

POST : 606-LOS ANGELES

006-ELECTRONICS EQUIP. & SERV
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

POST IS PLANNING A MARKET REVIEW ON THE COMPUTER INDUSTRY.

A PRE COMDEX EXHIBIT IS PLANNED FOR THE CONSULATE GENERAL OFFICES

ANTICIPATED RESULTS:

AN ENHANCED CAPACITY TO SERVICE CANADIAN EXPORTERS.

TO INCREASE LOCAL AWARENESS OF CANADA AND TO STIMULATE GREATER ACTIVITY AT CANADA'S COMDEX STAND.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 ELECTRO-OPTICAL TECHNOLOGY SEMINAR.

QUARTER: 4 REVISION OF WIN LOCAL COMPANY DATABASE.

QUARTER: 4 PRE COMDEX EXHIBIT.
DEMONSTRATION OF WATERLOO PORT.

QUARTER: 4 IN HOUSE SEMINAR TO DEMONSTRATE SOFT KEY'S PRODUCTS TO PRESELECTED AUDIENCE.

THIS HIGHLY SUCCESSFUL SEMINAR GENERATED SIGNIFICANT INTEREST & NEW LEADS FOR CDN COMPANIES WHICH PROMISES IMPROVED TECHNOLOGY EXCHANGES.

CREATION OF UP TO DATE LOCAL COMPANY LISTING.

EVENT WAS NOT HELD.
EFFECTIVE WORKING RELATIONSHIP ESTABLISHED WITH WMI AND DEMONSTRATIONS HAVE LED TO INCREASED MARKETING OPPORTUNITIES FOR WMI'S LOCAL REPS.

SUCCESS OF SEMINAR THROUGH INCREASED AWARENESS OF SOFT KEY & INCREASED MARKET POTENTIAL. SOFT KEY HAS ESTABLISHED LOCAL BRANCH TO PURSUE BUSINESS OPPORTUNITIES.