

REPORT 4A
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88

FORECAST OF KEY ACTIVITIES IN MISSION'S ANNUAL PLAN

LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES
WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

POST : 608-NEW YORK, CONSULATE GENERAL

QUARTER 1

PARTICIPATION OF TWO TRADE OFFICERS IN MIN. CROSBY'S
"EXPLORE OPPORTUNITIES FOR FTA" CONFERENCES, IN ONTARIO AND
QUEBEC.

QUARTER 2

QUARTER 3

QUARTER 4

QUARTER 1

QUARTER 2

QUARTER 3

QUARTER 4

QUARTER 1

QUARTER 2

QUARTER 3

QUARTER 4

QUARTER 1

QUARTER 2

QUARTER 3

QUARTER 4

QUARTER 1

QUARTER 2

QUARTER 3

QUARTER 4

QUARTER 1

QUARTER 2

QUARTER 3

QUARTER 4

QUARTER 1

QUARTER 2

QUARTER 3

QUARTER 4

QUARTER 1

QUARTER 2

QUARTER 3

ANTICIPATED RESULTS

QUARTERLY RESULTS REPORTED

FROM POST-SHOW QUESTIONNAIRE SURVEYS EXPECT
TOTAL OF OVER \$4.0 MILLION IN SALES IN NEXT 4
MONTHS

QUARTERLY RESULTS REPORTED

CON ATTENDED SHOW. FUTURE RECOMMENDATION IS
THAT CON COS PARTICIPATE IN SHOWS LIKE NATIONAL
COMPUTER & SEMICON WHERE THEY CAN CONTACT
COMPUTER/SEMICON COMPANIES DIRECTLY INSTEAD OF
INDIRECTLY THROUGH SHOWS. HOWEVER, THE
DIVERGENCE BETWEEN CANADIAN SIDE AND
ALTHOUGH SEVERAL CON COMPANIES PARTICIPATED ON
THEIR OWN, CONSIDER ABILITY TO MONITOR SHOW AND
IDENTIFY OPPORTUNITIES FOR CON PARTICIPATION

PRODUCTS

THERE WILL BE MORE COS PARTICIPATION FOR CON
WITH MORE COS BEING ABLE TO PARTICIPATE

COMPLEMENTARY COS PARTICIPATION

BEING A VALIDATION STRATEGY WITH
REDUCE THE COST OF CLOSING BUSINESS IN CANADA

LIES

WHICH WILL PROVIDE MARKET DEVELOPMENT
IS THE CANADIAN TECHNOLOGICAL DELEGATION

TELECOM INDUSTRY

INCREASE AWARENESS OF CANADIAN BUSINESS IN
LIES

LIES

FIND POSSIBLE CONTACTS FOR CANADIAN COS

ANTICIPATED RESULTS

UNITED STATES OF AMERICA

608-NEW YORK, CONSULATE GENERAL

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CONFERENCES, IN ONTARIO AND QUEBEC.