with C. Klein.

All of the above N.Y. players were very receptive to dealing with Ontario exporters.

ii) Long Island Mission (w. L. Vasaraiz), June 6-8, 1988.

Twenty-eight companies exhibited at The Garden City Hotel on June 7th. Two hundred and twenty five attendees turned out. Representatives from six major chains (A&P, Pathmark, Kings, Fairway, Gristede's, Dan's Supreme), over twenty key distributors (Richter Bros., Bel Canto, Weschler, White Rose, Ogden Allied) were present.

iii) Eastern Dairy Deli Association Taste Show (w. M. Higa)- Jacob Javits Convention Center, New York, New York, August 23-24, 1988.

Ten companies booked space for our third appearance at the show. In addition, an OMAF information booth was set up thanks to a late give away by the EDDA.

Although the EDDA was forced to move up their traditional show date from late October in order to gain a slot in the more prestigious Javit's Center, worries over lost attendance were quickly dispelled as record crowds showed up opening day. In the end over 10,000 attendees walked the floor (vs. 7,500 in 1987) and 410 companies (vs. 370 in 1987) exhibited their products.

While a great deal of time and money has already been spent in this market over the past three years, we must continue to build on the foundation we have established. New York is a fickle and spoiled market. Food buyers are continually faced with a blitz of new products, promotional campaigns and trade shows. While the turnout for the above events has been more than satisfactory and the quality of Ontario products is generally recognized, we have not established a strong enough presence to allow for a lower image program. Players not seen often in the market are easily forgotten.

The EDDA show, due to its turnout and the importance of the show's sponsor, is a "must event". We plan to return in force with 10 booths again next year. A New Jersey mission, designed to reach those retailers on the western side of the New York-metro market, has been scheduled for March of 1990.

B. The Boston/New England Market

Boston, with a population of 9.0 million and food sales of \$12.0 billion in 1988, can no longer be considered a "secondary" market. A significant push on the trade show and mission level has resulted in this market's present sharing of "top billing" with New York in OMAF's marketing plan.

i) The New England Dairy Deli Association Taste Show (w. L. Vasarais), April 20, 1988.

Six companies booked space for our first appearance at the NEDDA show. Over 5,500 players attended the event (25% retailers).

Given the importance of this market, the rising sales being recorded in the dairy-deli case and the strength of the NEDDA in the region, we must now consider this show a "must" event. Eight booths have been slotted for next year's expanded (two days) event.

ii) Boston Mission (w. P. Prochazka), October 31 - November 2, 1988.

Twenty-eight companies exhibited at Lantana's in Randolph, MA on November 1. Despite a heavy rain storm, 270 attendees made their way over. The quality of the above was high, as representatives from six chains and over 20 retail and foodservice distributors came through the turnstile.

Maurice Grossman, a buyer for Bond/Millbrook, one of New England's leading specialty food distributors, was our guest speaker October 31. Based on this meeting, we are planning an incoming mission with Millbrook next year.

A return mission to Boston is scheduled for November 1990.

iii) Boston Seafood Show (W. P. Prochazka), March, 1989.

This will be OMAF's second appearance at the BSF. Although we did not originally plan to return in 1989, the turnout for the 1988 show (12,000 over 3 days) compelled us to alter our plans. Four spaces have been booked again. Beyond this date however, we feel our Ontario "regulars" will be strong enough to go it alone.

iv) Hartford Mission (W. M. Higa), Tentatively scheduled for FH March).

Hartford, Connecticut stands geographically between Boston and New York. This will be our first attempt to reach this market which contains roughly 3.0 million people. 1988 food sales totaled \$4.1 billion. Our aim is to hit the buying offices of Allied Grocers, First National Supermarkets (Eastern Division), Big Y Foods, Sweet Life Foods, Food Mart, Greenfields and Mott's Shoprite. A market tour was completed in September.

C) Upstate New York:

i) P.R.O.F.I.T.S - Buffalo/Toronto. Breaking from our traditional mixed retail format, 11 firms attended our meat packers/exporters PROFIT this past September (W. P. Prochazka). A Horse exporters seminar is presently scheduled for February, 1989 (W. R. Mckenzie).

ii) Empire State Farm Days (W. R. Mckenzie), Lake Canandaigua, New York, August 9-11, 1988.

A livestock information booth was set up as part of MITT's Pavilion (23 companies). While much goodwill was gained within the New York office, few worthy leads were gained, as most attendees were machinery players, farmers, housewives and children. It is recommended that next year's participation be limited to the providing of OMAF literature /brochures.

The upstate market will be receiving increased attention in the coming year. The market (Buffalo, Rochester, Albany, Syracuse), with 7.0 million people and \$9.5 billion in food store sales is an important market in its own right. Buyers are already familiar with Ontario products and are not fearful of transportation/customs delays or foreign exchange conversion hassles. Promotional fees and slotting costs are significantly lower than the New York and Boston markets, while travel/hotel costs can be cut down during the start-up period.

Two PROFIT's will be repeated this year. In addition we are planning a produce mission, a mixed retail "road show", a Great Lakes' meat mission and two incoming missions in the coming year.

### III) Research Studies:

i) Kosher Food Survey: At our recently completed Long Island Mission (June, 1988), exhibitors reported a strong interest in kosher food products. In order to sort through some of the mystery surrounding market size and the selection of a certifying agency, a survey was taken this past summer. Personal interviews and telephone conversations were conducted with several key certifying organizations (The Orthodox Union, KofK), advertising agencies (Lubinsky), brokers and distributors in the New York-metro market. In short it was recommended that all Ontario exporters investigate the possibility/cost of certifying with one of the above agencies.

ii) FSI Campaign (W. C. Klein): Cost surveys were completed with the four major food trade newspapers active in the northeast/mideast. In addition, Ontario companies were canvassed for their interest in participating.

While we received positive feedback, the plan has been put on hold for the moment. The value of an FSI campaign is recognized, but at a time of budget cuts we feel that our time and dollars will have greater impact in other areas in the coming year.

iii) Upcoming Studies: Research studies in the food service, grain/oil seed and natural foods areas are planned for the next year. In addition, more detailed follow-up surveys for each trade mission/show will be completed.

iv) Upcoming Seminars: A "How To Export" seminar with R. McKenzie is being planned for October 1989. US broker-distributor-retail marketing channels will be examined. Trade show strategies will also be discussed.

### IV) Problems

Our major problem continues to be the high cost of doing business in the Northeast. Advertising and promotional dollars are routinely requested by brokers/distributors/retailers as a basic cost of doing business. All of the above expect their suppliers to visit several times a year. The majority of Ontario companies who have participated in northeast shows/missions to date are still not geared toward spending time and money on post show followup. Beginning exporters frequently expect too much to grow out of participation in a 1-2 day event.

## V. Objectives

- 1) Expand Ontario manufacturer contacts with New York-metro market brokers, distributors and retailers covering full range of products- bakery, dairy, grocery, beverages, speciality/gourmet foods, meats and fish.
- 2) Expand Ontario manufacturer contacts with brokers, distributors and retailers in Boston/New England.
- 3) Expand Ontario manufacturer contacts with brokers, distributors and retailers in secondary Northeast markets, with a concentration on the Upstate New York (Buffalo, Rochester, Albany, Syracuse) region.
- 4) Gain more in depth knowledge of marketing opportunities for Ontario firms active in the food service, grain/oilseed and natural foods industries.
- 5) Increase Ontario food companies background knowledge of broker-distributor-retail marketing channels in the US.
- 6) Increase post show/mission feedback between OMAF and participating missioners, regarding sales, broker/distributor appointments, further help, etc.

## VI. Strategies

To meet the above objectives the following activities will be undertaken by OMAF's New York office in the 1989/90 fiscal year.

