

Table 17  
Regional Usage of Types of Promotional Events  
April 1987 to March 1989

| Region                      | Year    | Trade Fairs     |         |                |         | Missions |         |          |         | Total Events |          |
|-----------------------------|---------|-----------------|---------|----------------|---------|----------|---------|----------|---------|--------------|----------|
|                             |         | National Stands |         | Other Displays |         | Outgoing |         | Incoming |         | Number       | (\$000)* |
|                             |         | Number          | (\$000) | Number         | (\$000) | Number   | (\$000) | Number   | (\$000) |              |          |
| Africa/Middle East          | 1988-89 | 5               | 322     | 13             | 220     | 8        | 229     | 18       | 265     | 44           | 1,036    |
|                             | 1987-88 | 5               | 379     | 10             | 231     | 3        | 58      | 30       | 398     | 48           | 1,066    |
| Asia/Pacific                | 1988-89 | 8               | 1,515   | 13             | 404     | 16       | 456     | 27       | 622     | 64           | 2,997    |
|                             | 1987-88 | 3               | 433     | 30             | 1,314   | 15       | 411     | 33       | 831     | 81           | 2,990    |
| Europe                      | 1988-89 | 23              | 2,280   | 25             | 534     | 19       | 319     | 16       | 203     | 83           | 3,336    |
|                             | 1987-88 | 15              | 730     | 21             | 622     | 7        | 102     | 14       | 145     | 57           | 3,598    |
| Latin America/<br>Caribbean | 1988-89 | 7               | 506     | 13             | 179     | 7        | 347     | 18       | 288     | 45           | 1,320    |
|                             | 1987-88 | 6               | 290     | 10             | 128     | 16       | 336     | 30       | 407     | 62           | 1,162    |
| United States               | 1988-89 | 24              | 3,567   | 4              | 69      | 0        | 0       | 2        | 31      | 30           | 3,667    |
|                             | 1987-88 | 22              | 2,977   | 14             | 404     | 0        | 0       | 9        | 168     | 45           | 3,549    |
| Other                       | 1988-89 | 0               | 0       | 0              | 0       | 0        | 0       | 0        | 0       | 0            | 0        |
|                             | 1987-88 | 0               | 0       | 1              | 15      | 0        | 0       | 3        | 15      | 4            | 31       |
| Total                       | 1988-89 | 67              | 8,190   | 68             | 1,406   | 50       | 1,351   | 81       | 1,409   | 266          | 12,356   |
|                             | 1987-88 | 51              | 6,809   | 86             | 2,714   | 41       | 907     | 119      | 1,964   | 297          | 12,396   |

\* Includes all payments made on projects occurring in the fiscal year, whether paid during the fiscal year or prior to the fiscal year in which the project occurred.