

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 SECTOR :005-ADVANCED TECH. PROD. & SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR: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 INDENTIFY 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 INDENTIFICATION 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 EXPOSURED 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 - Digi-Plus Accounting Softwear Demonstration
in Canada Room
- Follow-up of inquiries received at the UNIX
and Info Management Shows

- Arranged a well attended demonstration of
companies "PurchaseMaster"softwear
- Over 250 inquiries were forwarded to
appropriate Canadian suppliers