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 :602-CHICAGO

016-INDUSTRIAL MACHIN,PLANTS,SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
MANUFACT & MATERIAL PLANT,EQP.	
DETERMINE POTENTIAL FOR EQUIPMENT AND MACHINERY AND UNDERTAKE POST PRODUCED REGIONAL MARKET STUDY	IDENTIFICATION OF NEW MARKET OPPORTUNITIES.
MAKE TWELVE OUTCALLS ON PUBLIC/PRIVATE SECTOR FIRMS TO PROMOTE CANADIAN PRODUCTS AND GATHER MARKET DATA	THREE NEW BUYER CONNECTIONS TO RESULT
DEVELOP "HOW, WHO WHERE" GUIDE TO MARKETING ENVIRONMENTAL EQUIPMENT IN THE WISCONSIN,ILLINOIS AND MISSOURI TERRITORY	INFORMATION FOR CANADIAN EXPORTERS TO LEAD TO APPOINTMENT OF THREE NEW REPS
DEVELOP "LIST OF BUYERS OF MANUFACTURING EQUPMENT AND MATERIALS HANDLING EQUIPMENT" FOR USE BY CANADIAN COMPANIES IN MARKETING EFFORT.	INFORMATION FOR CANADIAN EXPORTERS TO LEAD TO FIVE NEW BUYER CONNECTIONS
ASSIST IN IMPLEMENTATION OF CDN TRADE FAIR PARTICIPATION IN CONTROL ENGINEERING, MAY 1988;DESIGN ENGINEERING, MARCH 1988; ADVANCED MFG. SYSTEMS,, JULY 1988,AND UNDERTAKE RELATED FOLLOW UP ACTION.	20 CANADIAN COMPANIES TO MAKE INITIAL SALES ARRANGEMENTS WITH U.S. BUYERS & 10 TO APPOINT AGENTS.
TOOLS & HARDWARE	
CONSIDER THE DEVELOPMENT OF A FOLLOW UP PROGRAM TO DEPARTMENTAL SPONSORED TOOL & DIE MARKET STUDY 1987 ASSUMING THERE IS EXPORTER INTEREST IN PURSUING MARKET OPPORTUNITIES.	
ASSIST IN IMPLEMENTATION OF CANADIAN GOVERNMENT NATIONAL STAND IN INTERNATIONAL MACHINE TOOL SHOW, SEPTEMBER 1988, AND UNDERTAKE RELATED FOLLOW UP ACTION.	10 CDN COMPANIES TO MAKE INITIAL SALES ARRANGEMENTS WITH U.S. BUYERS AND 10 TO APPOINT AGENTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1 NATIONAL STAND AT MINEXPO FEATURING COMPANIES IN THE MINING INDUSTRY. NATIONAL STAND AT NATIONAL PLASTICS EXPOSITION.	25 COMPANIES PARTICIPATED. REPS REGISTERED - 92 ESTIMATED POTENTIAL FUTURE SALES $6 MILLION. 18 COMPANIES PARTICIPATED. 1,403 SALES ENQUIRIES WITH 15 POSSIBLE AGENT APPTS. ESTIMATED POTEN'L FUTURE SALES $5 MILLION.
QUARTER: 2 -----	
QUARTER: 3 -----	
QUARTER: 4 -----	