

REPORT 4
89/10/10

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-ADVANCED TECH. PROD. & 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 MGNT. 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 AGREEMENTS. ON-SITE SALES OF ABOUT \$20,000 (U.S.).
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	COORDINATE OUTGOING MISSION FROM ALBERTA AND MANITOBA OF SOFTWARE DEVELOPMENT COMPANIES TO MINNEAPOLIS, MINNESOTA.	MISSION CONSIDERED TO BE VERY SUCCESSFUL WITH 22 CDN FIRMS PARTICIPATING. ACTIVITIES INCLUDED RECEPTION W/MN SOFTWARE ASSOC. WITH 80 ATTENDEES PLUS TOUR OF SOFTWARE PRODUCTION FACILITIES ON THE FOLLOWING DAY.