

REPORT 4B
87/10/28

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 601-BOSTON

UNITED STATES OF AMERICA

QUARTER: 1

- 006-ELECTRONICS EQUIP. & SERV.
NEBS SEMINAR JUNE 3, 1987 IN ST. ALBANS,
VERMONT.
- 999-MULTIPLE SECTORS
NEBS SEMINAR JUNE 9 - 10, 1987 IN BOSTON.
- 004-DEFENCE PROGRAMS, PRODUCTS, SERV
HELD SEMI-ANNUAL CDA/ELECTRONIC SYSTEMS DIVISION
WORKING GROUP MEETING.
- 001-AGRI & FOOD PRODUCTS & SERVICE
NORTHEAST FOOD SERVICE & LODGING SHOW, APRIL
26-28, 1987. ARRANGED TO HAVE 14 CANADIAN
COMPANIES EXHIBIT THEIR PRODUCTS AT THIS SHOW.
- 004-DEFENCE PROGRAMS, PRODUCTS, SERV
CANADA-U. S. SUBCONTRACTORS CONFERENCE MONTREAL,
CANADA JUNE 16 - 17, 1987.
- 014-EDUCATION, MEDICAL, HEALTH PROD
"HOSPITAL PURCHASING CAMPAIGN" A PROMOTION AIMED
AT NEW ENGLAND BUYERS OF HEALTHCARE EQUIPMENT
AND SUPPLIES.

ONE DAY TRAINING SEMINAR FOR NEW EXPORTERS FM
MONTREAL. NO RESULTS IN CURRENT REPORTING
PERIOD.

TWO DAY SEMINAR FOR NEW EXPORTERS FROM QUEBEC
CITY. APPOINTMENTS WITH LOCAL BUSINESS PEOPLE.
TRADE SHOW ATTENDED. CONTRACTS CURRENTLY IN
NEGOTIATION.

POSSIBLE SHARED DEVELOPMENT PROJECTS IDENTIFIED
-GROUNDWORK LAID FOR BRIEFINGS ON AIR TRAFFIC
CONTROL.

SHOW WAS HELD & COMPANIES WERE PLEASED WITH
RESULTS. OVER 22,000 VISITORS AND BUYERS VISITED
SHOW. SHOW WAS SO SUCCESSFUL, WE HAVE TAKEN 21
BOOTH SPACES FOR 1988 SHOW.

17 BUYERS FM 6 DEFENCE PRIME CONTRACTORS IN THE
NEW ENGLAND TERRITORY VISITED CANADIAN MANUFAC-
TURERS IN MONTREAL FOR THE PURPOSE OF EXPANDING
THEIR VENDOR BASE.

SOLICITATION LETTERS PERSONALLY SIGNED AND SENT
TO 700 PROSPECTS. 23% RESPONDED WITH REQUESTS
FOR FURTHER INFORMATION. 160 COPIES OF THE CDN
MEDICAL DEVICE DIRECTORY ARE BEING DISTRIBUTED.