

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 : 602-CHICAGO

016-INDUSTRIAL MACHIN, PLANTS, SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MANUFACT & MATERIAL PLANT, EQP.

DETERMINE POTENTIAL FOR EQUIPMENT AND MACHINERY AND UNDERTAKE
POST PRODUCED REGIONAL MARKET STUDY

IDENTIFICATION OF NEW MARKET OPPORTUNITIES.

MAKE TWELVE OUTCALLS ON PUBLIC/PRIVATE SECTOR FIRMS TO PROMOTE
CANADIAN PRODUCTS AND GATHER MARKET DATA

THREE NEW BUYER CONNECTIONS TO RESULT

DEVELOP "HOW, WHO WHERE" GUIDE TO MARKETING ENVIRONMENTAL EQUIP-
MENT IN THE WISCONSIN, ILLINOIS AND MISSOURI TERRITORY

INFORMATION FOR CANADIAN EXPORTERS TO LEAD TO
APPOINTMENT OF THREE NEW REPS

DEVELOP "LIST OF BUYERS OF MANUFACTURING EQUIPMENT AND MATERIALS
HANDLING EQUIPMENT" FOR USE BY CANADIAN COMPANIES IN MARKETING
EFFORT.

INFORMATION FOR CANADIAN EXPORTERS TO LEAD TO
FIVE NEW BUYER CONNECTIONS

ASSIST IN IMPLEMENTATION OF CDN TRADE FAIR PARTICIPATION IN CON-
TROL ENGINEERING, MAY 1988; DESIGN ENGINEERING, MARCH 1988; ADVAN-
CED MFG. SYSTEMS, JULY 1988, AND UNDERTAKE RELATED FOLLOW UP
ACTION.

20 CANADIAN COMPANIES TO MAKE INITIAL SALES
ARRANGEMENTS WITH U. S. BUYERS & 10 TO APPOINT
AGENTS.

TOOLS & HARDWARE

CONSIDER THE DEVELOPMENT OF A FOLLOW UP PROGRAM TO DEPARTMENTAL
SPONSORED TOOL & DIE MARKET STUDY 1987 ASSUMING THERE IS EXPORTER
INTEREST IN PURSUING MARKET OPPORTUNITIES.

ASSIST IN IMPLEMENTATION OF CANADIAN GOVERNMENT NATIONAL STAND IN
INTERNATIONAL MACHINE TOOL SHOW, SEPTEMBER 1988, AND UNDERTAKE
RELATED FOLLOW UP ACTION.

10 CDN COMPANIES TO MAKE INITIAL SALES ARRAN-
GEMENTS WITH U. S. BUYERS AND 10 TO APPOINT
AGENTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 NATIONAL STAND AT MINEXPO FEATURING COMPANIES IN
THE MINING INDUSTRY.
NATIONAL STAND AT NATIONAL PLASTICS EXPOSITION.

25 COMPANIES PARTICIPATED. REPS REGISTERED - 92
ESTIMATED POTENTIAL FUTURE SALES \$6 MILLION.
18 COMPANIES PARTICIPATED. 1,403 SALES
ENQUIRIES WITH 15 POSSIBLE AGENT APPTS. ESTI-
MATED POTEN'L FUTURE SALES \$5 MILLION.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----