

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 :608-NEW YORK, CONSULATE GENERAL

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS HARD/SOFTWARE & COMP

COMPL A MKT INTRO PACKAGE TO FACILITATE NEW CDN COMP ENTRY
INCREASE CONFIDENCE LEVEL OF NEW CDN SOFTWR EXPRTRS & THERE-

FORE THEIR PROBABILITY OF SUCCESS.

COMP PROJ DELINEAT SALES REPS/DIBTRIB BY PROD/MKT THEY COVER
FACILITATE QUICKER&CLOSER MATCH BETWEEN US REPS/DISTRIB& CDN

SUPPLIERS

COMP ADD TO OUR BASE OF CONTACTS WITH SALES REPS/DITRIB.
INCREASE PROBABILITY OF SUCCESS THROUGH ENLARGED UNIVERSE

OF MEANS OF SALES COVERAGE

BETTER UTILIZED WIN/COSICS TO INDENTIFY MORE CDN SUPP OF
BRODEN BASE OF CDN SOFTWR ENTREPRENEUR WISHING TO ENTER THE

NY CITY MARKETS

INVESTIGATE IDENTIFICATION OF HARDWR/SOFTWR USERS ALONG WITH
PROVIDE INDENTIFICATION OF A POTENTIAL CUST BASE FOR CDN

SUPPLIERS

IDENT.&EVALUATE APPLICABLE TRADE SHOWS/SEMINARS, ETC. FOR
INCREASE MKT OPPOTRUNITIES FOR CDN SUPP THROUGH GREATER

MARKET EXPOSURED OPPORTUNITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ----

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----