

REPT4D  
90/06/26

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

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POST :602-CHICAGO

SECTOR :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.

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TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	-National Stand at COMDEX  -National Stand at Design Engineering Show (Computer hardware/software, instrumentation and flow process controls, CAD/CAM	-35 companies in std. Sales \$4.5M. Proj. \$26.8M 9 dist. appointed, 180 potential dist. next yr.
QUARTER: 2	-Locate reps for Canadian exporters of PC components. -Distributors for Canadian hardware/software exporters.	-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.
QUARTER: 3	1. Comdex Spring 89	2. Reported sales from followup - \$100,000
QUARTER: 4	-Mailing of rep/distributor questionnaires to VARS, dealers and representatives in Illinois, Wisconsin and Missouri. -Report on technology in Missouri completed and distributed.	-Details of 62 local companies entered in WIN. -Distributed to TTS, ITC's and provincial govts.