

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

POST :605-DETROIT

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

ADDRESS STATE CHAPTERS OF ELECTRONIC REPRESENTATIVES ASS.
FIND ADDITIONAL QUALIFIED LINES OF DISTRIBUTION FOR CDN CO.

SEMINAR IN ANN ARBOR ADDRESSING INVEST & JV OPPORT. IN CDA
DRAW 2 TO 3 VIABLE INVESTMENT LEADS FROM THE HIGH-TECH

FINALIZE AGREE TO COVER DATA SHARING & REPRES RIGHTS IN N.A.M
TECHNICAL DATA SHARING BETWEEN 2 NATIONAL TRADE ASSOCIATIONS

FOLLOW-UP PLANT VISITS WITH U.S. FIRMS INV. WITH SUBCON. COM
BETTER UNDERSTANDING OF SPECIFIC SOURCING REQUIREMENTS.

COMMUNITY SURROUNDING U. OF M.

AND AN AGREEMENT OF JOINT REPRESENTATION.

SOURCING ASSIS. PROV. BY CONGEN 6-7 BUYING CONTRACTS MADE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Organization of major trade show Autofact
including mailings to territory, mailings to
Canada, solicitations to potential partners.

QUARTER: 3 -Sponsored two MTC breakfast briefings;
-20x40 booth at Autofact (CIM related products)
five Cdn companies cost-shared/participated.
Autofact reception at Post 130 guests attended.

QUARTER: 4 Planned for Robot/Vision Trade Show coming up in
1st quarter next FY. Followed up on sourcing
requests generated at Autofact (Nov.89) Trade
Show. Participated in Electrical Trans & Dist'n
Trade Show and held reception for 300.

Located rep for Canadian company. Other rep
requests on-going into 3rd quarter.

-Increased Post mandate at MTC events.
-Autofact, two agency agreements signed.

-Autofact results for 1st six months (4 agents)
signed. \$900,000 in sales, more sales expected.
-Elect'l Trans. Show: 308 requests, \$11.8 mill
in sales estimated for 1st 12 months (from
15 Canadian company participants).