

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

POST :601-BOSTON

SECTOR :015-CONSTRUCTION INDUSTRY  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:BUILDING PRODUCTS

FOLLOW-UP N.S. NEBS MISSION TO BIG SHOW MAR/88 - 6 N.S. COMP  
ESTABLISH 5-6 NEW AGENTS OR DISTRIBUTORS OF N.S. CONST

MATERIALS.

FOLLOW-UP ATLA CNA NEBS MISS TO BUILD BOSTON EXPO IN NOV 88  
ESTABLISH 4-5 NEW AGENTS OR DISTRIBUTORS OF CDN CONST.

MATERIALS

COMMISSION SURVEY OF NEW ENG. PRE-BUILT HOUSING MKT  
INCREASE KNOWLEDGE OF MKT SIZE TO INCREASE CDN EXPORTS

PROMOTE PARTICIPATION OF NEBS MISSIONS TO NEW ENGLAND.  
INCREASE BY 10-20 THE NUMBER OF CDN EXPORT COMPANIES.

EXPAND DISTRIB. OF INFORMATION ON TRADE SHOWS I.E. NORTHEAST  
INCREASE VISIBILITY OF CDN COMPANIES & PRODUCTS.

ESTABLISH INFO BOOTH FOR NEW EXPORTERS, NORTHEAST CONST EXPO  
INTRODUCE 6 NEW FIRMS TO NEW ENGLAND MKT & COLLECT MKT INFO.

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 1. NEBS Mission from Montreal to Burlington, Vt.  
12 July

1. 17 companies introduced to market.

QUARTER: 3 -----

QUARTER: 4 1. America East - Info Booth

1. - Establish 12 new agency contacts for Post  
- Assist Cdn Firms Exhibiting

2. NorthEast Construction Expo

- Host Reception for 100 people  
2. -14 Firm Cdn Pavilion