REPORT 4
89/10/10

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
ALL SUB-SECTORS	
CONTINUE TO BUILD "CONTACT" NETWORK OF BOTH CANADIAN SUPPLIERS AND S.E. U.S.A. AGENTS, DISTRIBUTORS, REPS, ETC.	GET AN ADDITIONAL 200 CONTACTS AND ENTER INTO WIN. DIRECT SALES $300,000.
DETERMINE IF RESULTS PROJECTED IN ACTIVITIES UNDERTAKEN IN 87/88 WERE ACHIEVED.	REPORT $400,000 SALES.
ORGANIZE AND IMPLEMENT FIVE PROMOTIONAL EVENTS AS APPROPRIATE TO EXPAND EXPORT SALES AND INTRODUCE NEW CANADIAN COMPANIES TO THE S.E. U.S.A. WAS SET.	ACQUIRE 150 NEW CONTACTS (AGENTS, REPS, ETC.) ACHIEVE DIRECT SALES $500,000 AND PROJECT ONE YEAR SALES OF $1 MILLION.
UNDERTAKE BRIEFING (WORKSHOPS) AT POST BETWEEN U.S. END USERS, REPS, ETC AND CANADIAN FIRMS TO INCREASE AWARENESS OF MARKET NEEDS.	FIVE WORKSHOPS.
IDENTIFY AND MEET WITH NEW POTENTIAL BUYERS TO DETERMINE PROJECTS AND OPPORTUNITIES.	INCREASE AWARENESS OF CANADIAN CAPABILITY AND DETERMINE NEW AREAS OF ACTIVITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1 -----	
QUARTER: 2 A. Participate in American Water Works Association Show. B. Participate in International Woodworking Fair C. Participate in Bobbin Show	A. 23 Cdn. companies participated and reported estimated 12-month sales of over $7 million. B. 52 Cdn. companies participated and reported estimated 12-month sales of over $9 million. C. 13 Cdn. exhibitors, $2.2 million est'd sales.
QUARTER: 3 A. Participated in Interairport & Cargo Show. B. Participated in Interbev 88 C. Participated in Ceramics 88	A. 21 Cdn Participants reported $4.3 million in 12 mo.anticipated sales & 3 new agencies established. B. 12 Cdn participants reported $4.7 million in 12 mo.anticipated sales & 3 new agencies establ. C. 12 Cdn Part.rep.$1.5 mil.in 12mo
QUARTER: 4 A) Organize industrial & technology development mission from Ontario universities B) Organize participation in TABES '89, Huntsville, AL for early in new FY	A) 4 Ontario universities met with Georgia Tech. Follow-up mission under development. B) 20 Cdn companies will exhibit and 18 technical papers will be presented by Canadians.