

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

REPT4D
90/04/05

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 BOTH CDN AND S.E. U.S.A. SALES \$300,000
GET AN ADDITIONAL 200 CONTACTS AND ENTER INTO WIN, DIRECT
- ORGANIZE & IMPLEMENT FIVE PROMOTIONAL EVENTS TO EXPAND SALES SALES \$500,000 AND PROJECT ONE YEAR SALES OF \$1 MILLION
ACQUIRE 150 NEW CONTACTS (AGENTS, REPS, ETC.) ACHIEVE DIRECT
- UNDERTAKE BRIEFINGS (WORKSHOPS) AT POST BETWEEN US END USERS
FIVE WORKSHOPS



TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

- QUARTER: 1 1.Recruited, Setup & developed Ontario Industrial Development Mission to Ga Tech. 1.5 Cdn Univs made contacts in Adv Materials & Adv Manufacturing & Environments For followup
- 2.Recruited, Setup & Developed P R Industrial Sho 2.10Cdn coys 3M Bus influn & 14 buying Connectin
- 3.Recruited, Setup & developed G T Mission to Cdn 3.10 GT Scientist met 17 Univs 40 agencies Gov.& 20 R&D contacts to build Alliances(262 cdns)
- Ottawa,Tnt,Hamilton,Downsview,Waterloo,Mtl,Hfx
- QUARTER: 2 1.AMERA CLIN CHEM SHOW JULY 89 1.IDP BOOTH,82 SE CONTACTS,5 CDN COYS-2.3M SALES
- 2.EASTERN CABLE TELEVISION SHOW AUGUST 89 2.8 CDN COYS-2.25M SALES,47 BUYING CONNECTIONS
- 3.BOBBIN EXHIB,WORKSHOPS,TOURS&INFO BOOTH SEPT89 3.28CDN COYS,80 CDN ATTEN,24 CDN-OVER 7M SALES
- 4.RECUIIT FIBERTOUR SHOW OCT 89 4.HAVE 6 CDN COYS TODATE LOOKING FOR 2 MORE
- 5.RECUIIT HUNTSVILLE MISSION NOV 89 5.EXPECT TO MATCH 12SE USA COY TO CDN COYS
- QUARTER: 3 1.Participated in FIBER TOUR 89 Oct 1.7 Cdn coys develop 55 buy contacts-\$2.8M sales
- 2.Led Huntsville Industry Mission to Ottawa Nov 2.8 HIM members met 52 Ottawa business contacts
- 3.Recruited & led HDTV Mission for Atlanta Conf 3.6 Cdn orgs. attended DARPA business market
- 4.Recruited & develop Environment Mission Glob 90 4.Recruited USA buyers to attend March Globe 90
- 5.Coordinated & develop Nexsus Mission NHB Show 5.37 Cdn Mfg coys will attend new market NHB Jan
- QUARTER: 4 -----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 - Continue Quarterly Defense Bulletin
- Participate in AMBA/Bitach, BEPC industry show
- Followup with various US Army R&D Working Group

QUARTER: 2 1. Quarterly Defense Bulletin
1. Produced and mailed in 300 copies

QUARTER: 3 -----

QUARTER: 4 -----