

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

POST :604-DALLAS

SECTOR :005-ADVANCED TECH. PROD. & SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ARMAX/HITECH OTTAWA [INCOMING MISSION]
GENERATE \$10 MILLION IN TELECOMMUNICATION SALES TO THE

SOUTHWEST.

COMMAND BRIEFINGS
RAISE U.S. DEFENCE PERSONNEL AWARENESS OF CDN SUPPLIERS.

INFOMART - SATELLITE OFFICE
NEW INITIATIVE

CDN COMPONENTS SHOW - DALLAS
GENERATE \$10 MILLION IN TELECOMMUNICATIONS SALES TO THE

SOUTHWEST.

SOFTWARE MISSION [OUTGOING] TO DALLAS
GENERATE \$5 MILLION IN CDN SOFTWARE SALES.

DEFENCE COMPONENT SHOW-DALLAS.
GENERATE \$2 MILLION IN COMPUTER SOFTWARE SALES.

ARMAX/HITECH OTTAWA [INCOMING MISSION]
GENERATE \$5 MILLION IN CDN COMPUTER/SOFTWARE SALES TO THE

U.S.

INFOMART - SATELLITE OFFICE
NEW PROPOSAL

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Prepare and submit a proposal to External
Affairs to establish the CAN TECH showroom at
Infomart and obtain all costs and activities
associated with this project.

1.The first draft of the formal CAN TECH pro-
posal was completed along with project costs and
overall management objectives.

QUARTER: 2 1.Networld '89
Dallas, Texas
September 12-14, 1989

1.Generated over 50 sales leads from participa-
tion at Networld '89, which will generate an
estimated \$5 million in sales of computer
network systems and equipment.

QUARTER: 3 Staffed and assisted in the preparation and
follow-up of Cda's participation in NATA/UNICOM
national stand held Dec. 5-8/89 at Infomart in
Dallas.

15 Cdn. telecommunication coys participated
generating 869 sales leads, \$129,000 in on-site
sales with projected further sales of \$7,460,000
and 21 distributor/representative arrangements.