

REPT4D
90/06/26

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

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POST :601-BOSTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:COMPUTERS HARD/SOFTWARE & COMP

FOLLOW-UP W/11 CDN EXHIBITORS NORTHEAST COMPUTER FAIR OCT 88
ESTABLISH TWO DISTRIBUTION AGREEMENTS

IDENTIFY KEY PUBLISHERS FOR CDN SOFTWR COMPANIES
GET 4 CDN COMPANIES LISTED.

WORK W/BOSTON COMPUTER SOC TO HAVE CDN FIRMS DEMONSTRATE
HAVE 3 CDN COMPANIES MAKE PRESENTATIONS AT BOSTON COMPUTER

SOCIETY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 1. NEBS Mission in software sector from Montreal
to Boston 12 September.

QUARTER: 3 1. Software Market Education Seminar, mission to
Boston, 10-11 October.
2. Northeast Computer Show, mission to Boston
12-14 October.

QUARTER: 4 -----

1. 17 companies introduced to market.

1. 8 software companies educated in all aspects
of marketing software in US.
2. 8 companies exhibited in major regional
computer trade show. Estimate business
influenced resulting from show C\$20K to date.