

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 : 605-DETROIT

UNITED STATES OF AMERICA

QUARTER: 1

016-INDUSTRIAL MACHIN, PLANTS, SERV.
A. ORGANIZED EXHIBIT BOOTH AT SOCIETY OF MANUFACTURING ENGINEERING EXPOSITION. B. THREE SEPARATE MAILINGS TO ANNOUNCE TO INDUSTRY MAJOR TRADE SHOWS IN TERRITORY.

-MANY NEW SOURCING OPPORTUNITIES ESTABLISHED.
-POST DEMONSTRATED WIN SOURCING SYSTEM.

001-AGRI & FOOD PRODUCTS & SERVICE
A. MEETING WITH FOOD BROKERS, DISTRIBUTORS AND GROCERY CHAINS TO DETERMINE MKT NICHES FOR CDN PRODUCTS. B. DVLPMT OF "CDA WEEK" PROMOTION WITH DETROIT AREA FOOD CHAIN.

-MET WITH A&P STORE & STARK & CO. (DISTRIB.). EQ WILL LIKELY SEE 300,000 CASES OF "CONNOISSEUR" BOTTLED SPARKLING GLACIAL WATER START ROLLING INTO DETROIT MKT MID-AUG. -DISCUSSED "CDA WEEK" PROMO WITH A&P. NO DATE SET.

013-CONSUMER PRODUCTS
A. COMPLETED FOLLOW-UP OF LOCAL ATTENDEES TO 1986 MONTREAL FURNITURE MARKET.
B. HAVE DEVELOPED AND MAINTAINED CONTACT WITH PROGRAM DIRECTOR OF LOCAL CHAPTER OF ASID.

-ONLY ONE LOCAL FIRM ATTENDED. NO NEW PURCHASED TO DATE. TIMING OF SHOW APPEARS PROBLEM. -WILL BE ABLE TO PLUG IN CDN DESIGNER OR FURN. MFTR AS PART OF MONTHLY CHAPTER MEETING. EXPECT TO COMPLETE IN LAST 2 QUARTERS OF F/Y 87/88.

005-COMM. & INFORM. EQP. & SERV
A. PROPOSED OUTGOING MISSION TO EXHIBIT AT INT'L PROGRAMMABLE CONTROLLERS CONFERENCE.

-POST AND BUREAU CANVASSED AND COULD NOT GET ENOUGH TRULY CDN FIRMS RELATED TO THEME OF SHOW.

008-TRANSPORT SYS, EQUIP, COMP, SERV.
A) FOLLOW-UP VISITS TO LOCAL TRANSIT AUTHORITIES AS WELL AS STATE DEPARTMENTS OF TRANSPORTATION.

-ENCOURAGED IPTC TO CONSIDER ADD'L CDN SUPPLIERS (TALFORD JONES SUCCESS. IN OBTAINING CONTRACT FOR SALE OF FOAM STANCHIONS). INTRODUCED CDN SUPPLIERS TO MAJOR TRANSIT AUTHORITIES AS WELL AS NEW CONTACTS WITH STATE GOVERNMENT.

001-AGRI & FOOD PRODUCTS & SERVICE
A) ENCOURAGE U.S. DEALERS/DISTRIBUTORS TO ATTEND *WCFPS FOR CONSIDERATION OF NEW CDN LINES.
*WESTERN CANADA FARM PROGRESS SHOW.

-SENT BEN YANTIS TO WCFPS WHICH RESULTED IN SERIOUS CONSIDERATION OF NEW LINES AS WELL AS PURCH. OF \$80,000 WORTH OF AGRI. EQPT. INTRODUCED CDN SUPPLIERS TO CONTACTS IN TERRITORY & UPDATED AGRI. DEALER/DISTRIBUTOR LIST.