- Five Trade Missions
- Two Trade Shows
- Four Incoming Missions
- Nine Show Audits
- Four Post Show/Mission Followup Surveys
- Three Industry Surveys
- Two P.R.O.F.I.T. Seminars
- One Export Seminar

## VII). Tactics

April 1989: New England Dairy Deli Taste Show, Boston, Massachusetts  
- 8 booths.  
Northeast Food Service & Lodging Expo & Conference, Boston,  
MA - Audit

- May 1989: Upstate New York Produce Mission 6-12 companies.  
Upstate New York/(Wegmans) Incoming Retail Mission  
Natural Foods Survey Report
- July 1989: Food Service Industry Survey Report
- August 1989: Eastern Dairy-Deli Taste Show, New York, N.Y.- 10 booths  
New Jersey Food Services Expo, Rutherford, N.J.- Audit.
- September 1989: New York State Incoming Produce Mission , 1-3 buyers.  
P.R.O.F.I.T.- Toronto/Buffalo  
Buffalo Consulate Solo Food Show, Buffalo, N.Y.- Audit  
New York Restaurant Association Food Service Show, Buffalo  
NY- Audit.  
National Prepared Frozen Food Show, Secaucus, N.J.- Audit
- October 1989: Upstate New York "Road Show", 10-15 companies.  
Incoming New England Speciality Food Buyers (Millbrook) Mission  
Incoming Food Service (New York) Mission  
New York Seafood Show, New York, N.Y. - Audit  
"How To Export" Seminar, Toronto.  
Grain/Oilseed Research Survey  
New England Dairy Deli Show Followup Survey
- November 1989: Boston Mission, Boston MA, 25 companies.  
New York Gourmet Food & Beverage Show, New York, N.Y.- Audit  
New York Hotel/Motel Show, New York, N.Y.- Audit.  
Upstate New York Produce Mission Followup Survey
- February 1990 Great Lakes Meat Mission  
P.R.O.F.I.T., Toronto/Buffalo  
Eastern Dairy-Deli Taste Show Followup Survey
- March 1990 New Jersey Mission, 25 companies.  
Boston Seafood Show, Boston, MA- Audit.  
Upstate New York "Road Show" followup survey.



Government  
of Ontario  
Canada

Ministry of  
Industry, Trade  
and Technology

700 South Flower Street, Suite 1420  
Los Angeles, California  
U.S.A. 90017  
(213) 622-4302

GOVERNMENT  
OF  
ONTARIO

September 30, 1988

SEP 30 1988

MEMORANDUM TO:

Desmond Benfield  
Senior Representative  
New York Office

RECEIVED  
NEW YORK OFFICE

FROM:

Susan J. MacDonald  
Senior Representative  
Los Angeles Office

SUBJECT:

U.S. DEPARTMENT OF JUSTICE  
SEMI-ANNUAL REPORT  
APRIL 30 - SEPTEMBER 31, 1988

STAFF CHANGES:

LOS ANGELES:

Mr. Bruce Williams has retired and returned to Toronto.  
Miss Susan J. MacDonald has replaced Mr. Williams as Senior  
Representative. Mr. Floyd Simpkins from MITT Toronto has  
joined our office as Representative.

The balance of the staff remains the same:

Susan J. MacDonald  
Robin H. Jepsen  
Gurpal S. Khaira  
Mae Gnan Wong  
Barbara A. Chisholm  
Heather Bain  
Gary T. Cooke  
Jacquelyn Light  
Rose Marie Smith

APRIL 1988

Met with the following U.S. companies to discuss joint ventures, branch plant and licensing possibilities in Ontario:

EHD, Incorporated	Boulder, CO
Investor Relations International	Oceanside, CA
Soft Sign International	San Diego, CA
Accuride	Santa Fe Springs, CA
The Amasis Group	Los Angeles, CA
Moriel Rugs	Encinitas
Classic Life Accessories	Thousand Oaks, CA
Fluid Recycling Service, Incorporated	Santa Ana, CA
Industrial Polymer Corporation	Orange, CA
Normar Management Services	Vancouver, WA
TFA - The Fitness Agency	Portland, OR
The Price Company	San Diego, CA
Dynalectron Service Network	Hayward, CA
Autodesk	Sausalito, CA
Cine Video	Los Angeles, CA
Jae A. Kim	Coquitlam, B.C.

The following agents were appointed to sell Ontario manufactured goods:

Titus	Fresno, CA
Di-Med	Los Angeles, CA
Multiple Technologies, Incorporated	San Diego, CA
D.A. Anderson	Chatsworth, CA

To assist Ontario manufacturers with exports the following trade shows were visited:

Fur & Leather Apparel Show	Los Angeles, CA
California Market Week Apparel Show	Los Angeles, CA
National Association of Broadcasters	Las Vegas, NV
Western Home/Health Care Show	Las Vegas, NV

Assisted Ontario companies to participate in the following trade shows:

Westec '88 Show	Los Angeles, CA
-----------------	-----------------

MAY 1988

Met with the following U.S. companies to discuss joint ventures, branch plant and licensing possibilities in Ontario:

IR International	Oceanside, CA
EHD, Incorporated	Boulder, CO
The Amasis Group	Los Angeles, CA
Hextek Corporation	Tuscon, AZ
Teledyne Ryan Electronics	San Diego, CA

Justice Report

MAY 1988 (cont'd)

Met with the following U.S. companies to discuss joint ventures, branch plant and licensing possibilities in Ontario:

Custom Cover	Sacramento, CA
Haltec Corporation	Salem, OH
Christie Automotive Products	Tustin, CA
Fleet Air	El Segundo, CA
Autodesk	Sausalito, CA
Softsell Computer Products	Inglewood, CA

The following agents were appointed to sell Ontario manufactured goods:

Purchase Connection	Los Angeles, CA
Tegal Scientific	San Francisco, CA
Reid Pacific	Portland, OR
EA Gray Company	Los Angeles, CA
Repcom	San Francisco, CA
Source Business Systems, Incorporated	Woodland Hills, CA
New Space	San Francisco, CA
Bruce Houghton & Associates	Bainbridge, WA

Information booths were set up at Semicon West '88, San Mateo, CA and The World Trade Fair, Tucson, AZ.

Assisted Ontario companies to participated in the following trade shows:

Air/Space America	San Diego, CA
International Communication Association	Anaheim, CA

JUNE 1988

Met with the following U.S. companies to discuss joint ventures, branch plant and licensing possibilities in Ontario:

Peter Unger	Glendale, CA
Tucson Transatlantic Trade	Tucson, AZ
Canadian Commercial Advisors	Newport Beach, CA
Fluid Recycling	Santa Ana, CA
Disco Engineering	Green Valley, AZ
Teledyne Ryan Electronics	San Diego, CA
Key Tech Corporation	Bothell, WA
Vital Laser Type	San Diego, CA
EHD	Boulder, CO
F & J International	Marina Del Rey, CA

The following agents were appointed to sell Ontario manufactured goods:

Pathfinder Instruments	Los Angeles, CA
------------------------	-----------------

JUNE 1988 (cont'd)

The following agents were appointed to sell Ontario manufactured goods:

E. G. Austin	Los Angeles, CA
ICSA	Sunnyvale, CA
Groit Group	Santa Clara, CA
Distriburo	Sausalito, CA
V.C. Net	San Rafael, CA
Garnet Business Systems	Santa Clare, CA
Adden	San Diego, CA
Vargeon	Los Angeles, CA
United Technical Marketing	Livermore, CA
Cypress	Santa Clara, CA

To assist Ontario manufactures with exports the following trade shows were visited:

Canexpo	Santa Clara, CA
Southern California Job Shop	Long Beach, CA

JULY 1988

Met with the following U.S. companies to discuss joint ventures, branch plant and licensing possibilities in Ontario:

Applied Biosystems	Foster City, CA
Cine Video	Hollywood, CA
Earth Tech	Long Beach, CA
Flo-Mole	Seattle, WA
PC House	Gardena, CA

To assist Ontario manufacturers with exports the following trade show were visited:

Alpha Kappa Alaph Conference	Los Angeles, CA
------------------------------	-----------------

The following agents were appointed to sell Ontario manufacturered goods:

W. C. Hall and Associates	Newport Beach, CA
Data Systems Sales	San Francisco, CA
May Day Medical	Cerritos, CA

AUGUST 1988

Met with the following US companies to discuss joint ventures, branch plant and licensing possibilities in Ontario:

Accuride	Santa Fe Springs, CA
Industrial Polymer Corporation	Orange, CA
T. Zmach	Saratoga, CA

AUGUST 1988 (cont'd)

Met with the following US companies to discuss joint ventures, branch plant and licensing possibilities in Ontario:

Cine Video	Hollywood, CA
International Totalizator Systems	San Diego, CA
Medair Incorporated	Phoenix, AZ
Hunter/Brodsky & Associates	Richmond, CA
Saf-t Cab	Fresno, CA

The following agents were appointed to sell Ontario manufactured goods:

