

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

POST : 601-BOSTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

EXPAND MARKET INTELLIGENCE OF NEW ENGLAND FIRMS PURCHASING THIS
EXPERTISE ALONG WITH IDENTIFYING THE COMPETITION, BOTH DOMESTIC
AND FOREIGN

EXPAND THE PARTICIPATION OF CANADIAN FIRMS IN
THE NEW ENGLAND MARKET.

PUBLISH NEWS BULLETIN ON THE ELECTRONIC INDUSTRY, MAJOR PROGRAMS,
CONTRACT AWARDED AND ORGANIZATIONS INVOLVED.

ABILITY TO TARGET THEIR EXACT MARKET NICHE,
ABILITY TO DIRECT THE MKTG FUNCTION AT
SPECIFIC ELECTRONIC FIRMS AND NOT THE
INDUSTRY AS A WHOLE.

CONTACT LOCAL AGENTS AND MANUFACTURERS REPS. WITH LISTING OF CDN
FIRMS LOOKING TO PENETRATE THE TERRITORY.

INCREASE THE NUMBER OF CDN FIRMS IN THE
MARKETPLACE WITH QUALIFIED REPRESENTATION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 GIVEN THAT RESULTS WERE INSUFFICIENT IN THAT
PRIORITY SECTOR, PRESSURES WERE PUT ON THE
COMMERCIAL OFFICER TO IMPROVE PERFORMANCE.

PERFORMANCE DID NOT IMPROVE & OFFICER SUBMITTED
HIS RESIGNATION.

QUARTER: 4 -----