

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

POST : 404-MILAN

005-COMM. & INFORM. EQP. & SERV
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ELECTRONIC COMPONENTS

DEVELOP NEW CONTACTS IN NORTHERN ITALY IN MAJOR STATE HELD ENTITIES (E. G. ITALTEL)

OPEN SOURCING CONTACTS AT SENIOR PROCUREMENT LEVEL

FOLLOW UP RECOMMENDATIONS OF ITALIAN TEN YEAR TELECOMMUNICATIONS PLAN

DOUBLING OF EXISTING SALES('86) BY '88.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ARRANGED CDN PART. IN EDUC'L COMPUTER CONF. IN MILAN & A COMPUTER AIDED INSTR'N CONF. IN TURIN. DIRECT CORP. CALLS (SFTWRE) MADE IN TURIN AND VERONA. CONDUCTED JOINT MEETING WITH ITLN SCIENT. & TECH. RESEARCH CENTER. ARRANGED HRDWRE MEETINGS

ONE SFTWRE AGENCY AGREE. CONCL. INCREASED SALES OF CDN-PROD. SFTWRE IN TURIN, MILAN, VERONA. ESTABL. IND'L CO-OP PROG RE EXCHANGE OF CDN/ITAL EXPERTS RE ARTIFICIAL INTELLIGENCE. HRDWRE SALES PENDING IN TURIN, PADOVA, IVREA, VICENZA & MILAN

QUARTER: 1 ORGANIZE CORPORATE CALLS FOR MIN. COTE AND INDIVIDUAL MEETINGS FOR MISSION MEMBERS.

3 CORP. CALLS ARRANGED FOR MIN. COTE, TWO RELATED TO EUREKA AND INDL. CO-OP AND ONE IN SUPPORT OF DIRECT SALE TO MAJOR ITAL. ELECTRONICS FIRM. 32 INDIVIDUAL MEETINGS ARRANGED IN MILAN AND TURIN. AWARE OF ONE ONGOING PROJ. BEING PURSUED.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----