

REPT4D
90/01/23

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :602-CHICAGO

016-INDUSTRIAL MACHIN,PLANTS,SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MANUFACT & MATERIAL PLANT,EQP.

DETERMINE POTENTIAL FOR EQUIP & MACH & UNDERTAKE POST PRODUC
IDENTIFICATION OF NEW MARKET OPPORTUNITIES AND 5 NEW

BUYER CONNECTIONS.

MAKE 12 OUTCALLS ON PUBLIC/PRIVATE SECTOR FIRMS-PROMOTE CDN
5 NEW BUYER CONNECTIONS

DEVELOP LIST OF INTERESTED SALES AGENTS/DISTR FOR USE BY CDN
INFORMATION FOR CDN EXPORTERS TO LEAD TO 6 NEW

REPRESENTATION APPOINTMENTS.

TOOLS & HARDWARE

MODERATE RESPONSIVE WORKLOAD FROM TERRITORY
FOUR BUYING CONNECTIONS.

OTHER EQUIP,MACH NOT ELS SPE

DEVELOP GUIDE TO MKT ENVIRON EQPT IN WI, ILLINOIS & MIS TERR
INFORMATION FOR EXPORTERS TO USE FOR PLANNING & APPOINTING

REPRESENTATION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -National stand at WasteExpo
-National stand at PaintCon

-18 coys in natl. stand, sales \$3.4M, projected
12.9M, 36 reps appointed.
-10 coys in natl. stand, sales \$600,000., proj.
\$8M, 25 reps appointed.

QUARTER: 2 -Follow-up for Paint Con '89 trade show.
-Follow-up for Waste Expo '89 show.

-Six Companies with newly appointed agents
stemming from Consulate referrals.
-Sales of \$750,000 in addition to on-site
sales reported as of 9/13/89.

QUARTER: 3 -----

QUARTER: 4 -----