

604 - DALLAS

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

SELECTIVE PURCHASE OF MAILING LISTS OF MAJOR ELECTRONIC AND COMPUTER MANUFACTURERS IN TEXAS; TO BE FOLLOWED BY DIRECT MAILING AND SERIES OF CALLS.

FTA SEMINAR IN MAY 1988 INCLUDED DISPLAYS OF INVESTMENT LITERATURE AND DISPLAYS AND PARTICIPATION BY THE PROVINCES OF ONTARIO, ALBERTA AND QUEBEC.

LETTER DRAFTED. ACTUAL MAILOUT OF "CANADA: ELECTRONICS PRODUCTS FOR WORLD MARKETS" TO 230 U.S. ELECTRONICS MANUFACTURERS IN THE SOUTHWEST OCCURRED IN EARLY JULY.

147 ATTENDEES AT DAY-LONG CONFERENCE.

QUARTER : 2

Follow-up to the electronics mail-out campaign. Mailed to 230 companies promoting U.S. electron. manufacturers to invest.

Mail-out complete

QUARTER : 3

QUARTER : 4

QUARTER : 1  
1. Recruitment of buyers for Export at Festival of London, August 1988-  
2. Expand contacts with potential agents & sales reps through a systematic program of calls in Dallas. Ad. exp. facilities have visited.

1.2. Planning for Toronto annual show completed with Dallas Fall Market show dates. Through on-going contacts and calls with sales reps able to secure 11 buyers for Houston Fall Market. 1.3. Contacts with reps in periodic calls.