

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

POST : 603-CLEVELAND

008-TRANSPORT SYS, EQUIP, COMP, SERV.
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

BUYER PROCUREMENT SEMINARS FOR SPECIFIC MAJOR U.S. CORP. AND INDUSTRIES. PREPARATION OF CDN CAPABILITY GUIDE TO MATCH SPECIFIC COMPANY AND INDUSTRY NEEDS TO BE DEVELOPED IN COOPERATION WITH DRIE.

ANTICIPATED RESULTS:

INCREASED PURCHASING ACTIVITY DIRECTED TO SPECIFIC CDN COMPANIES LISTED IN THE POST/ DRIE DEVELOPED CAPABILITY GUIDE.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 POST TO PARTICIPATE IN THE OHIO AUTOMOTIVE WHOLESALE SHOW WITH INFORMATION BOOTH.
- QUARTER: 2 RECRUIT EXHIBITORS FOR GREAT LAKES SAIL AND POWER BOAT SHOW.
- QUARTER: 3 INFORMATION BOOTH AT THE NATIONAL RECREATIONAL VEHICLE TRADE SHOW IN LOUISVILLE.
- QUARTER: 4 A. MID-AMERICA BOAT SHOW
B. TORONTO BOAT SHOW

QUARTERLY RESULTS REPORTED:

ONE CDN FIRM EXHIBITED THEIR PRODUCTS AT THE CONSULATE'S BOOTH.

CANADIAN FIRMS EXHIBITED AT THE SHOW. ONE BOAT SOLD.

PARTICIPATED IN AMTDA SHOW WHICH WAS HELD IN CINCINNATI INSTEAD OF THE RV SHOW. ONE CDN EXHIBITED AT THE SHOW.

- A. RECRUITED 8 EXHIBITORS, 188,000 VISITORS ATTEND SHOW WHICH IS CONSIDERED LARGEST IN-DOOR RECREATIONAL BOAT SHOW IN U.S.
- B. RECRUITED 2 US BUYERS. PURCHASES TOTALLED \$60,000 AND 1 DEALERSHIP AGREEMENT SIGNED.