

REPORT 4
88/03/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 619-ATLANTA

004-DEFENCE PROGRAMS, PRODUCTS, SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

IDENTIFY MILITARY COMMANDS WITH SIGNIFICANT OPPORTUNITIES FOR
PROCUREMENT AND R & R ACTIVITY AND OBTAIN VISIT CLEARANCES.

FOLLOW-UP ON MARTIN-MARIETTA PROCUREMENT MISSION TO CANADA.

FOLLOW-UP ON MINE COUNTERMEASURES MISSION FROM CANADA TO US NAVY
MINE WARFARE COMMAND.

UPDATE AND EXPAND LIST OF CONTACTS IN MILITARY COMMANDS, DEFENSE
PRIME AND SUB CONTRACTORS.

PREPARE DIRECTORY OF MARKETING REPRESENTATIVES FOR DEFENSE
COMPONENTS.

IDENTIFY MOST PROMISING DEFENSE SUBSECTORS AND ORGANIZE NTS OR
PEMD FUNDED MISSION OF CANADIAN SUPPLIERS.

FACILITATE ACCESS TO MILITARY INSTALLATIONS
TO IDENTIFY MARKET OPPORTUNITIES.

INSURE THAT CANADIAN COMPANIES RECEIVE RFQS
ON MARTIN-MARIETTA REQUIREMENTS.

ARRANGE FOLLW-UP VISITS FOR CANADIAN
SUPPLIERS AS REQUIRED.

INCREASE INFORMATION ON MARKET OPPORTUNITIES
AND IMPROVE ACCESS FOR CANADIAN EXPORTERS.

IMPROVE ABILITIES TO RESPOND TO INQUIRIES FM
CDN COMPANIES. INCREASE NUMBER OF EXPORTERS
REPRESENTED IN TERRITORY.

DEVELOP SUBCONTRACT OPPORTUNITIES FOR
CANADIAN SUPPLIERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 IDENTIFY SIGNIFICANT MILITARY COMMANDS IN TERRI-
TORY AND ESTABLISH CONTACTS. FOLLOW-UP ON MARTIN
-MARIETTA MISSION. IDENTIFY PROMISSING SECTORS
FOR INCOMING MISSIONS.

VISITED 8 MILITARY COMMANDS, WORKING WITH CDN CD
ON POTENTIAL \$10 MILLION SALES. TWO NEW M-M BUY-
ING MISSIONS ARRANGED, QUARTERLY SALES \$3.5 MIL-
LION TO M-M. DEVELOPPING PLANS FOR 3 INCOMING
MISSIONS.

QUARTER: 2 A. ORGANIZE MARTIN-MARIETTA BUYING MISSION TO CDA
B. ORGANIZE OUTGOING SECURITY & EOD EQPT MISSION
TO HUNTSVILLE, AL & ATLANTA. C. PROGRAMMED CALL
PROJECT FOR LARGE DEFENCE PRIME CONTRACTORS IN
TERRITORY.

A. MISSION VISITED VNCVR, WNPQ & HALIFAX. ADD'L
PROCUREMENT VISITS TO TRNTO & MTL. B. MISSION
COMPLETED WITH GOOD INTEREST GENERATED. C. CONDUCTED
13 INTERVIEWS RESULTING IN PROJECTED SALES
OF 1.5M.

QUARTER: 3 PARTICIPATE IN DEFENCE COMPONENT SHOW, ORLANDO.

ORGANIZED PARTICIPATION BY 42 CDN EXHIBITORS, 12
MONTHS PROJECTED SALES \$1.65M.

QUARTER: 4 -----