

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

31

POST :602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

REVIEW CANADIAN SOURCING STRENGTHS
UPDATED SOURCE MATERIAL.

DETERMINE TERRITORY CO REQ. IN CONJ W/LOCAL HIGH TECH/ENVIR COYS. NEW SALES OF \$ 1M.
ABILITY TO MATCH LOCAL NEEDS WITH CDN SUPPLY FOR 5 CDN

DISTRIBUTION OF NEW CDN CAPABILITY GUIDES TO US DISTRIBUTORS

FOLLOW UP ON INTEREST GENERATED FROM ABOVE GUIDES MILLION.
OBTAIN DISTRIBUTORS FOR 10 CDN COYS WITH SALES OF \$ 1.5

WORK WITH CHICAGO HIGH TECH GROUP TO IDENTIFY MARKET
EXPORT OPPORTUNITIES FOR 6 CDN FIRMS.

PROMOTE CDN SOURCING & JOINT VENTURE OPPORTUNITIES
3 NEW SOURCING CONNECTIONS 1 JOINT VENTURE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -National Stand at COMDEX

-National Stand at Design Engineering Show
(Computer hardware/software, instrumentation and
flow process controls, CAD/CAM

QUARTER: 2 -Locate reps for Canadian exporters of PC
components.

-Distributors for Canadian hardware/software
exporters.

QUARTER: 3 1. Comdex Spring 89

QUARTER: 4 -Mailing of rep/distributor questionnaires to
VARS, dealers and representatives in Illinois,
Wisconsin and Missouri.
-Report on technology in Missouri completed and
distributed.

-35 companies in std. Sales \$4.5M. Proj. \$26.8M
9 dist. appointed, 180 potential dist. next yr.

-12 companies in std. Sales \$110,000 Proj. \$5.9M

-Three Canadian companies put in touch with
local distributors/ reps.

-Two Canadian companies put in touch with
distributors (software) in territory.

2. Reported sales from followup - \$100,000

-Details of 62 local companies entered in WIN.
-Distributed to TTS, ITC's and provincial govts.