

REPORT 4
88/03/21

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

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POST : 619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

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

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

NEW MARKETING METHODS FOR CANADIAN COMPANIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 A. ORGANIZE PART'N IN INTERWIRE EXPO 87 ATLANTA
(10 COS). B. ORGANIZE PART'N IN TRANSMISSION AND
DISTRIB'N EXPO 87 (23 COS). C. PREPARE STUDY TO
SUPPORT MINI TOOL & DIE MISSION IN JANUARY '88.

A. EXHIBITORS RECRUITED AND PLANS COMPLETED FOR
SHOW PART'N. B. EXHIBITORS RECRUITED AND PLANS
COMPLETED FOR SHOW PART'N. C. STUDY PREPARED, 8
CDN PARTICIPANTS RECRUITED & TIMING ESTABLISHED
TO COINCIDE WITH REGIONAL TRADE SHOW.

QUARTER: 3 PARTICIPATE IN INTERWIRE SHOW.

10 CDN COMPANIES MADE 48 END USER & 38 AGENT &
DISTRIBUTOR CONTACTS WITH PROJECTED 1 YR. SALES
OF U. S. \$3.085M.

QUARTER: 4 -----