

REPORT 4  
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 87  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

PAGE : 8

POST : 601-BOSTON

005-COMM. & INFORM. EQP. & SERV  
UNITED STATES OF AMERICA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	EXPAND MARKET INTELLIGENCE OF NEW ENGLAND FIRMS PURCHASING THIS EXPERTISE ALONG WITH IDENTIFYING THE COMPETITION, BOTH DOMESTIC AND FOREIGN	EXPAND THE PARTICIPATION OF CANADIAN FIRMS IN THE NEW ENGLAND MARKET.
	PUBLISH NEWS BULLETIN ON THE ELECTRONIC INDUSTRY, MAJOR PROGRAMS, CONTRACT AWARDED AND ORGANIZATIONS INVOLVED.	ABILITY TO TARGET THEIR EXACT MARKET NICHE, ABILITY TO DIRECT THE MKTG FUNCTION AT SPECIFIC ELECTRONIC FIRMS AND NOT THE INDUSTRY AS A WHOLE.
	CONTACT LOCAL AGENTS AND MANUFACTURERS REPS. WITH LISTING OF CDN FIRMS LOOKING TO PENETRATE THE TERRITORY.	INCREASE THE NUMBER OF CDN FIRMS IN THE MARKETPLACE WITH QUALIFIED REPRESENTATION.

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TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	-----	
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	-----	