

REPORT 4A
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88

LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES
WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

POST : 613-BUFFALO

TORONTO DEFENCE CONTRACTORS CONFERENCE - MAY 17-18/88. (10
UPSTATE NEW YORK BUYERS RECRUITED TO ATTEND).
SPEECHES TO CEA IN OTTAWA AND CANADIAN GLASS MANUFACTURERS
IN MONTEBELLO.
PARTICIPATION IN QUEBEC SEGMENT OF CROSS CANADA TRADE
PROMOTION.

TO HAVE ASSOCIATIONS
STAFF AND 5 SALESREPRESENTATIVES
INCREASED EXPLORE OF CANADIAN PRODUCTS TO AN
RECRUIT 2 BUYERS
APPOINT 20 AGENTS AND 40 NEW SALES AGREEMENTS
50 NEW VEHICLES AND 30 NEW SVGS CONNECTIONS
OPERATING OVERALL PROFILE

INFORMATION FOR CANADIAN INDUSTRY
QUARTERLY RESULTS REPORTED
6 CONSUMER BOUGHT AD SPACE IN INSERT, TOTAL
MEMBERSHIP
GOOD USE IDENTIFY 100 MEM BUYS
EMERGE OTHERS
AT 2 MIGHTON
RECRUIT 50 BUYERS ESTABLISH ON-SITE SVGS
ACTION 50 CONSUMERS IDENTIFIED FOR MARKET

QUARTER: IN THE SPORTING GOODS DEALER, INCOMING
QUARTER: MARKET RESEARCH AND DETERMINE BUYERS FROM ALL DATE
QUARTER: INCOMING BUYERS MISSION TO ESTABLISH OF REGION TRADE SHOW
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UNITED STATES OF AMERICA
013-CONSUMER PRODUCTS
LONESTAR OF TEX ACTIVITIES AND UNPLANNED RESULTS DIVIDED IN MISSIONS ABROAD
MISSIONS ABROAD FOR FISCAL YEAR 88
EXPORT PROMOTION PROGRAM