

REPT4D  
90/04/05

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 EXPRTS & 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 IDENTIFY 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 IDENTIFICATION 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 EXPOSED OPPORTUNITIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 In support of Micron Security Products,Edmonton,  
Alberta, & 8 other Cdn participants, we attended  
the International Security Conference & Expo  
(ISC EXPO), Javits Convention Center, New York,  
August 29 - 31, 1989.

Very valuable international buyer/distributor  
contacts were made by MSP as well as all the  
other Cdn participants. This major int'l show is  
accelerating in participation and attendance.  
CNGNY should sponsor new Cdn exporters in 1990.

QUARTER: 3 a) National stand at INFO Management Show with  
8 Canadian exhibitors.  
b) National stand at UNIX Expo followed by  
reception (8 Canadian exhibitors).

a) Canadian exhibitors had 400+ quality leads -  
projected 12 months sales \$3.25 million.  
b) Excellent contacts made - projected 12  
months sales - \$1.2 million.

QUARTER: 4 -----