

REPORT 4B
87/10/28

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 604-DALLAS

UNITED STATES OF AMERICA

QUARTER: 1

008-TRANSPORT SYS, EQUIP, COMP, SERV.
PARTICIPATE IN REGIONAL TRANSPORTATION CONF. AND
SEMINARS. PERIODIC MEETINGS AND VISITS WITH
TRANSIT STAFF. INFO BOOTH AT TEXAS PUBLIC
TRANSPORTATION CONFERENCE.

OBTAINED LITERATURE FM CDN COYS. ATTENDED TEXAS
PUBLIC TRANSP. CONF. MET SEVERAL TEXAS TRANSIT
OFFICIALS & DISCUSSED PROJS IN DALLAS, HOUSTON &
CORPUS CHRISTI. ENCOURAGED CONSULTANTS TO BID
ON CORPUS CHRISTI PROJECT.

008-TRANSPORT SYS, EQUIP, COMP, SERV.
PARTICIPATE IN OFFSHORE TECHNOLOGY CONFERENCE.

THE OFFSHORE TECHNOLOGY CONFERENCE BROUGHT 26
EXHIBITORS TO THE CDN GOV'T STAND. THEY MADE
\$1,357,500.00 IN ON-SITE SALES AND PROJECT OVER
\$26,000,000.00 IN SALES DURING THE NEXT 12
MONTHS.

011-OIL & GAS EQUIPMENT, SERVICES
ENHANCE CONTACTS AND MARKET INTELLIGENCE ON
THIRD COUNTRY PURCHASING OFFICES IN HOUSTON
AND INCREASE AWARENESS OF CANADIAN PRODUCTS
AMONGST HOUSTON BASED COMPANIES.

OBTAINED LIST OF ALL PURCH. IN '86 BY BARIVEN
(VENEZUELA). WORKING TO QUALIFY CDN VENDORS. OBT-
AINED UPDATE ON CURRENT PURCHASING BY ARAMCO
(S. ARABIA). RECRUITED 4 HOUSTON COS TO ATTEND
INTERCAN '87, EDMTN. ORG. MISS. OF 5 OIL & GAS

001-AGRI & FOOD PRODUCTS & SERVICE
PARTICIPATE IN 31 AG EQPT SHOW - THE PRIME DRY-
LAND FARMING EQPT SHOW IN TERRITORY. RECRUIT
FOR WEST. CDA FARM PROGRESS SHOW. PARTICIPATE
IN TX RESTAURANT ASS'N SHOW WITH INFO BOOTH.

24 CDN SUPPLIERS IN NAT'L STAND PLUS 7 OTHERS ON
THEIR OWN AT 31. ON-SITE SALES \$132,500-1 YEAR
FORECAST \$1.8M. SENT 2 BUYERS TO WCFP SHOW,
REGINA. SOLICITATED PROD. & LITERATURE FM 17 CDN
COYS FOR BOOTH AT TRA. OBTAINED 51 SERIOUS LEADS.

013-CONSUMER PRODUCTS
EXPAND CONTACT WITH LOCAL SALES REPRESENTATIVES
AND DISTRIBUTOR.

ENCOURAGED 2 BUYERS TO ATTEND MTL. INT'L FUR
FAIR. DISCUSSED APPAREL MKTG. APPROACH WITH
CDN COYS & DALLAS MKT CENTER. ENCOURAGED 3 NEW
CDN COYS TO VISIT TERRITORY AND EXPLORE
OPPORTUNITIES.

005-COMM. & INFORM. EQP. & SERV
EXPAND CONTACTS WITH LOCAL AGENTS AND DISTRI-
BUTORS.

MET WITH CANADIAN COMPANIES ATTENDING ELECTRO
'87, LAND MOBILE EXPO AND PASSED INFORMATION
TO SEVERAL POTENTIAL MANUFACTURING REPRESENT-
ATIVES.