

REPORT 4
87/09/25

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 : 618-MINNEAPOLIS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

INCREASE CONTACTS TO DEVELOP RELATIONSHIPS WITH REGIONAL TRADE ASSOCIATIONS E. G. ELECTRONIC REP ASSOC., TWIN CITY PURCH. MGMT. ASSOC., MIDWEST IMPORTERS ASSOC.

INCREASE AWARENESS BY LOCAL FIRMS OF CANADIAN SOURCING CAPABILITY.

EXPAND CORPORATE LIASON CALLS TO EXECUTIVES AND PURCHASING MANAGEMENT IN TARGETED FIRMS LOCATED IN TWIN CITIES AND OTHER STATES IN TERRITORY

ASSIST IN ESTABLISHING CANADIAN FIRMS ON QUOTING LISTS.

DEVELOP TRADE INFORMATION MAILING ON REGULAR PERIODIC BASIS USING "NEWSLETTER" FORMAT.

ESTABLISH USE OF CANADIAN VENDORS AS AN OPPORTUNITY FOR SALES REPS. TO INCREASE BUSINESS AND FIRMS TO OBTAIN COMPETITIVE SOURCES.

HOLD SALES REPRESENTATIVE CONFERENCES IN IOWA AND NEBRASKA.

INCREASE THE NUMBER OF SALES REPS/AGENTS CARRYING CANADIAN LINES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A) ORGANIZE CDN EXHIBIT AT MIDWEST ELECTRONICS EXPO '87.
B) INCREASE CONTACTS WITH REGIONAL TRADE ASSOCIATIONS.

A) 11 CDN FIRMS PARTICIPATED IN MIDWEST ELEC. EXPO '87. ON-SITE SALES AMOUNTED TO APPROX. \$50,000 (US).
1 PROPOSAL, IF SUCCESSFUL, COULD RESULT IN NEARLY \$10M (US) IN SALES FOR AN EXHIBITOR. B) DISCUSSIONS WERE HELD WITH THE ELEC. REP. ASSOC. & TWIN CITY

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QUARTER: 3 -----

QUARTER: 4 -----