National Medical Enterprises	Santa Monica, CA
Mirco'D	Anaheim, CA
K. Comp	Glendale, CA
MMS	Los Angeles, CA
Quarter Deck	Santa Monica, CA
American Micronics	Long Beach, CA
Nepra	Spanaway, WA
Yvonne Yockey	Los Angeles, CA
Marketforce Incorporated	Nashville, TN
Rich Sales Company	Tempe, AZ

To assist Ontario manufactures with exports the following trade shows were visited:

California Gift Show	Los Angeles, CA
American Podiatric Association	Anaheim, CA
World of Toys Expo	Anaheim, CA

Assisted Ontario companies to participate in the following trade show:

Western Restaurant Show	San Francisco, CA
-------------------------	-------------------

SEPTEMBER 1988

Met with the following U.S. companies to discuss joint ventures, branch plant and licensing possibilities in Ontario:

Applied Biosystems Incorporated	Foster City, CA
Table Tops Unlimited	Los Angeles, CA
Hessco Industries	La Habra, CA
Mira Imaging	Salt Lake City, UT
J. Moultrap	University of Utah
Images Business Systems	Los Angeles, CA
Industrial Polymer Corporation	Orange, CA
Alberto Moore/CULPR	Tucson, AZ
Pazmany Aircraft Corporation	San Diego, CA

SEPTEMBER 1988 (cont'd)

The following agents were appointed to sell Ontario manufactured goods:

ISI West	Santa Ana, CA
Leo Miller	Los Angeles, CA
Franc & Associates	La Mesa, CA
Isys West	Anaheim, CA
Lindo Associates	Emeryville, CA
Rexmaxs	Redwood City, CA
San Jose Cash Register	San Jose, CA
Electro Design	McMinnville, OR
Electro Design	Redmond, WA
Mayfield Marketing	Scottsdale, AZ
Woempuer Arnold Associates	Mountainview, CA
Marco Equipment	Anaheim, CA
Western Road Machinery	Salt Lake City, UT

To assist Ontario manufactures with exports the following trade shows were visited:

Invention Convention	Pasadena, CA
MAGIC Show (Men's Apparel)	Los Angeles, CA

MINISTRY OF AGRICULTURE & FOOD

APRIL

TRADE SHOWS/EXHIBITS:

Arizona Retail Grocers, Phoenix, Arizona. Apr.22-24.

CONTACTS:

Loretta Macktal, CGA. Sacramento, California  
J.P. Work Inc., Seattle, Washington  
Isadore Polakow, Strub Pickles, Toronto, Ontario  
Tom Schweinfurth, Irvine Ranch, Irvine, California  
Henry Shamus, Schneider, Los Angeles, California  
Ben Ratuski, Shoal Lake, Keewatin, Ontario  
McEachen & Peaslee Food Brokers, La Mirada, California  
Abey Thomas, Llat Enter., Studio City, California  
Marc & Keven Draper, Le Grand, Rowland Hts. California  
Lonnie Mar, Marvin Israel, Golden State Restaurant  
Association, San Francisco, California

MISSIONS:

None.

SEMINARS:

California Chamber of Commerce Luncheon, Apr. 14  
Bilmtmore Hotel, Los Angeles, California

SEPTEMBER 1988 (cont'd)

MAILING:

Arizona Retail Grocers (438) Apr. 15.

MAY

TRADE SHOWS/EXHIBITS:

World Trade Fair, Tucson, Arizona. May 19-26.

CONTACTS:

Tom Schweinfurth, Irvine Ranch, Irvine, California  
Mr. Abrams, Gibbons Foods, Toronto, Ontario  
Maureen Angus, Ault Foods, Etobicoke, Ontario  
Douglas Pruss, Douglas Country, Waterloo, Ontario  
Ben Ratuski, Shoal Lake, Keewatin, Ontario  
David Knappett, Maple Orh. Farms, Bracebridge, Ontario  
Peter Young, Young Markets, Los Angeles, California

MISSIONS:

Arizona Recon. Mission - Bashas, Smitty's, Safeway, Fry's,  
A.J. Fine Foods, Lucky, Village Gourmet Markets.

California Canadian Chamber of Commerce Luncheon  
Four Seasons Hotel, Los Angeles, California May 10.

MAILINGS:

None.

JUNE

TRADE SHOWS/EXHIBITS:

Dairy Deli Association, Anaheim, California, June 5-7.

San Francisco Food & Beverage Show, San Francisc, California  
June 5-7.

Certified Grocers, Long Beach, California, June 22-23.

CONTACTS:

Bala Kironde, Preferred Meats, San Francisco, California  
Michael Shaver, CCCC, Century City, California  
Don Sheldon, So. Pac. Exh. Grp., San Francisco, California

MISSIONS:

None.

SEPTEMBER 1988 (cont'd)

SEMINARS:

Profit Seminar, Windsor-Detroit, June 13-16.

MEETINGS:

None.

JULY

TRADE SHOWS/EXHIBITS:

National Nutritional Food Show, Las Vegas, Nevada  
July 22-26.

CONTACTS:

Phil Hough, Gainey Ranch, Scottsdale, Arizona  
Tom Schweinfurth, Irvine Ranch, Irvine, California  
Bette Sexton, West. Livestock Show, Denver, Colorado  
Gary Bell, Nipissing, Callander, Ontario  
Bala Kironde, Preferred Meats, San Francisco, California  
Art Persails, Arizona Grocers Asso, Phoenix, Arizona  
Issy Polakow, Strub Pickles, Toronto, Ontario  
Henry Shamus, Schneiders, Los Angeles, California

MISSIONS:

Limousin Mission, Ontario, Canada July 23.

SEMINARS:

None.

MAILINGS:

None.

AUGUST

TRADE SHOWS/EXHIBITS:

Western Restaurant Show, San Francisco, California.  
Aug. 20-23.

National Food Distributors, Las Vegas, Nevada Aug.15-17.

CONTACTS:

Issy Polokow, Strub Pickles, Toronto, Ontario  
Carl Light, Consulate, Los Angeles, California

SEPTEMBER 1988 (cont'd)

MISSIONS:

None.

SEMINARS:

California Business Seminar, Toronto, Ontario Aug.30

MAILINGS:

None.

SEPTEMBER

TRADE SHOWS/EXHIBITS:

Retail Bakers, Long Beach, California Sept. 17-19.  
National Asso. Convenience Stores Expo, Las Vegas, Nevada  
Sept. 25-28.

CONTACTS:

Henry Shamus, Schneiders, Los Angeles, California  
Cliff Tatro, EverFresh Food, Ontario, California

MISSIONS:

Hereford Sale, Ontario, Canada Sept. 17-19.

SEMINARS:

None.

MAILINGS:

California Grocers Association, September 26, (1600)

MINISTRY OF TOURISM AND RECREATION:-

TOURISM ACTIVITIES:

Programs and activities carried out to assist U.S.  
wholesalers/operators in increasing their tour product to  
Ontario, Canada, and in the general marketing and development  
of tourism to Ontario.

Seminars/Travel Shows/Exhibits:

April 14:-

Ontario Tourism provided brochures and posters for a

APRIL 14 (cont'd):

presentation given by Shine Tours of Monterey Park. Shine Tours have a tour programme featuring Ontario for the ethnic Asian market. Had in attendance 300 clients.

April 17-21:-

The Manager attended NTA Spring Convention in Tampa as a delegate. Met with major wholesalers as well as Ontario suppliers.

April 24-27:-

The Manager attended Rendezvous Canada in Halifax as a delegate. An important convention for all major tour operators, wholesalers from the western United States. An excellent forum for developing new contacts and renewing old.

May 5:-

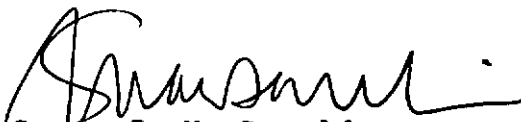
The Manager attended the Four Seasons "Meeting In Progress" seminars and met with Four Seasons representatives from Ottawa, Toronto (X 2) and Minaki.

May 17:-

The Manager attended the Oregon Society of Association Executives meeting in Portland, Oregon, and made a brief presentation on Toronto for the upcoming ASAE Convention in August in Toronto.

August 9-10:-

Ontario Tourism participated in Frontier Travel and Tours Group Leader Marketplaces in Oakland and Sacramento. This was in support of an Ontario tour programme developed by Frontier Travel and Tours.

