

REPORT 4
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :602-CHICAGO

001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FOOD HANDLING, PROCESSING EQUIP:

AS FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO TRADE INQUIRIES

TO ASSIST IMPLEMENTATION OF NRA NATIONAL STAND IN 1988

ATTEND AND MONITOR EQUIPMENT/PROCESSING SHOWS. . . I. E. THE AMERICAN MEAT INSTITUTE IN 10/88, DAIRY & FOOD EXPO 9/88, FOOD MARKETING INSTITUTE 5/88 (ONTARIO GOV. STAND), INTERBEV 10/88

ACTION 20 CANADIAN/5 LOCAL INQUIRIES

TARGET RESULTS ARE 5 REPS TO BE APPOINTED & \$1 MILLION IN EQUIPMENT SALES.

RECOMMENDATIONS FOR MAXIMIZING CDN. PARTICIPATION AND PRESENCE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 NATIONAL STAND AT NRA SHOW 21-25MAY 88 FEATURING INSTITUTIONAL FOOD EQUIPMENT MANUFACTURERS. WESTERN CANADA FARM PROGRESS SHOW/REGINA/ 21-24 JUNE 88.

12 COMPANIES PARTICIPATED.
REPS REGISTERED - 77
ESTIMATED POTENTIAL FUTURE SALES \$3 MILLION.
RECRUITED 6 INCOMING BUYERS, DEALERS, DISTRIBUTORS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

INCREASE POTENTIAL FOR SALES AND PROVIDE
FURTHER BENEFITS THROUGH COOPERATION
50 CANADIAN COMPANIES TO MAKE INITIAL SALES
INCREASE CANADIAN AWARENESS OF OPPORTUNITIES
INCREASE CANADIAN EXPORTERS TO FEED TO
INDIVIDUAL OF THREE MEN WERE
INFORMATION FOR CANADIAN EXPORTERS
FIVE BUYING CONNECTIONS RESULTING IN \$3 MIL-
LIONED NEW SALES CONNECTIONS TO BEYOND
IDENTIFICATION OF NEW MARKET OPPORTUNITIES
IMPROVE ACCESS FOR CANADIAN SUPPLIERS
INCREASE POTENTIAL FOR SALES
MULTIPLYED BENEFITS

001 903-CHICAGO

UNITED STATES OF AMERICA
019-INDUSTRIAL-MACHINERY-SERVICES

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FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN
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