

REPORT 4
88/03/21

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 89

POST : 610-SAN FRANCISCO

006-ELECTRONICS EQUIP. & SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

GATHERING INFORMATION ON ELCTRONIC REPS IN NORTHERN CALIFORNIA.
SURVEY IS BEING COMPLETED, OF ELECTRONICS REPS, VARS AND DISTRI-
BUTORS.

DATA BASE TO BE INCORPORATED WITH WIN
EXPORTS.

SETTING UP CATA IN TECHMART

SPACE AVAILABLE IN SILICON VALLEY FOR
CANADIAN COMPANIES TO USE FOR MARKETING
PURPOSES.

MICROWAVE ROUNDTABLE.

INTRODUCE CANADIAN MICROWAVE/MILLIMETER
WAVE COMPANIES TO SILICON VALLEY.

SEMICONDUCTOR ROUNDTABLE

INTRODUCE CANADIAN SEMICONDUCTOR COMPANIES
TO BAY AREA COUNTERPARTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MAJOR SILICON VALLEY RECEPTION TO MAKE NEW CONT-
ACTS WITH ELECTRONICS FIRMS.

130 SILICON VALLEY HI-TECH ELECTRONICS COY REPS
ATTENDED RECEPTION. MANY NEW LEADS GENERATED FOR
CDN COYS.

QUARTER: 2 -----

QUARTER: 3 ELECTRO-OPTICS PRESENTATION

INTRODUCED 7 CDN COS. TO ELECTRO-OPTIC COMMUNITY
IN CALIFORNIA. POTENTIAL INCREASE IN SALES & JV
OPPT. PREPARE GROUND WORK FOR CDN INVOLVEMENT IN
OPTCON.

QUARTER: 3 CDN PARTICIPATION AT WESCON

AS RESULT OF CDN GOV'T SECURING SPACE AT WESCON,
& CDN COS. EXHIBITED PRODUCTS. SHORT TERM SALES
OF \$250,000. POTENTIAL ANNUAL SALES OF \$10M(US).

QUARTER: 4 -----