

REPORT 4
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 645-SAN JOSE

008-TRANSPORT SYS, EQUIP, COMP, SERV.
COSTA RICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

BRING UP TO DATE, AND COMPUTERIZE, OUR LISTING OF AGENTS/IMPORTERS/
DISTRIBUTORS OF AUTOMOTIVE PRODUCTS IN CENTRAL AMERICA.

IMPROVED ABILITY TO ATTRACT NEW FIRMS TO THE
MARKET. IMPROVED EXPORTER-IMPORTER MATCHING.

TRACK RESULTS OF EXPOMOVIL 87 - OUR FIRST MAJOR ATTEMPT TO MAKE
OURSELVES KNOWN IN THE REGIONAL AUTOMOTIVE PRODUCTS MARKET.

ASSESS IMPACT OF EXPOMOVIL (HELD IN PANAMA) ON
CENTRAL AMERICAN MARKET. LEARN WHICH PRODUCTS
DISPLAYED AT EXPOMOVIL DID BEST IN MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

TRIP PROMOTION TRIPS WERE MADE TO PANAMA, HONDURAS,
GUATEMALA & NICARAGUA TO DEVELOP NEW CONTACTS
& INCREASE INTEREST & KNOWLEDGE OF OUR PROGRAM
AMONG REGIONAL IMPORTERS. APPROX 30 NEW POTENTIAL
IMPORTERS HAVE BEEN IDENT & ADDED TO OUR TRADE

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ANTICIPATED RESULTS:

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