

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 ELECTRONIC REPS IN NORTHERN CALIFORNIA. SURVEY IS BEING COMPLETED, OF ELECTRONICS REPS, VARS AND DISTRIBUTORS.

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 CONTACTS 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, 6 CDN COS. EXHIBITED PRODUCTS. SHORT TERM SALES OF \$250,000. POTENTIAL ANNUAL SALES OF \$10M(US).

QUARTER: 4 -----