

REPORT 4
89/02/06

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

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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 -----

QUARTER: 3 -----

QUARTER: 4 -----