

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 : 608-NEW YORK, CONSULATE GENERAL

005-COMM. & INFORM. EQP. & SERV
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

NATURE OF WORK IS HIGHLY RESPONSIVE. CNNGNY MEETS BROAD RANGE OF CO
PANIES AT MARKETPLACE, HI TECH & OTHER SECTORAL TRADE FAIRS AND
CONTINUES TO ASSIST THEM WITH MARKET ENTRY INFORMATION.

A) A GREATER NUMBER OF DISTRIBUTORSHIP AND
AGENCY AGREEMENTS. B) INCREASED DIRECT SUPPLY
TO U. S. MANUFACTURERS.

NATURE OF WORK IS HIGHLY RESPONSIVE CNNGNY MEETS BROAD RANGE OF
COMPANIES AT MARKETPLACE, HI TECH & OTHER SECTORAL TRADE FAIRS AND
CONTINUES TO ASSIST THEM WITH MARKETING INFORMATION.

EXPANDED PENETRATION OF MARKET BY CANADIAN
COMPANIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUE WITH PROJECT TO PLACE HIGH-TECH COMPA-
NIES ON IN-HOUSE DATA BASE AND EVENTUALLY WIN
SYSTEM. SUBMIT PROPOSAL FOR CDN. PARTICIPATION
IN PC EXPO SEPT. 1-4TH, NEW YORK CITY.

TO DATE HAVE APPROX. 150 LOCAL HIGH-TECH COS ON
FILE & ARE IN PROCESS OF CLASSIFYING THEM ACCDG.
TO CITC CODES. DEPT. HAS AGREED TO PAY FOR
SPACE FOR 8 CDN COMPUTER SOFTWARE COMPANIES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----