

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 :619-ATLANTA

005-ADVANCED TECH. PROD. & SERV
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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PROGRAMMED CALL PROJECT FOR TELCO'S IN TERRITORY.

- 1) MISC. SOURCING REQUIREMENTS \$300,000 IN SALES
- 2) CONTACTS LIST.

DIRECT MAIL CAMPAIGN TO TELCO'S, MAJOR USERS WITH PRIVATE SYSTEM POTENTIAL WITH TELECOM CATALOG WHEN REPRINTED.

- 1) SALES \$100,000
- 2) CONTACTS LIST

FOLLOW-UP CDN. INDUSTRY WHO LAST YEAR PARTICIPATED IN PROMO. EVENTS TO DETERMINE EXPORT SALES RESULTS.

INTRODUCE CDN FIRMS INCLUDING NEW EXPORTERS TO SOUTHEAST USA MARKET THROUGH PARTICIPATION IN TRADE SHOWS.

- 5 NEW CDN FIRMS
- \$250,000 SALES.

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COMPLETE UAR & INTEGRATOR DATABASE

COMPETITIVE INFO AND ANALYSIS FOR CDN MFRS.

FOLLOW-UP CDN INDUSTRY WHO PARTICIPATED IN PROMOTIONAL EVENTS TO DETERMINE EXPORT SALES RESULTS.

INTRODUCE CDN FIRMS INCLUDING NEW EXPORTERS TO SOUTHEAST USA MARKET THROUGH PARTICIPATION IN THREE TRADE SHOWS.

- 15 NEW CDN FIRMS
- \$600,000 IN SALES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Participate in Eastern Cable TV Expo

10 companies exhibited and reported estimated 12-month sales of \$500,000.

QUARTER: 3 Participated in Caribecom 88

3 Canadian companies participated and reported potential 12 mo. sales of \$8.15 million.

QUARTER: 4 A) Organize participation in CITEX and SETA shows
B) Arrange program of visits to large informatics distributors in territory

A) Shows fully recruited
B) 5 visits undertaken and post database on distributors updated