

ACTION PLAN

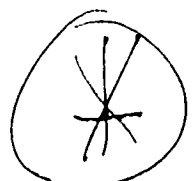
1. LETTER

Send letter from the Department to give potential exporters (a) a list of sources of information for selling to the US government, (b) results of the telemarketing survey and, (c) information respecting future workshops.



2. WORKSHOPS

TARGET GROUP	<i>Suggested Seminars/workshops</i>
Novice	Selling to the US government - manufacturing vs services - financial information - CCC
Exporter	GSA registration - bidding procedures - purchasing agencies - CCC



3. TRADE MISSIONS - Sector-specific

Provide individual assistance to experienced exporters by issuing invitations to participate at government-sponsored trade shows and by providing the opportunity to meet with US government officials.