  
Susan J. MacDonald  
Senior Representative

SJM/mw



Government  
of Ontario  
Canada

Ministry of  
Industry, Trade  
and Technology

Telephone  
312-782-8688  
Telex:  
20 6084

Suite 1806  
208 South La Salle St.  
Chicago, Illinois  
U.S.A. 60604

October 5, 1988

Chicago Office Activities - M.I.T.T.

April 1/88 to Sept. 30/88

Staff Changes

- Ms. Jennifer Wieteka replaced Ms. W. Lautenschaleger April 18/88 with MITT.
- Ms. J. Wieteka was terminated on July 22/88.
- Ms. Denise Morris replaced Ms. J. Wieteka Sept. 1/88

Major Activities - April, 1988

- Twenty-Four (24) Ontario companies requested marketing assistance.
- Eight (8) U.S. Sales Agents were appointed by Ontario Manufacturers.
- Twelve (12) Ontario Manufacturers were sponsored on a Transit Mission Sales Program in Michigan.
- Five (5) Ontario companies traveled to the Midwest on sales trips.
- One U.S. company made a buying trip to Ontario.

Major Activities - May, 1988

- Twenty-Three (23) companies requested marketing assistance.
- Eight (8) U.S. Sales Agents were appointed by Ontario Manufacturers.

Semi-Annual U.S. Dept. of Justice Report  
Chicago Office - April 1/88 to Sept. 30/88  
Mr. Desmond Benfield  
October 5, 1988  
Page 2

Major Activities - May, 1988 (cont'd.):

- Ten (10) Ontario companies made sales trips to the Midwest U.S.A.
- A Wisconsin Manufacturer completed a Branch Plant expansion in Peterborough, Ontario.
- A Columbus, Ohio Manufacturer completed a Joint Venture with a company in Guelph, Ontario.
- A Division of Emerson Electric of Wheeling, Illinois completed two (2) Joint Ventures with companies in Oakville and Barrie, Ontario.

Major Activities - June, 1988

- Forty (40) Ontario companies requested marketing assistance.
- Ten (10) U.S. Sales Agents were appointed by Ontario companies.
- Seven (7) Ontario companies were sponsored at an Electronic Products Show in Milwaukee, Wisconsin.
- Five (5) Ontario companies made sales trips to the Midwest U.S.A.
- Three (3) Investment Seminars were held in Deerfield, Illinois and Saginaw & Grand Rapids, Michigan.

Major Activities - July, 1988

- Forty-Five (45) Ontario companies requested marketing assistance.
- Nine (9) U.S. Sales Agents were appointed by Ontario companies.

Semi-Annual U.S. Dept. of Justice Report  
Chicago Office - April 1/88 to Sept. 30/88  
Mr. Desmond Benfield  
October 5, 1988  
Page 3

Major Activities - July, 1988 (cont'd):

- Eight (8) Ontario Manufacturers made sales trips to Midwest U.S.A.
- A Michigan Manufacturer opened a warehouse in Mississauga, Ontario.
- A Chicago company opened a warehouse in Scarborough, Ontario.
- An Illinois company opened a warehouse in Mississauga, Ontario.
- A Missouri Manufacturer opened a Branch Plant operation in St. Thomas, Ontario.

Major Activities - August, 1988

- Thirty-Nine (39) Ontario companies requested marketing assistance.
- Eighteen (18) U.S. Sales Agents were appointed by Ontario companies.
- Six (6) Ontario companies made selling trips to Midwest U.S.A.
- One Illinois company made a buying trip to Ontario.
- An Indiana company completed a Joint Venture with a company in Lindsay, Ontario.
- A Kentucky company completed a Joint Venture with a company in Cambridge, Ontario.

Semi-Annual U.S. Dept. of Justice Report  
Chicago Office - April 1/88 to Sept. 30/88  
Mr. Desmond Benfield  
October 5, 1988  
Page 4

Major Activities - September, 1988

- Twenty-Seven (27) companies requested marketing assistance.
- Twenty (20) U.S. Sales Agents were appointed by Ontario Manufacturers.
- Six (6) Ontario companies were sponsored to an SAE Off Highway Equipment Show in Milwaukee, Wisconsin.
- A Kenosha, Wisconsin company established a Branch Plant in Burlington, Ontario.
- The Industrial Development Commissioners of Durham & Niagara Regions visited the Midwest looking for investment prospects for their Ontario regions.

Chicago Office Staff - MITT

D'Arcy R. Counsell	- Senior Representative
Cathy M. Dickson	- Representative
J. Howard Cook	- Commercial Officer
Eugene J. McCluskey	- Commercial Officer
Harold B. Scholten	- Commercial Officer
Robert L. Benton	- Commercial Officer
Cheryl L. Kleszynski	- Senior Secretary
Kathy Counter	- Secretary
Denise Morris	- Secretary

Chicago Office Staff - M.T.R.

Jack Rezny	- Manager, U.S. Central
Jennifer Brugliera	- Travel Counsellor

Chicago Office Staff - M.A.F.

Kathleen Seebert	- Trade Development Officer
Paula Heady	- Trade Development Assistant

Second Quarter  
Quarterly Report  
June - August, 1988

Kathy Seebert  
Central Region, U.S.A.

Events Completed

Food Barn Stores, Inc. (formerly Safeway Stores)

Incoming Mission from Kansas City MO/KS

June 27-28, 1988

The first foray into the Kansas City market, this incoming mission included half-hour appointments with 32 Ontario manufacturers and two key owner/executives of the Food Barn Stores. Due to the distance involved in transportation from Ontario, the emphasis was placed on shelf-stable products, satisfying the buyers' prior request.

Overall, the buyers were impressed with most products viewed, and requested samples from 27 of the companies they met. Since the Food Barn was only recently acquired by the former Kansas City executives of Safeway, the mission was timely. As Safeway's labels are gradually phased out in their stores, there will be increased opportunities for new alternative lines to be carried in Food Barn. Samples from our companies are currently being evaluated and an Ontario food exposition, using samples sent by our suppliers, will be held for Food Barn's store managers later this year.

International Fancy Food & Confection Show

Chicago, Illinois

July 10-13, 1988

Twelve Ontario companies participated in this premier worldwide showcase of the specialty food industry.

Separately, eight other Ontario companies exhibited on their own on the general show floor, in most cases, with their U.S. distributor.

As one of more than 20 international pavilions, the Ontario exhibit was strategically located in the center of the international show floor, in the thick of non-stop show traffic. Notably, several exhibitors (Summersweet, Black Diamond Cheese, Society Hill) literally never stopped conversing with buyers for the entire duration of the show. Society Hill has subsequently begun negotiations with Bloomingdale's to introduce their salad dressings in their New York, Chicago, and Boca Raton, Florida stores.

Once again, our mountie promotion added traffic to the exhibit and some publicity for Ontario as well, when the mountie was photographed for the next IFFCS promotional brochure. Several Society Hill personnel were also photographed in their booth as candidates for the same brochure.

Overall, the show attracted nearly 750 exhibitors and attendance of well over 11,000. Although this level of attendance was over 1/3 less than that of the New York summer show, this show, unlike the New York show, was only open to buyers in the food trade, not to the public. Our companies volunteered that, as a result, the quality of attendee was more consistent at this show than what they had

experienced at other shows. Companies in this year's show can expect \$3.5 million in sales as a result of their IFFCS participation.

Great Scott! Supermarkets

Incoming Mission from Detroit, MI

August 11-12, 1988

Great Scott! Supermarkets comprise the retail arm of Meadowdale Foods, a combined wholesaler/retailer supplying over 400 stores in the Michigan market. Currently, there are 24 Great Scott! Supermarkets, with five more stores scheduled to open within the next year.

Four buyers, including one of the owners of Great Scott! Supermarkets, met with 47 of our manufacturers, and wish to pursue discussions with 39 of them. Several orders for product were placed on site with Rudolph's for all of their bread and bakery lines; Pillars (via Tradewinds Marketing) for several sausage lines; Ault (also via Tradewinds), for their one-pound wheels of cheddar. Some of the other lines labelled as "sure things" by the Great Scott! buyers included Hollandia cookies, Bailey River Farms controlled-atmosphere packaged vegetables, Kasseler breads, Dimpflmeier breads, and Baumac frozen panzarotti.

Overall, the Great Scott! buyers were pleased with the products from Ontario. Yet they did comment that some suppliers were not ready with U.S. labels, and were perhaps too premature in their export development to be ready for

sales negotiations. Nonetheless, they were most interested in arranging more opportunities to work with Ontario. They volunteered that they may wish to develop a store promotion next summer connected with the Detroit/Windsor Freedom Festival.

