

REPORT 4  
88/02/02

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 : 608-NEW YORK, CONSULATE GENERAL

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

NATURE OF WORK IS HIGHLY RESPONSIVE. CNOY MEETS BROAD RANGE OF COMPANIES AT MARKETPLACE, HI TECH & OTHER SECTORAL TRADE FAIRS AND CONTINUES TO ASSIST THEM WITH MARKET ENTRY INFORMATION.

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ANTICIPATED RESULTS:

A) A GREATER NUMBER OF DISTRIBUTORSHIP AND AGENCY AGREEMENTS. B) INCREASED DIRECT SUPPLY TO U. S. MANUFACTURERS.

EXPANDED PENETRATION OF MARKET BY CANADIAN COMPANIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 CONTINUE WITH PROJECT TO PLACE HIGH-TECH COMPANIES ON IN-HOUSE DATA BASE AND EVENTUALLY WIN SYSTEM. SUMIT PROPOSAL FOR CDN. PARTICIPATION IN PC EXPO SEPT. 1-4TH, NEW YORK CITY.

QUARTER: 2 ORGANIZATION AND PARTICIPATION OF 7 CANADIAN COS IN PC EXPO, A COMPUTER SHOW FOR IBM PC & COMPATIBLE HARDWARE AND SOFTWARE PRODUCTS.

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

TO DATE HAVE APPROX. 150 LOCAL HIGH-TECH COMPANIES ON FILE AND ARE IN PROCESS OF CLASSIFYING THEM ACCDG. TO CITC CODES. DEPT HAS AGREED TO PAY FOR SPACE FOR 8 CDN. COMPUTER SOFTWARE COMPANIES

6 PARTICIPATING COS FOUND THE SHOW HIGHLY SUCCESSFUL WITH PROJECTED SALES OF \$1.3 MN OVER THE NEXT YEAR & SEVERAL NEW AGENCY AGREEMENTS. THE INFO BOOTH MANNED BY THE POST REC'D IN EXCESS OF 200 ENQUIRIES ON CANADIAN COMPUTING PRODUCTS.