

REPORT 4
87/09/25

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

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POST :611-SEATTLE

001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST INITIATED PARTICIPATION IN NORTHWEST HOSPITALITY SHOW -
PORTLAND (APRIL 87).

5 NEW COMPANIES DOING BUSINESS IN THE MARKET
WITH 50,000 IN SALES WITHIN ONE YEAR.

PEMD PARTICIPATION IN FAR WEST SHOW, PORTLAND (AUGUAT 87).

DUE TO SLOW ACCEPTANCE OF NEW SOURCES \$50,000
SALES WITHIN 2 YEARS.

SOLO FOOD SHOW - SEATTLE (FEBRUARY 88)

5 NEW COMPANIES INTRODUCED TO MARKET, EXPAND
LOCAL AWARENESS OF CDN SOURCES AND \$50,000
IN SALES WITHIN ONE YEAR.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PARTICIPATION IN NORTHWEST HOSPITALITY SHOW.

DESPITE OUR EFFORTS, IND. INTEREST WAS INADE-
QUATE TO SUPPORT PART. IN SHOW. ELEVEN MAILINGS
WERE UNDERTAKEN IN SUPPORT OF BUYER CONNECTION
PROGRAM. FOLLOW UP ON NEBS GENERATED FIVE BUSI-
NESS INFLUENCED REPORTS.

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QUARTER: 4 -----