### Events In Progress

#### Floral and Produce Mission

Detroit, MI

September 14-16, 1988

Twenty-two companies have been recruited for this reception-style mission at the Henry Ford Estate. Invitations have been sent to floral and produce wholesalers, large retailers, nurseries, greenhouses, and garden centers in Michigan, northern Indiana, and northern Ohio. Tours of FTD's international headquarters and the Eastern Market (Detroit's produce market) are being arranged for the first day of the mission. A briefing session with participating companies is set for September 1.

#### Incoming Hereford Buyer

from Tuscola, Illinois

September 16-18, 1988

The sole invitee to the Ontario Hereford Weekend from the Central Region will attend the cattle sales of Gold-Bar and Onondaga farms on these dates. Air tickets, an

itinerary of events (supplied by Ross McKenzie), and sale catalogues were sent to the buyer in mid-August.

World Dairy Expo

Madison, WI

October 5-9, 1988

An exhibit space in the WDE international lounge, selected by Ross McKenzie, has been reserved for an Ontario table-top exhibit. Hotel reservations for Ross McKenzie and Charlie Milne have been secured (but not guaranteed) in Madison for the entire duration of this worldwide breeding industry show.

National Frozen Food Show

Chicago, IL (Hyatt Regency Chicago)

October 9-11, 1988

Companies are being recruited for participation in the 400 sq. ft. Ontario exhibit, which will be positioned at the entrance to the show floor. A budget has been approved for the show, and room reservations have been made at a local hotel convenient to the exhibit floor.

Alternatives are being reviewed for an exhibit. If feasible, we may wish to use the Ontario portable booths from various U.S. regions, or the local booth of the Canadian consulate in Chicago, if the price is reasonable. Otherwise, it is likely we will work with United Exposition Services on a booth rental.

## Upcoming Events

### P.R.O.F.I.T. Seminar

Detroit, MI/Windsor, ON

November, 1988

Another P.R.O.F.I.T. for new exporters is slotted for mid-November. Many of our past speakers who have made successful presentations will be asked to do so again. However, Miesel/Sysco has stated that although they wish to continue to be on our speakers' docket, they will be unable to offer warehouse tours and luncheons to our new exporters on their premises in the future. Yet they did volunteer to help us source alternative warehouses to tour, should we require their assistance.

### Cleveland Consulate Solo Show

Cleveland, OH

November 2, 1988

The consulate asked me to supply names of companies from Ontario to recruit for their upcoming annual show in November. With the commodity officers, I have put together a list of candidates for the consulate, including past P.R.O.F.I.T. participants and missioners from our Detroit show of March, 1988.

Show Audits

September-October, 1988

The following shows were scheduled as audits within the territory. Those shows marked with an asterisk (\*), though listed in the 1988-89 market plan, are recommended as budget cuts.

1. Midwest Grocers Show \*  
Indianapolis, IN  
September 11-13, 1988
2. Illinois Restaurant Assn. Show  
Rosemont, IL (suburban Chicago)  
September 27-28, 1988
3. Ohio Food, Beverage & Lodging Show  
Columbus, OH  
October 16-17, 1988

(N.B. Attendance at this show would be a part of a reconnaissance mission prior to the Columbus trade mission of March, 1989.)

4. Wisconsin Grocers Show \*  
Milwaukee, WI  
October, 1988
5. Grocers Assn. of Iowa \*  
Des Moines, IA  
October 30, 1988

KS:pah

GOVERNMENT OF ONTARIO, CANADA  
MINISTRY OF TOURISM AND RECREATION  
TOURISM MARKETING PLAN  
1988-1989

JACK REZNY  
CHICAGO OFFICE  
October, 1988

**TABLE OF CONTENTS**

1. PROMOTIONAL AND SALES ACTIVITIES.....Page 1  
2. COOPERATIVE MARKETING ACTIVITIES.....Page 2  
3. GROUP LEADER PRESENTATIONS/DIRECT SALES.....Page 3  
4. SPECIAL PROMOTIONAL PROJECTS.....Page 4  
5. CHICAGO OFFICE PROJECTS.....Page 5

## 1. PROMOTIONAL AND SALES OBJECTIVES

-To follow the Ministry's overall marketing objectives in supporting and guiding the Ontario suppliers in identifying and promoting new sources of business as well as maintaining and further developing established accounts and thereby increasing the volume of tourism within the province.

-To stimulate further growth on the part of the wholesaler, group operator, group influencer and travel agent in supporting them in their existing programs and developing new destinations and itineraries for consideration.

-To identify accounts based in the Midwest territory who are or have the potential to travel to Ontario.

-In cooperation with Tourism Canada, Canadian Association of Travel, city convention bureaus and private sector, we will implement sales and marketing strategies and activities aimed at priority target audiences, as identified through continued market intelligence.

-As directed by management, my number one market segment priority for 1988/1989 is the Travel Trade. We are, however, considered to be the "experts" in all markets by the Ontario supplier and as a result of my expertise in the Incentive, Corporate and Associations markets, I will continue to invest a portion of time in continued development of this business on behalf of our suppliers.

-Major emphasis will continue to be devoted to developing new group motorcoach and individual travel throughout Ontario.

-Respond to trade inquiries through our Travel Information program and provide timely and appropriate assistance to their marketing efforts.

-Initiate and participate in Travel Trade product shows and seminars designed to improve retail travel agent's capabilities and enthusiasm in promoting group travel to Ontario.

-To stimulate growth on the part of the wholesalers, group operators and travel agent by supporting them in their existing programs and encouraging new itineraries and new marketing techniques for consideration.

1. PROMOTIONAL AND SALES OBJECTIVES (cont'd)

-To continue the development of tourism to Northern Ontario as agreed with Ministry objectives by promoting travel to Wilderness/Fishing locations in the province in coordination with airline suppliers, U.S. based tour operators and individual lodges, camps and resorts.

2. COOPERATIVE MARKETING ACTIVITIES

As in the past, I will continue to maximize my involvement in cooperative activities with the following partners to achieve our overall marketing objectives in an effort to conserve the use of my regional budget on behalf of the Ministry.

-Tourism Canada

- Chicago
- Minneapolis
- Dallas
- Detroit

-Motorcoach Wholesalers\AAA

- Group Leader Presentations
- Familiarization Site Inspections

-Private Sector

- Airlines
- Hotels
- Railroads

We will naturally continue to participate closely with wholesalers, major retailers, and Canada Tourism in the progressive development of the group leaders market.

As previously stated, this office will participate and support Tourism Canada's travel trade shows and M & IT promotions (Chicago/Dallas/Minneapolis/Detroit) where no conflict in dates occurs. For 1988/89 approximately 30 programs should be budgeted for.

### 3. GROUP LEADER BREAKFAST\LUNCHEONS PRESENTATIONS DIRECT SALES TO GROUP LEADERS

In our continuing effort to develop new tours into the province with established accounts as well as tour operators that have not utilized or packaged Ontario as a tour destination, the following points must be taken into consideration.

-Simply stated, because an operator has packaged Ontario as a tour destination does not assure us that the tour will sell, as we are just one of approximately 15 to 30 tours being offered to Group Leaders for consideration. An operator does not care which tour is purchased, only that clients purchase any package from them.

-It is our responsibility (Regional sales offices) not only to develop our product with operators, but in addition, to target our sales and promotional efforts directly at the consumer.

As you are aware we do not have access to the thousands and thousands of group leaders in each respective territory, thus we must work directly with individual tour product presentations, utilizing their mailing lists.

In return, operators will benefit from our financial and promotional support which we will render in return for organizing there accounts on our behalf.

- Provide Ontario Tour Shells
- Assume cost of printing and mailing
- Assume cost of receptions or dinner presentations

### 4. SPECIAL PROMOTIONAL PROJECTS

Temple Bay Lodge                      Projected Cost: \$ 500.00

In December, 1987, I organized all details on behalf of Bob Paluch, Owner/Manager of Temple Bay Lodge (Eagle Lake) to promote his new motorcoach and lodge facilities. Arrangements were made to pick up each guest at their respective offices (transportation aboard new Neoplan highway cruiser) and cocktails and hors d'oeuvres were served as we toured downtown Chicago, followed by luncheon at Carsons' Ribs.





