

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 32

POST : 602-CHICAGO

016-INDUSTRIAL MACHIN, PLANTS, SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MANUFACT & MATERIAL PLANT, EQP.

DETERMINE POTENTIAL FOR POLLUTION CONTROL EQUIPMENT AND UNDERTAKE
POST PRODUCED MARKET STUDY.

IDENTIFICATION OF NEW MARKET OPPORTUNITIES
LEADING TO \$1 MIL. IN NEW BUSINESS WITHIN
2 YEARS.

UNDERTAKE TO PRODUCE DIRECTORY OF CANADIAN WATER POLLUTION
CONTROL COMPANIES USING ADVERTISING SUPPLEMENT IN KEY TO
WATER POLLUTION MAGAZINE.

BROAD PROMOTING OF CANADIAN SUPPLY CAPABILI-
TIES LEADING TO NEW BUSINESS OPPORTUNITIES.

MAKE CALLS ON 10 PUBLIC AND PRIVATE SECTOR FIRMS TO DETERMINE
WHAT THEY PURCHASE AND FROM WHOM, INCL. REP LOCATOR PROGRAM
PURSUANT TO CHICAGO MATS HANDLING SHOW, FEB/87.

AT LEAST 3 NEW BUYER CONNECTIONS RESULTING
IN \$1 MIL. IN NEW BUSINESS WITHIN 2 YEARS.

TOOLS & HARDWARE

FOLLOW-UP PROGRAM TO DEPARTMENTAL SPONSORED TOOL, DIE AND MARKET
STUDY.

10 NEW BUYING CONNECTIONS AND \$500,000 IN NEW
BUSINESS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 GRAPH EXPO '87, NATIONAL STAND, 10 COMPANIES.

QUARTER: 4 -----

REGISTERED 10 AGENTS. IDENTIFIED 53 BUYERS.