

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 : 608-NEW YORK, CONSULATE GENERAL

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

EXPAND OUR DATA BASE OF SUITABLE DISTRIBUTION AND SALES AGENTS FOR CANADIAN SUPPLIERS OF TELECOMMUNICATIONS RELATED PRODUCTS.

INCREASED NUMBER OF REPS. AND DISTRIBUTORS IN NY-NJ-CT TERRITORY.

CONTINUE INVESTIGATION OF SUITABLE TRADESHOWS/SEMINARS ETC, EVALUATING THEIR EFFECTIVENESS FOR PARTICIPATION BY CANADIAN SUPPLIERS.

INCREASE BUSINESS OPPORTUNITIES FOR CANADIAN SUPPLIERS THROUGH GREATER MARKET EXPOSURE.

UTILIZE "WIN" TO IDENTIFY & CONTACT MORE CANADIAN SUPPLIERS INVITING THEIR PARTICIPATION IN TELECOMMUNICATIONS TRADESHOWS AS WELL AS VISIT PROSPECTS HERE WITH GOVERNMENT ASSISTANCE AS APPROPRIATE.

INCREASED BUSINESS OPPORTUNITIES FOR CANADIAN ENTREPRENEURS.

IMPROVE OUR DATA BASE OF TELECOMMUNICATIONS COMPANIES TO SHOW THE SPECIFIC PRODUCTS NOW HANDLED BY THEM.

FACILITATE QUICKER AND CLOSER MATCH BETWEEN TELECOMMUNICATIONS COMPANIES AND CANADIAN SUPPLIERS.

DEVELOP AND BUILD OUR CONTACTS WITH KEY TELECOMMUNICATIONS ACCOUNTS IN OUR TERRITORY.

PROVIDE CANADIAN SUPPLIERS WITH MORE INFORMATION ENHANCING THEIR SELLING STRATEGY.

DEVELOP A MARKET INTRODUCTION PACKAGE TO ASSIST NEW CANADIAN COMPANIES WISHING TO ENTER THE NYC AREA MARKETS.

INCREASE CONFIDENCE LEVEL OF NEW CANADIAN ENTREPRENEURS BY PREPARING THEM FOR THIS MARKET AND INCREASING THEIR PROBABILITY OF SUCCESS.

COMPUTERS, SOFTWARE & SYSTEMS

EXPAND OUR DATA BASE OF SUITABLE DISTRIBUTION AND SALES AGENTS FOR CDN SUPPLIERS OF SOFTWARE.

INCREASED NUMBER OF REPS. AND DISTRIBUTORS IN THE NY-NJ-CT TERRITORY.

IDENTIFY, EVALUATE APPLICABLE TRADE SHOWS/SEMINARS, ETC. FOR PARTICIPATION BY CDN SUPPLIERS.

INCREASE MARKET OPPORTUNITIES FOR CANADIAN SUPPLIERS THROUGH GREATER MARKET EXPOSURE.

UTILIZE "WIN" TO IDENTIFY & CONTACT MORE CDN SUPPLIERS INVITING THEIR PARTICIPATION IN COMPUTER/SOFTWARE TRADE SHOWS AS WELL AS VISIT PROSPECTS HERE WITH GOVERNMENT ASSISTANCE AS APPROPRIATE.

INCREASE BUSINESS OPPORTUNITIES FOR CDN ENTREPRENEURS.

IMPROVE OUR DATA BASE OF REPRESENTATIVES/DISTRIBUTORS TO SHOW THE SPECIFIC PRODUCTS NOW HANDLED BY THEM.

FACILITATE QUICKER AND CLOSER MATCH BETWEEN REPS/DISTRIBUTORS AND CDN SUPPLIERS.

DEVELOP AND BUILD OUR CONTACTS OF VARS (VALUE ADDED RESELLERS) FOR COMPUTER SOFTWARE AND RELATED PRODUCTS.

INCREASE CONFIDENCE LEVEL OF NEW CDN ENTREPRENEURS BY PREPARING THEM FOR THIS MARKET AND INCREASING THEIR PROBABILITY OF SUCCESS.