## 5. CHICAGO OFFICE PROJECTS (cont.)

The tour went as scheduled on the itinerary, and it was extremely interesting to be able to speak to the travel counsellors on an individual basis to learn more about their specific markets.

The time spent in Toronto was very beneficial and the option of going to several different attractions was very helpful. As for future trips to Toronto, two (or more days) of basically unscheduled time could be allowed to see new attractions, exhibits, hotels or walking tours to different parts of the city to keep current.

A definite highlight of our tour was to Stratford, because of the charm of the area and also because of Mr. Leo Morningstar, Stratford Visitor and Convention Bureau. Leo was a very pleasant host, and the site inspections we went on were very comprehensive and informative.

Stratford and the Stratford festival is a major selling point for the Chicago office, and I feel strongly that to be able to be current on this part of Ontario, annual visits would be very helpful.

From this point on the tour, the destinations in Ontario that we visited were new to me. The Bruce Peninsula/Tobermory/Chi-Cheemaun/Manitoulin Island excursion was excellent. The ferry trip is a great time, especially in good weather, as you can move about easily on the ship.

In Sault Ste. Marie, I saw many bus tour groups and families with children who obviously were there for the Agawa Canyon train trip. The train trip was uneventful, and unfortunately, we had rain on and off through out the day but I can imagine it would be terrific on a sunny, crisp fall day. Although we were in Sault Ste. Marie, we did not have a site inspection of Searchmont, which I would like to view because of the high number of ski clubs coming out of the Chicago area who travel there in the winter months.

Mr. Dave Thomas of Sudbury gave us an excellent tour of the region, including the Big Nickle Mine and Science North. Both of these attractions were fascinating and very informative.

## 5. CHICAGO OFFICE PROJECTS (cont.)

The resort areas that we visited were in very scenic locations, and Deerhurst in particular seemed to be under quite a lot of construction as they are building a new conference center. The particular room I stayed in was a bit dated, and although I was not shown the new condominium section of the resort, I understand that they are very updated and modern. Ms. Laura Kennedy accompanied us for dinner and for the Las Vegas show, which seems to be a nice selling feature for Deerhurst and the surrounding resorts. We had a very enjoyable time with Laura, and I appreciated her insights on the beautiful resort areas of Ontario.

On the way to Sturgeon Point, we made an unscheduled stop to The Domain of Killien resort near Haliburton. This was definitely a highlight of our tour, as the two brothers who own the resort were very enthusiastic to show us their property and invited us for a magnificent lunch.

The Sturgeon Point area was very enjoyable and Madge was very kind to invite us to her familys' cottage. The Trent-Severn waterway system is a great vacation trip for houseboating, as we saw many people on the water going by.

While returning the car, Mr. John Danells, Manager, Budget Rent A Car was very helpful and actually reduced the price of the rental charge from what was originally stated. He offered to drive me across town so that I could meet Laurence and Madge at the Westin, as I had several packages, which I thought was very considerate.

In conclusion, I feel that the perspective gained from this fam tour is immeasurable and extremely worthwhile. There is no comparison to actually visiting sites in Ontario and as a result, marketing the province to the Chicago territory by speaking confidently about the different tour destinations with the first hand knowledge gained.

## 5. CHICAGO OFFICE PROJECTS (cont.)

SUBJECT: Sault Ste. Marie  
Familiarization Tour  
Illinois/Indiana AAA  
Motorclubs, Tour Operators,  
and Media Representatives

DATES: September 8-11, 1988

DETAILS: Total attendance:  
30 Guests

COST-SHARING  
PARTNER: CANADIAN CONSULATE GENERAL  
CHICAGO

---

### Conclusion:

This familiarization tour was the most embarrassing, unorganized and unwelcome that I have ever experienced, and did more harm than good at a great expense of ministry funds.

I will start right from the beginning, at Rendez-Vous 1988, over the dates April 24 - 27 where I met with Ms. Susan Harvey, Manager of Group Sales, Hospitality and Travel Sault Ste. Marie. I shared with her our marketing priority with AAA Clubs and was encouraged at this time to bring a group to visit Sault Ste. Marie by Ms. Harvey.

On May 29, 1988 I confirmed verbally with HATS that we would accept and invitation to visit, after which I submitted a PR request and basic details to your attention for approval.

My obligation in developing this program was to organize the AAA member participation and create a basic itinerary outline for the group. All specific arrangements i.e. hotel, restaurant and marketplace scheduling was the complete responsibility of HATS.

It should be noted that I was informed by the travel manager of Mid-America Coach Lines that the trip from Chicago to Sault Ste. Marie would take approximately 10 1/2 to 11 1/2 hours and on this basis, I made the decision to overnight in Traverse City, Michigan affording our guests a more comfortable experience in transportation to Ontario.

Arrangements were confirmed with the Waterfront Inn in Traverse City to provide 17 guest rooms on a complimentary basis and we would be responsible for the evening dinner, cocktails not included.

## 5. CHICAGO OFFICE PROJECTS (cont.)

### DAILY EVENTS OF OUR ODYSSEY

Thursday, 8 September

Arrived in Traverse City and personally received by Mr. John Archambeau, Director of Marketing, Waterfront Inn. All room keys were passed out upon our departure from the motorcoach and all luggage was taken directly to the rooms by hotel staff. Therefore we were not inconvenienced with checking in.

That evening a welcome reception was sponsored by the Traverse City Travel Association, providing a complete assortment of hors d'oeuvres and unlimited wine to our guests. Note, wine was also provided upon a complementary basis throughout dinner.

Following dinner, Mr. Archambeau gave a second welcome to the AAA managers, acknowledging the importance of motorclub routings and how well Traverse City fit into the stopover for motorists visiting Sault Ste. Marie.

Friday 9 September

7:00 A.M. departure - All arrangements were made for luggage (complimentary) and in addition, as the restaurant was not open complimentary coffee was provided by the hotel. ( Note: Mr. Archambeau joined us at our departure.)

10:30 A.M.- Arrived Sault Ste. Marie and went directly to the Soo Locks Dock for the 11:00 A.M. boat tour.

10:55 A.M.- Ms. Harvey arrived at dock and gave me a city map outlining the locations of our hotels and restaurants. No welcome or communication was established with our guests at this time.

Ms. Harvey did not join with us on the tour, and I asked if we would have an escort following the tour to the Marconi Club, and her reply was "easy to find and on the map."

Without an escort, we made several wrong turns and it was necessary to back up the motorcoach two times on our way to lunch.

#### The Marconi Club

This is a private club and obviously would not be recommended by AAA as a stop for its auto club members.

## 5. CHICAGO OFFICE PROJECTS (cont.)

Ms. Harvey gave about a 30 second welcome to our guests, followed by a second welcome of approximately 30 seconds by Mr. Earl Hansen, Manager of HATS.

The main presentation was given by the Food and Beverage Manager of the Marconi Club, outlining all of the meeting facilities available.

Following lunch, we were given a one hour and twenty minute tour of Sault Ste. Marie by a step-on guide (about one hour too long) and again with no representatives of HATS joining us.

Following the tour, unescorted, we continued our odyssey in searching out the three hotels that had been arranged for our stay. Please note we got lost and on two more occasions we had to back up the motorcoach.

Upon checking into each respective hotel, no arrangements had been made to assist our guests with luggage and no one welcomed the groups.

### Gala Barbecue and Marketplace, Searchmont Ski Area

Once again, after picking up our guests at each hotel, we departed for Searchmont, unescorted, and only made one wrong turn and had to back up the coach one time.

Upon our arrival, our guests were each given two tickets for beer or wine, and a cash bar was available throughout the rest of the evening. The marketplace consisted of approximately 7 table top displays, and our guests were very pleased with the information provided.

Just prior to dinner Mr. Hansen introduced a sales representative of Searchmont, and a brief film of Searchmont was shown. No one discussed Sault Ste. Marie as it applied to the AAA market.

Gala Barbecue which consisted of hamburgers, hot dogs and salad. Oh yes, and buns.

Following the feast, HATS raffled off several door prizes and our evening was completed.

## 5. CHICAGO OFFICE PROJECTS (cont.)

Saturday 10 September

A.M. Departed for Agawa Canyon Tour

Train tour was very successful, and no representatives of HATS or suppliers joined in visiting with our captive audience during the eight hour train tour.

