

REPORT 4
89/02/06

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 :618-MINNEAPOLIS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

INTRODUCE CDN VENDORS AS AN OPPORTUNITY FOR
SALES REPS. TO INCREASE BUSINESS AND FIRMS
TO OBTAIN COMPETITIVE SOURCES.

HOLD SALES REPRESENTATIVE CONFERENCE IN IOWA AND NEBRASKA.

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

DEVELOP SEMINAR ON UTILIZING CANADIAN SOURCES FOR PRESENTATION
TO TWIN CITY PURCHASING MGMT. ASSOC.

INCREASE NUMBER OF COMPANIES USING CANADIAN
SOURCING.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 COORDINATE CANADIAN EXHIBIT AT MIDWEST
ELECTRONICS EXPO '88, MAY 4 - 5, 1988.

12 CDN COS EXHIBITED, PLUS AN INFO BOOTH. HOSTED
BREAKFAST ATTENDED BY MANUF. REPS. & CANADIAN
EXHIBITORS. NEGOTIA'NS STARTED FOR 3 REP AGREE-
MENTS. ON-SITE SALES OF ABOUT \$20,000 (U.S.).

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----