

REPT4D  
90/04/05

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 :602-CHICAGO

005-ADVANCED TECH. PROD. & SERV  
UNITED STATES OF AMERICA

PLANNING:                   ACTIVITIES PROPOSED IN POST PLAN:                   ANTICIPATED RESULTS:

REVIEW CANADIAN SOURCING STRENGTHS  
UPDATED SOURCE MATERIAL.

DETERMINE TERRITORY CO REQ. IN CONJ W/LOCAL HIGH TECH/ENVIR                   COYS. NEW SALES OF \$ 1M.  
ABILITY TO MATCH LOCAL NEEDS WITH CDN SUPPLY FOR 5 CDN

DISTRIBUTION OF NEW CDN CAPABILITY GUIDES TO US DISTRIBUTORS

FOLLOW UP ON INTEREST GENERATED FROM ABOVE GUIDES                   MILLION.  
OBTAIN DISTRIBUTORS FOR 10 CDN COYS WITH SALES OF \$ 1.5

WORK WITH CHICAGO HIGH TECH GROUP TO IDENTIFY MARKET  
EXPORT OPPORTUNITIES FOR 6 CDN FIRMS.

PROMOTE CDN SOURCING & JOINT VENTURE OPPORTUNITIES  
3 NEW SOURCING CONNECTIONS 1 JOINT VENTURE.

TRACKING:                   ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -National Stand at COMDEX

-National Stand at Design Engineering Show  
(Computer hardware/software, instrumentation and  
flow process controls, CAD/CAM

QUARTER: 2 -Locate reps for Canadian exporters of PC  
components.  
-Distributors for Canadian hardware/software  
exporters.

QUARTER: 3 1. Comdex Spring 89

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

-35 companies in std. Sales \$4.5M. Proj. \$26.8M  
9 dist. appointed, 180 potential dist. next yr.

-12 companies in std. Sales \$110,000 Proj. \$5.9M

-Three Canadian companies put in touch with  
local distributors/ reps.

-Two Canadian companies put in touch with  
distributors (software) in territory.

2. Reported sales from followup - \$100,000