### City Dine Around

Traditionally, a dine around is simply that the entire group will visit the first restaurant for cocktails and appetizers, a second for salad and soup, a third for the main course and a fourth for coffee and dessert. However, this was not the case. Previously I was given four sets of different colored tickets, depicting four restaurants and specialty foods served by each, to be passed out to each guest.

Obviously, this system led to great confusion and disappointment when dispensing restaurant assignments, i.e. type of food being served and breaking up friends within the group.

This even gets better as we searched out the four restaurants, unescorted, as the coach driver made two wrong turns and once again had to back up one time.

### Dinner

I am pleased to report that our host at dinner was Mr. David Wright, Manager, Holiday Inn and President of HATS. During the course of dinner, Mr. Wright asked how the visit was going and our guests related the information mentioned earlier.

Mr. Wright agreed that.....

- We should not have broken the group into 3 different hotels.
- We should have had an escort with us the entire time.
- The Marconi Club was not appropriate for a AAA luncheon.
- Drink tickets should not have been issued, and a genuine full service barbecue should have been served.
- Representatives of HATS and suppliers should have taken advantage of the Agawa Canyon train trip.
- We should not have utilized four different restaurants for dinner.

5. CHICAGO OFFICE PROJECTS (cont.)

At no time did we feel welcome, and I learned a lesson the hard way in assuming that HATS was prepared to handle preparations properly for this visit.

I would strongly recommend that we set in writing a complete list of requirements to be followed by Ontario Travel Associations, Hotels, and Restaurants outlining specific contributions each must supply in marketing and delivering their own product.

With financial and complimentary contributions being rendered by all, this could have been a first class familiarization tour, however, it was cheap and obviously very unorganized.

FINANCIAL CONTRIBUTIONS

ONTARIO MINISTRY OF TOURISM	\$ 4,314.10 CD
TOURISM CANADA	\$ 3,320.00 CD
<hr/>	
TOTAL	\$ 7,634.10 CD
HATS	\$ 725.00 CD

What I am saying is that we should only help those that want to help themselves as a full partner. I truly feel that we were taken advantage of, and I for one will never make a commitment on behalf of the Ministry until all financial and program details have been confirmed in writing or as instructed by Head office.

5. CHICAGO OFFICE PROJECTS (cont.)

**DIRECT MAILING TO TOUR WHOLESALERS/OPERATORS/GROUP INFLUENCERS**

200 PIECES: Covering 18 states in our territory, Touring in Ontario, Autumn, 1988, 24 pages of Fall Fun in Ontario was sent to accounts for future consideration for planning tours for the 1989 tour season.

**ATTRACTIONS ONTARIO MARKETPLACE**

February 7, 1989

The Ministry of Tourism will not be holding our usual Attractions and Events Marketplace next year. However, we will participate at the annual Attractions Ontario Marketplace to be held in Kitchener, Ontario on February 7, 1989. Once again, I would like to request American Airlines support in transportation for ten (10) guests to participate from the Chicagoland area.

Invitations will be extended to select travel wholesalers and major travel agents and I would be happy to develop a guest list that will benefit American Airlines.

**BRAND COMMUNICATIONS GROUP**

Advertising Marketing Program

Series of articles and public relation releases to be placed in FISHING FACTS, IN-FISHERMAN and MIDWEST OUTDOOR publications. Tested new fishing products at Temple Bay Lodge, compliments of Bob Paluch, owner, who agreed to furnish all transportation, lodging, guides, food and beverage on a complimentary basis for this promotional activity over the dates of August 20 - 27th, 1988.

**TORONTO FOR THE ARTS**

November 28, 1988

U.S. Product Launch

We will be extending invitations to selected media representatives, tour operators, travel agents and various local personalities for this event and anticipated attendance of approximately 40 - 50 guests should be expected, plus Consulate and Provincial staff.



Government  
of Ontario  
Canada

Ministry of  
Industry, Trade  
and Technology

Telephone  
404-956-1981  
Cable Address:  
Tradin Atl.  
Telex:  
54 2665

Suite 620  
1100 Circle 75 Parkway  
Atlanta, Georgia  
30339 U.S.A.

APRIL 1988

### ATLANTA ACTIVITIES

#### TRADE

- A total of 31 Ontario companies requested export assistance and were assigned to staff.
- 2 sales rep/agent were appointed by 2 Ontario companies.
- 7 Ontario companies visited Atlanta.  
See Food Mission To Atlanta and Orlando by Ontario Agriculture

#### Activity Schedule

- Florida Sunshine ERA Chapter Meeting, Ft. Lauderdale
- Food Show, Atlanta
- International Business Fellowship Dinner, Atlanta
- Southern Furniture Market, High Point, NC

#### INDUSTRIAL

- Mailing to 27 prospects promoting the "Entrepreneur '88" program in Toronto.
- 3 Sourcing Contacts provided; companies in Florida, Georgia and North Carolina.
- Provided 4 New Plant Leads and 0 Completions. Submitted 0 Joint Venture/Licensing Arrangements and signed 0 Contracts.

#### ADMINISTRATION

Nil



Government  
of Ontario  
Canada

Ministry of  
Industry, Trade  
and Technology

MAY 1988

Telephone  
404-956-1981  
Cable Address:  
Tradin Att.  
Telex:  
54 2665

Suite 620  
1100 Circle 75 Parkway  
Atlanta, Georgia  
30339 U.S.A.

### ATLANTA ACTIVITIES

#### TRADE

- A total of 19 Ontario companies requested export assistance and were assigned to staff.
- 9 sales rep/agent were appointed by 8 Ontario companies.
- 16 Ontario companies visited Atlanta.

#### ACTIVITY SCHEDULE

- Comdex, the premier trade show of the computer industry, was held in Atlanta, May 9-12. This year's show was one of the best in memory with heavy traffic and exciting events centered around the IBM PS/2 system's earlier introduction. Approximately 28 Canadian firms exhibited in this year's event with results projected by those surveyed.
- Six companies exhibited in the Ontario booth at the International Security Conference & Expo in Orlando. On-site sales were \$6,000 Canadian, and the over 500 leads which were generated will be followed up by the companies in the coming weeks.
- Mailing for Sudbury field office on Canadian Mining Show.
- Reviewed Tifton Timber Expo in Tifton, GA.
- Reviewed National Petroleum Refiners Expo in Atlanta, GA.
- Reviewed SpecCon '88 in Orlando, FL.

MAY 1988

(2)

ATTENDED:

- Participants with GA Dept. Industry & Trade on V.I.P. tour to municipalities in Southeast GA.
- Design ADAC, Atlanta
- Security Show, Atlanta

INDUSTRIAL

- Initial discussion held with Auburn University for a possible investment event in October '88.



Government  
of Ontario  
Canada

Ministry of  
Industry, Trade  
and Technology

Telephone  
404-956-1981  
Cable Address:  
Tradin Atl.  
Telex:  
54 2665

Suite 620  
1100 Circle 75 Parkway  
Atlanta, Georgia  
30339 U.S.A.

JUNE 1988

### ATLANTA ACTIVITIES

#### TRADE

- A total of 19 Ontario companies requested export assistance and were assigned to staff.
- 3 sales rep/agent were appointed by 8 Ontario companies.
- 3 Ontario companies visited Atlanta.

#### ACTIVITY SCHEDULE

- Mass Transit Mission, June 21-24 directed to three counties in the metropolitan Atlanta area. Local reception brought together all key city, county and state people active in this field. Conducted three days of meetings. Breakfast on last day was hosted by State of Georgia.
- United States Telecommunications Show held in Atlanta, May 24-26. Excellent event for telecommunications market. Three Ontario firms exhibited. Newbridge, Enghouse, JDS.

#### Attended:

- Orlando Florida Business Mission to Toronto. Approximately 20 people in group comprised of local politicians, llawyers, bankers but very few business people.
- American Newspaper Publishers Association.
- Marketing trip to Raleigh/Res. Triangle Park.

JUNE 1988

(2)

INDUSTRIAL

- Three new facilities in Ontario completed this month.
- Small mailing done for City of London to publicize Medical Technology International exhibition and symposium taking place November.
- City of Brockville held reception for targetted businessmen in Atlanta. This office provided assistance as requested in support of the effort.
- The Agent General was a speaker at the Florida Governor's Conference on World Trade.
- 2 Sourcing Contact provided; companies in Tennessee.
- Provided 2 New Plant Leads and 3 Completions. Submitted 1 Joint Venture/Licensing Arrangements and signed 0 Contracts.



