

REPORT 4
89/02/06

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 :603-CLEVELAND

005-COMM. & INFORM. EQP.& SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

WESTINGHOUSE VENDOR DAY IN MONTREAL - PITTSBURG.

SOURCING OF PCB REQUIREMENTS AND POWER SUPPLY

MARKET IDENTIFICATION OF BUSINESS/INDUSTRIAL SOFTWARE USERS

BASE SOLO SHOW IN 89/90 ON FINDINGS.

MARKETING STUDY ON THE BUYING PATTERNS OF SELECTED LOCAL COMPAN-
IES FOR WORKPLACE AUTOMATION PRODUCTS

WILL ALLOW POST TO RECOMMEND APPROPRIATE AC-
TION AND PROMOTIONS TO CANADIAN COMPANIES
WISHING TO EXPAND IN TERRITORY.

REVIEW OF REQUIREMENTS OF MAJOR BUYERS IN AREA.(CINCINNATI BELL,
AT & T, CABLE OPERATORS)

INCREASE THE NUMBER OF CANADIANS BIDDING ON
PROJECTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INFORMATION BOOTH AT ELECTRO'88.
INFORMATION BOOTH AT INSTRUMENT SOCIETY OF
AMERICA SHOW.

PROJECT CANCELLED.
THREE FIRMS EXHIBITED AT POST'S BOOTH.

QUARTER: 3 -----

QUARTER: 4 -----