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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 OF BOTH CANADIAN SUPPLIERS GET AN ADDITIONAL 200 CONTACTS AND ENTER INTO AND S. E. U. S. A. AGENTS, DISTRIBUTORS, REPS, ETC. WIN. DIRECT SALES \$300,000. DETERMINE IF RESULTS PROJECTED IN ACTIVITIES UNDERTAKEN IN 87/88 REPORT \$400,000 SALES. WERE ACHIEVED. ORGANIZE AND IMPLEMENT FIVE PROMOTIONAL EVENTS AS APPROPRIATE ACQUIRE 150 NEW CONTACTS (AGENTS, REPS, ETC.) TO EXPAND EXPORT SALES AND INTRODUCE NEW CANADIAN COMPANIES TO ACHIEVE DIRECT SALES \$500,000 AND PROJECT ONE THE S. E. U. S. A. WAS SET. YEAR SALES OF \$1 MILLION. UNDERTAKE BRIEFING (WORKSHOPS) AT POST BETWEEN U.S. END USERS, FIVE WORKSHOPS. REPS, ETC AND CANADIAN FIRMS TO INCREASE AWARENESS OF MARKET NEEDS. IDENTIFY AND MEET WITH NEW POTENTIAL BUYERS TO DETERMINE INCREASE AWARENESS OF CANADIAN CAPABILITY AND PROJECTS AND OPPORTUNITIES. DETERMINE NEW AREAS OF ACTIVITIES. ACTIVITIES UNDERTAKEN IN QUARTER: TRACKING: QUARTERLY RESULTS REPORTED: QUARTER: 1 -----QUARTER: 2 -----QUARTER: 3 -----QUARTER: 4 -----RIVEN NEW CONTRELE PROENTE NEW EXC

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

AT MISSIONS ABROAD FOR FISCAL YEAR 88

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