

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 :619-ATLANTA

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
BUILDING PRODUCTS		
	DEVELOP CURRENT INFORMATION ON BUILDING MATERIAL AGENTS AND DISTRIBUTORS IN POST TERRITORY.	IMPROVED MATCHING OF CANADIAN SUPPLIERS WITH APPROPRIATE LOCAL REPRESENTATION. INCORPORATE INTO WIN.
	UPGRADE QUANTITY AND QUALITY OF CANADIAN SUPPLIERS ON WIN EXPORTS.	EXPOSE MORE COMPANIES TO OPPORTUNITIES IN POST TERRITORY.
	ORGANIZE AND IMPLEMENT THREE PROMOTIONAL EVENTS TO EXPAND EXPORT SALES AND INTRODUCE NEW CANADIAN COMPANIES TO POST TERRITORY MARKET.	ACQUIRE SIXTY NEW CONTACTS (AGENTS, REPS, ETC.) ACHIEVE DIRECT SALES OF \$75000 AND PROJECT ONE YEAR SALES \$300,000
	IDENTIFY THE VARIOUS MARKETING/DISTRIBUTE CHANNELS UTILIZE FOR BUILDING PRODUCTS IN THE SOUTH EAST.	IMPROVED COUNSELLING TO CANADIAN BUILDING MATERIALS SUPPLIERS SEEKING TO APPROPRIATELY MARKET THEIR PRODUCTS IN POST TERRITORY. PREPARED BROCHURES.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
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QUARTER: 1 -----

QUARTER: 2 Participate in Florida Lumber and Building Material Dealers Show.

Info booth with literature from 26 Cdn. companies. Obtained 72 new marketing contacts, added 30 Cdn. companies to WIN database, distributed info on Florida market to 152 Cdn. building material companies.

QUARTER: 3 Preparation for National Association of Home Builders Show & Rural Builder Show in 4th quarter.

QUARTER: 4 A) Participate in NAHB Show, Atlanta
B) Participate in Rural Builders Shows, Nashville

A) 18 companies exhibited with \$18 million projected sales, & 128 new marketing contacts.
B) 5 companies exhibited with projected sales of \$2.2 million & 42 new marketing contacts