

POST :602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

REPORT ON NORTH AMERICAN TELECOMMUNICATIONS ASSOCIATION (NATA) CONFERENCE SCHEDULED FOR CHICAGO 1989. OPPORTUNITIES FOR CANADIAN EQUIPMENT MANUFACTURERS.

1 NEW BUYING CONNECTION

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PREPARE SOFTWARE MARKETING GUIDE LISTING MAJOR TRADE SHOWS, LOCAL AGENTS AND DISTRIBUTORS.

INCREMENTAL SOFTWARE SALES IN 88/89 EXPECTED TO BE \$150,000 WITH 10 NEW CANADIAN COMPANIES MAKING SALES.

IMPLEMENT CDN PARTICIPATION IN, AND COMPLETE EVALUATION OF 3 TRADE SHOS IN 1988/89 INCLUDING (A) WORLD COMPUTER CONF., (B) PC EXPO, (C) INTERFACE, AND FOLLOW-UP OF INITIATIVES RAISED BY CANADIAN INDUSTRY.

30 NEW BUYING ARRANGEMENTS TO BE ACHIEVED.

REPORT ON DESIGN ENGINEERING SHOW (DES) 89 REGARDING OPPORTUNITIES FOR SUB-CONTACT CIRCUIT BOARD MANUFACTURING IN CANADA. REPORT TO BE DISTRIBUTED TO DRIE AND DRIE REGIONAL OFFICES.

2 NEW BUYING CONNECTIONS

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DISTRIBUTE RECENTLY COMPLETED MARKET ANALYSIS OF ROBOTICS INDUSTRY. ANALYSIS COMPLETED BY FEDERAL RESERVE BANK OF CHICAGO, NOV. 1987.

2 NEW BUYING CONNECTIONS

WISCONSIN-BASED ASEA, A SUBSIDIARY OF ASEA OF SWEDEN, REPORTEDLY ADDS SIGNIFICANT VALUE TO ITS PROD. IN N. AMERICA. CONTACT ASEA FOR SOURCING REQUIREMENTS, INTEREST IN JOINT VENTURES & LICENSING ARRANGEMENTS (SEE INVEST. SECT. FOR OTHER ACTIV. RELATED TO ROBOTICS)

2 CANADIAN COMPANIES TO MAKE \$1 MILLION SALES IN 2 YEARS. ALSO 1 NEW TECHNOLOGY INFLOW AGREEMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUED FOLLOW-UP ON PC EXPO. DEC 87.

1 COY RESPONDED.
\$4,000 IN SALES.

QUARTER: 2 -----

QUARTER: 3 5 Cdn coys to request export marketing assistance regarding appointment of agents/distributors in terr 2 midwest coys to be assisted with sourcing in Cda.

7 dynamic coys with clearly targetted markets put in touch with agents/distributors
3 sourcing requests activated (2 for Alta coys
1 for Ont coy)