

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

POST : 602-CHICAGO

005-COMM. & INFORM. EQP. & SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

PREPARE MARKET GUIDE FOR CDN SOFTWARE EXPORTERS THAT WILL INCLUDE NAMES FOR POTENTIAL AGENTS DISTRIBUTION CHANNELS AND MAJOR TRADE SHOWS.

INCREMENTAL SOFTWARE SALES IN 86/87 EXPECTED TO BE \$1 MILLION.
5 NEW AGENTS APPOINTED
6 PROGRAMMED OUTCALLS

ROBOTICS & ARTIFICIAL INTELL.

CATALOGUE ADVANCED MANUFACTURING TECHNOLOGY COMPANIES IN TERRITORY.

IDENTIFICATION OF POTENTIAL DIRECT INVESTMENT AND TECH TRANSFER LEADS.

UNDERTAKE DIRECT MAIL PROGRAM TO HI-TECH FIRMS TO SEEK OUT TECH TRANSFER AND DIRECT INVESTMENT OPPORTUNITIES.

3 TECH TRANSFER AND 1 DIRECT INVESTMENT.

ANALYSIS MARKET DEMAND FOR ROBOTICS AND PREPARE REPORT FOR DISTRIBUTION TO CANADIAN COMPANIES

8 NEW BUYING CONNECTIONS AND \$1 MIL. SALES IN 2 YEARS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 PC EXPO OCT 3-5/87, PEMD-FUNDED NATIONAL STAND 9 CDN COMPANIES; UTILIZED 9 MODULES OF BOOTH RESIDENT IN CHICAGO.

1ST GOV'T-SPONSORED PARTICIPATION IN SOFTWARE EXHIBITION IN CHICAGO, ON-SITE SALES OF \$100,000 POTENTIAL 2-YR SALES OF \$2M.

QUARTER: 4 COMPLETED FOLLOW-UP WITH EXHIBITORS AT PC EXPO 15-17 OCT87. PARTICIPATED IN HITEC88, 7-11 MAR88, MET WITH 50 CDN EXPORTERS OF HIGH TECH PRODUCTS. OUTCALLS ON MOTOROLA & LITTON ADVANCED CIRCUITRY TO DETERMINE SOURCING REQUIREMENTS.

BUSINESS INFLUENCED-\$500,000. BUSINESS ACTIVITY REPORT SUBMITTED. PROVIDED QUALIFIED SUPPLIERS WITH SALES LEADS ON OFFSET PROGRAMS. PURCHASING MANAGERS DESCR. NEEDS & SYST TO BE FOLLOWED UP. CDN SUPPLIERS INFO NOW ON WIN.