

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 :601-BOSTON

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ESTABLISH WORKING RELATIONS WITH MASSACHUSETTS HI-TECH COUNCIL.

INCREASE KNOWLEDGE OF CDN CAPABILITIES.

HIRE NEW COMMERCIAL OFFICER

BRING MORE DYNAMISM TO EXPORT PROMOTION IN THIS SECTOR.

IDENTIFY KEY PUBLISHERS FOR CANADIAN SOFTWARE COMPANIES.

GET 4 CDN COMPANIES LISTED

IDENTIFY JOINT-VENTURE OPPORTUNITIES FOR SOFTWARE COMPANIES.

CONCLUDE 2 JOINT-VENTURES.

PROMOTE MORE ACTIVELY CDN EXPORTS OF COMPUTER/PERIPHERAL EQUIP., INCLUDING INCREASED ATTENDANCE BY CDN CO'S TO MAJOR SHOWS IN N.E.

CONCLUDE 5 REPS. AGREEMENTS FOR COMPUTER/PERIPHERAL EQUIPMENT MANUFACTURERS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A)COORDINATE CDN PARTICIPATION AT ELECTRO 88 IN BOSTON.
B)PARTICIPATE AT NATIONAL ELECTRONIC PACKAGING AND PRODUCTION CONFERENCE.

A)37 CDN COYS EXHIBITED PROD & SERV. PARTICIPATION FUNDED THROUGH PEMD(GI).FOLLOW-UP TO BE MADE ON CONTACTS ESTABLISHED. B)10 CDN COYS PARTICIPATED. EACH COY WAS CONTACTED AT SHOW BY POST CO & FOLLOW-UP WILL BE MADE FROM CANADA.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----