Government  
of Ontario  
Canada

Ministry of  
Industry, Trade  
and Technology

July 1988

Telephone  
404-956-1981  
Cable Address:  
Tradin Atl.  
Telex:  
54 2665

Suite 620  
1100 Circle 75 Parkway  
Atlanta, Georgia  
30339 U.S.A.

### ATLANTA ACTIVITY

#### TRADE

- A total of 23 Ontario companies requested export assistance and were assigned to staff.
- 11 sales rep/agent were appointed by 11 Ontario companies.
- 10 Ontario companies visited Atlanta.

#### ACTIVITY SCHEDULE

- a. Mailing to Transit properties in the Southeast extending invitation to attend tours in Toronto and Kingston on the way to APTA in Montreal.
- b. A review of Mass Transit Mission to Atlanta June 22-24/88 shows that Ontario companies have quoted on \$13,000,000 of new business and are the strongest contender in every case.
- b. Large percentage of time spent on Siggraph Show (computer graphics) preparation. Six manufacturers will exhibit in Ontario's booth on Aug. 2-4/88 in Atlanta.
- c. The Canadian presence at the Atlanta International Gift Market is increasing through participation of Ontario manufacturers in temporary exhibits as well as in permanent showrooms. The Atlanta market was very busy this year with no signs of weakness in the economy, reflected in good orders being taken for the Fall and Christmas buying seasons.

ATTENDED

- AWWA Show in Orlando. Assisted Ontario companies who were in Canadian Pavillion.
- Can-Am. Society meeting at World Trade Club.
- Atlanta Gift Show
- Atlanta Furniture Show
- Can/Am Business Assn. luncheon in Orlando 6/29, Agent General was the guest speaker.

INDUSTRIAL

- Additional mailing for City of Lodon to alert Southeast contacts to the upcoming Medical Technology International Exhibition & Symposium Nov. 2/9/88.

ADMINISTRATION

NIL



Government  
of Ontario  
Canada

Ministry of  
Industry, Trade  
and Technology

Telephone  
404-956-1981  
Cable Address:  
Tradin Atl.  
Telex:  
54 2665

Suite 620  
1100 Circle 75 Parkway  
Atlanta, Georgia  
30339 U.S.A.

AUGUST 1988

### ATLANTA ACTIVITY

#### TRADE

- A total of 17 Ontario companies requested export assistance and were assigned to staff.
- 14 sales rep/agent were appointed by 12 Ontario companies.
- 7 Ontario companies visited Atlanta.

#### ACTIVITY SCHEDULE

- a. During the month the Siggraph Expo took place in Atlanta. Ontario had six manufacturers exhibit at this event in MITT sponsored booth. Traffice was excellent, and leads plentiful. From conversations with exhibitors results are projected to be excellent. Recommend show to Boston where it will take place in 1989.

#### ATTENDED

- Siggraph '88 in Atlanta

#### INDUSTRIAL

- Dulmison Inc. of Macon, Ga have opened an office in Toronto, this being the the forerunner to a manufacturing facility.
- Preparation complete for joint booth with Consulate and Quebec office in International Woodworking Equipment Show in Atlanta. Emphasis at booth is technology transfer.
- 2 Sourcing Contact provided; Atlanta
- Provided 1 New Plant Leads and 0 Completions. Submitted 0 Joint Venture/Licensing Arrangements and signed 0 Contracts.

AUGUST/1988 REPORT (CON'T)

(2)

ADMINISTRATION

- Dick Carr has returned to Ontario on completion of his posting. The search is on for a local replacement.



Ontario

Government  
of Ontario  
Canada

Ministry of  
Industry, Trade  
and Technology

Telephone  
404-956-1981  
Cable Address:  
Tradin Atl.  
Telex:  
54 2665

Suite 620  
1100 Circle 75 Parkway  
Atlanta, Georgia  
30339 U.S.A.

SEPTEMBER 1988

### ATLANTA ACTIVITY

#### TRADE

- A total of 17 Ontario companies requested export assistance and were assigned to staff.
- 12 sales rep/agent were appointed by 8 Ontario companies.
- 20 Ontario companies visited Atlanta.

#### ACTIVITY SCHEDULE

- a. A summer follow-up with Ontario clients was conducted. 59 Ontario companies responded positively indicating \$5,330,000 of new sales and 36 agents appointed.

#### ATTENDED

- FOC/LAN 88, Atlanta  
Sunbelt Graphics Expo, Atlanta

#### INDUSTRIAL

- The joint booth with the Atlanta consulate in the International Woodworking Equipment Show was an unqualified success. All the inquiries are currently being collated. Details in next report.

#### ADMINISTRATION

NIL

**DALLAS OFFICE ACTIVITIES**

April 1, 1988 - September 30, 1988

**Major Activities - April 1988**

Total Sales - \$5,347,830  
Agents appointed - 10  
Companies assisted: 25  
1 branch plant reported - Transplas Canada

**Highlights:**

Ennio Vita-Finzi participated in the Lafayette, Louisiana, International Business Forum.

Two new Consultants and one Secretary joined staff.

Five incoming buyers sent to Ontario (one self paying).

**Major Activities - May 1988**

Total sales - \$1,647,875  
Agents appointed - 10  
Companies assisted: 53

**Highlights:**

Participated in Free Trade Agreement Seminar.

Ennio Vita-Finzi spoke to Dallas Kiwanis.

One independent U.S. company (InfoMart) visited Ontario.

Dallas Office is working with four good industrial development leads that should be reported by the end of summer 1988.

**Major Activities - June 1988**

Total sales - \$6,111,500  
Agents appointed - 2  
Companies assisted: 32

**Highlights:**

John Ardagh visited Dallas office.

Exchange of information and data with newly reorganized Texas Department of Commerce in Austin.

(Continued on Page 2)

**DALLAS OFFICE ACTIVITIES**

April 1, 1988 - September 30, 1988

Page Two

**Major Activities - June 1988 (Cont'd.)**

Dallas is writing to all Ontario manufacturers who have appointed Agents/Distributors in Tier 1 areas since January 1988 providing information on the Southwest and suggesting that the Ontario exporters consider Dallas as their next step into the U.S. market.

**Major Activities - July 1988**

Total Sales - \$3,463,000  
Agents appointed - 4  
Companies assisted - 26

**Highlights:**

Participated in Federal Government's booth at the Texas Restaurant Association Show in Houston. Five Ontario companies sent literature and products.

The Ottawa-Carleton Defense Partnership function in Dallas in March 1988 has resulted in six (6) instances of ongoing partnership discussions between Ottawa area companies and Dallas companies.

The Dallas office continued to remain in direct contact with five Texas companies which are finalizing their JV/LA decisions.

Michael Fells in Toronto for orientation.

**Major Activities - August 1988**

Total Sales - \$9,832,500  
Agents appointed - 3  
Companies assisted - 39

**Highlights:**

Cumulative results of Bariven were reported (\$7,260,000). Total of 22 Ontario companies approved as vendors to Bariven.

Business Opportunity Mission held in Fort Smith and Fayetteville, Arkansas. Total of 12 U.S. companies interviewed.

(Continued on Page 3)

**DALLAS OFFICE ACTIVITIES**

April 1, 1988 - September 30, 1988

Page Three

**Major Activities - August 1988 (Cont'd.)**

Ennio Vita-Finzi spoke to Association of Texas Chamber of Commerce executives, resulting in possibility of two Chambers organizing missions to Ontario in 1989.

The Dallas Chamber of Commerce and Texas Department of Commerce are now planning an official mission to Toronto, Ottawa and Montreal in May 1989.

Jerry Conner in Toronto for orientation.

Doug Branion and Anne Charles transferred from Dallas Canadian Consulate.

**Major Activities - September 1988**

Total sales - \$454,750  
Agents appointed - 10  
Companies assisted - 23  
1 Branch Plant reported - D.P. Manufacturing

**Highlights:**

Dallas office staff participated in Longview, Texas, Blitz with the Longview Chamber of Commerce and the Texas Department of Commerce. Over 50 local industries participated.

HIDA Show in Kansas City (together with the Chicago office) and the WATER POLLUTION SHOW, both in the September/October period.

Dallas office participated in a North Dallas Trade Fair, which resulted in several leads.

MIDCON Exposition in Dallas - 11 Ontario companies participated.

This month Dallas office lost Bob Shelley, who will be replaced in November by Peter McDonald.

