

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 :619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

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.

COMPUTERS, SOFTWARE & SYSTEMS

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 -----

QUARTER: 3 -----

QUARTER: 4 -----