

REPT4D
89/12/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :619-ATLANTA

016-INDUSTRIAL MACHIN,PLANTS,SERV.
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE TO BUILD "CONTACT" NETWORK BOTH CDN AND S.E. U.S.A. SALES \$300,000
GET AN ADDITIONAL 200 CONTACTS AND ENTER INTO WIN, DIRECT

ORGANIZE & IMPLEMENT FIVE PROMOTIONAL EVENTS TO EXPAND SALES SALES \$500,000 AND PROJECT ONE YEAR SALES OF \$1 MILLION
ACQUIRE 150 NEW CONTACTS (AGENTS, REPS, ETC.) ACHIEVE DIRECT

UNDERTAKE BRIEFINGS (WORKSHOPS) AT POST BETWEEN US END USERS
FIVE WORKSHOPS

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Recruited, Setup & developed Ontario Industrial
Development Mission to Ga Tech.
2.Recruited, Setup & Developed P R Industrial Sho
3.Recruited, Setup & developed G T Mission to Cdn
Ottawa,Tnt,Hamilton,Downsview,Waterloo,Mtl,Hfx

1.5 Cdn Univs made contacts in Adv Materials &
Adv Manufacturing & Environments For followup
2.10Cdn coys 3M Bus influn & 14 buying Connectin
3.10 GT Scientist met 17 Univs 40 agencies Gov.&
20 R&D contacts to build Alliances(262 cdns)

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----