

REPORT 4  
88/03/16

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

Page 117

POST : 404-MILAN

005-COMM. & INFORM. EQP. & SERV  
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ELECTRONIC COMPONENTS

DEVELOP NEW CONTACTS IN NORTHERN ITALY IN MAJOR STATE HELD ENTITIES (E.G. ITALTEL)

FOLLOW UP RECOMMENDATIONS OF ITALIAN TEN YEAR TELECOMMUNICATIONS PLAN

OPEN SOURCING CONTACTS AT SENIOR PROCUREMENT LEVEL

DOUBLING OF EXISTING SALES('86) BY '88.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ARRANGE CDN PARTICIPATION IN EDUCATIONAL COMPUTER CONF. IN MILAN & A COMPUTER AIDED INSTRUCTION CONF. IN TURIN. DIRECT CORPORATE CALLS(SOFTWARE) MADE IN TURIN & VERONA. CONDUCTED JOINT MEETING WITH ITAL. SCIENT. & TECHNO. RESEARCH CENTER. ARRANGING

ONE SOFTWARE AGENCY AGREEMENT CONCLUDED. INCREASED SALES OF CDN-PROD SOFTWARE IN TURIN, MILAN, VERONA. ESTABLISHED INDUSTRIAL CO-OP PROGRAM RE EXCHANGE OF CDN/ITL. EXPERTS RE INTELLIGENCE. HARDWARE SALES PENDING IN TURIN, PADOVA, IVREA/

QUARTER: 1 ORGANIZED CORPORATE CALLS FOR MIN. COTE AND INDIVIDUAL MEETINGS FOR MISSIONS MEMBERS.

3 CORPORATE CALLS ARRANGED FOR MIN. COTE, TWO RELATED TO EUREKA AND INDL. CO-OP. AND ONE IN SUPPORT OF DIRECT SALE TO MAJOR ITAL. ELECTRONICS FIRM. 32 INDIVIDUAL MEETINGS ARRANGED IN MILAN AND TURIN. AWARE OF ONLY ONE ONGOING PROJECT BEING PURSUED/

QUARTER: 2 PREPARE FOR PART'N OF 7 CDN FIRMS IN SMAU ELECT. EXH. VISIT OLIVETTI RE PRESENTA'N OF CDN MFT'D HOME COMPUTERS & PRESENT PROPOSAL RE LICENSING AGREEMENT BETWEEN STM & OLIVETTI. VISIT INTEL EXH TO ESTABL. NEW AGENTS/DISTRIB'RS IN NORTH. ITALY.

SMAU EXH. OUTSTANDING SUCCESS FOR 6 OF 7 CDN FIRMS THAT PARTICIPATED. OVER \$1MN GENERATED IN DIRECT SALES WITH A FURTHER 3 MN ANTICIPATED WITHIN 1 YR. QUALIFIED 4 NEW AGENT/DISTRIB. FOR IMMEDIATE REF. CORP. CALLS MADE TO 4 MAJOR ITLNS

QUARTER: 3 -----

QUARTER: 4 -----