QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
TELECOMMUNICATIONS (INC SPACE)	
VISITS TO 10 PLANTS TO TOUR FACILITIES AND VIEW MANUFACTURING PROCESSES AND TALK TO TECHNICIANS, ENGINEERS.	TO SEE NEW TECHNOLOGY IN ACTION. TO TALK TO PEOPLE ABOUT NEEDS.
FOLLOW-UP TO FIFTY INQUIRIES RECEIVED FROM COMMUNICATIONS TABLE TOP SHOW, NOV.,86 AND LAND MOBILE SHOW SEPT.,86.	QUALIFY TEN NEW AGENTS & DISTRIBUTORS. IMPROVE CANADIAN COMPANY SALES DIRECT TO END USERS BY $200,000.
RESPOND TO INQUIRIES ELECTRO OPTICS MISSION ADVANCE MAIL-OUT AND MISSION.	QUALIFY TWENTY NEW AGENTS/DISTRIBUTORS. TWELVE MONTH SALES - $150,000. THREE DISTRIBUTION/ TECHNOLOGY AGREEMENTS.
INCREASE AWARENESS OF OFFICER NEW TO SECTOR OF CANADIAN SUPPLY CAPABILITY, USA MARKET.	BETTER SHOW AND MISSION SOURCING. BETTER RESPONSE TO INQUIRIES.
DEVELOP MORE COMPLETE INFORMATION ON WIN EXPORTS DATABASE BY LOADING NEW CANADIAN AND POST COMPANIES THEIR PRODUCTS,MARKETS, REPRESENTATIVES,EXPORT HISTORY.	ADD ACCURATE AND CURRENT INFORMATION ON SEVEN HUNDRED COMPANIES.
INFORMATION BOOTH PLUS CANADIAN COMPANIES IN TWO OF USITA SHOW, STTI SHOW, LAND MOBILE SHOW.	INTRODUCE 5 COMPANIES TO US MARKET. 12 MONTH SALES - $250,000. QUALIFY 10 NEW AGENTS AND DISTRIBUTORS.
COMPUTERS, SOFTWARE & SYSTEMS	
GO TO MAJOR END USER, VAR, AND AGENTS TO GET MORE UPDATE INFO AND DATA.	COMPETITIVE INFO AND ANALYSIS FOR CANADIAN COMPANIES.
FOLLOW UP TO CONTACTS FROM SOFTWARE SEMINAR, MONTREAL, MARCH,1987	GENERATE MORE INTEREST IN SOUTHEAST USA MKT, HELP CANADIAN FIRMS TARGET THEIR NICHES, PRODUCTS BETTER.
INTRODUCE 3 NEW EXPORTERS AT NATIONAL OFFICE MACHINE DEALERS ASSOCIATION SHOW, JULY, 1987.	QUALIFY 5 NEW AGENTS & DISTRIBUTORS 12 MONTH SALES - $100,000.
DEVELOP MORE COMPLETE INFORMATION ON WIN EXPORTS DATABASE BY LOADING NEW CANADIAN AND POST COMPANIES,THEIR PRODUCTS,MARKETS, REPRESENTATIVES,EXPORT HISTORY.	BETTER SHOW AND MISSION SOURCING. BETTER RESPONSE TO INQUIRIES. 200 HUNDRED COMPANIES TO THE DATABASE.
INCREASE AWARENESS OF OFFICER NEW SECTOR OF CANADIAN SUPPLY CAPA-BILITY, USA MARKET.	TO BETTER SERVE THE INTERESTS OF CANADIAN INDUSTRY.