REPT4D
89/12/12

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :404-MILAN

005-ADVANCED TECH. PROD. & SERV
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
I.D. MOST SUITABLE LOCAL COMPANIES TO ACT AS AGENTS INCREASE NUMBER OF CDN COMPANIES REPRESENTED AND THEREBY	EXPAND SALES
CONTINUOUS MONITORING OF TELECOM MARKET TO ALERT CDN SUPPL. INCREASE CDN AWARENESS OF MARKET AS A LARGE AND POTENTIALLY	PROFITABLE ONE
UNDERTAKE STUDY OF FIBER OPTICS SECTOR TO ASSESS MARKET DETERMINE APPROPRIATENESS OF FUTURE TRADE MISSION IN THIS	AREA
I.D. MOST APPROPRIATE LOCAL CO. CAPABLE OF ACTING AS AGENTS APPOINTMENT OF ADDITIONAL AGENTS AND THEREBY INCREASED SALES	
MONITOR LOCAL MARKET TRENDS TO SOURCE ACTIVELY CDN SUPPLIERS INCREASE CDN AWARENESS OF MARKET AND ESTABLISH A FEW BUYING	CONNECTIONS
I.D. SPECIALIZED TRADE MAGAZINES SUITABLE TO INTRO. NEW PROD INCREASE ITALIAN AWARENESS OF CDN SUPPLIERS AND EXPAND SALES	

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1 a) Visit specialized trade fairs to evaluate and gather info for Cdn industry. b) Preparatory activities for Cdn participation at SMAU 89. c) Assist cdn coys locating agents/distributors.	a) Visited BIAS,INTEL & SCANITALIA sectoral fairs.Contacts established. b) Major elements re cdn booth established. Recruitment of Cdn coys continues. c) Three distribs. selected.Agreements underway.
QUARTER: 2 -----	
QUARTER: 3 -----	
QUARTER: 4 -----	