

REPORT 4
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 610-SAN FRANCISCO

006-ELECTRONICS EQUIP. & SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 CANEXPO: MISSION OF 32 CDN HIGH TECH COS TO SILICON VALLEY. 13 JUNE 1988. REPLACED PLANNED COMPUTER GRAPHICS SOFTWARE PRESENTATION IN CO-OPERATION WITH 3 TOP LOCAL HARDWARE VENDORS.

FROM POST-SHOW QUESTIONNAIRE COMPANIES EXPECT TOTAL OF OVER \$4.0 MILLION IN SALES IN NEXT 6 MONTHS.

QUARTER: 1 WEST COAST COMPUTER FAIR - APRIL 7-9, 1988

7 COS ATTENDED SHOW. FUTURE RECOMMENDATION IS THAT CDN COS PARTICIPATE IN SHOWS LIKE MACWORLD, COMDEX, WESCON & SEMICON WHERE THEY CAN CONNECT WITH DISTRIBUTORS, REPS & VARS. COMPUTER FAIR PROVED TO BE RETAILING, "SWAP-MEET" TYPE SHOW.

QUARTER: 1 SEMICON WEST - MAY 23, 1988

ALTHOUGH SEVERAL CDN COMPANIES PARTICIPATED ON THEIR OWN, POST DECIDED ONLY TO MONITOR SHOW, AND DID NOT OTHERWISE PARTICIPATE AS PROPOSED.

QUARTER: 2 -----

MONITOR ACTIVITY OF TRANSIT PLANNERS & REPORT FINDING TO COM CONCERNS. INCREASE VISIBILITY TO CAN REPS. SELL BENEFITS PROGRAM TO CAN REPS. PHASISE CAN COMMITMENT TO THE MFT & POSITION CAN GOV'T AS TRUSTED ADVISOR & TRANSIT PARTNER.

QUARTER: 3 -----

QUARTER: 4 -----

ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

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