

REPT4D  
90/01/23

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

POST :404-MILAN

005-ADVANCED TECH. PROD. & SERV  
ITALY

PLANNING:                   ACTIVITIES PROPOSED IN POST PLAN:                   ANTICIPATED RESULTS:

I.D. MOST SUITABLE LOCAL COMPANIES TO ACT AS AGENTS                   EXPAND SALES  
INCREASE NUMBER OF CDN COMPANIES REPRESENTED AND THEREBY

CONTINUOUS MONITORING OF TELECOM MARKET TO ALERT CDN SUPPL.                   PROFITABLE ONE  
INCREASE CDN AWARENESS OF MARKET AS A LARGE AND POTENTIALLY

UNDERTAKE STUDY OF FIBER OPTICS SECTOR TO ASSESS MARKET                   AREA  
DETERMINE APPROPRIATENESS OF FUTURE TRADE MISSION IN THIS

I.D. MOST APPROPRIATE LOCAL CO. CAPABLE OF ACTING AS AGENTS  
APPOINTMENT OF ADDITIONAL AGENTS AND THEREBY INCREASED SALES

MONITOR LOCAL MARKET TRENDS TO SOURCE ACTIVELY CDN SUPPLIERS                   CONNECTIONS  
INCREASE CDN AWARENESS OF MARKET AND ESTABLISH A FEW BUYING

I.D. SPECIALIZED TRADE MAGAZINES SUITABLE TO INTRO. NEW PROD  
INCREASE ITALIAN AWARENESS OF CDN SUPPLIERS AND EXPAND SALES

TRACKING:                   ACTIVITIES UNDERTAKEN IN QUARTER:                   QUARTERLY RESULTS REPORTED:

QUARTER: 1 a) Visit specialized trade fairs to evaluate and gather info for Cdn industry.  
b) Preparatory activities for Cdn participation at SMAU 89.  
c) Assist cdn coys locating agents/distributors.

a) Visited BIAS,INTEL & SCANITALIA sectoral fairs.Contacts established.  
b) Major elements re cdn booth established. Recruitment of Cdn coys continues.  
c) Three distribs. selected.Agreements underway.

QUARTER: 2 - Liaise with SMAU informatics show organizers & make all necessary arrangements for Cdn official participation.  
- Contact specialized press to get coverage of Cdn participation in SMAU

- All stand,logistical and marketing aspects under post responsibility completed prior to show  
- Contacts made with press; info supplied and stage set for exhibition coverage

QUARTER: 3 -----

QUARTER: 4 -----