

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

POST :404-MILAN

SECTOR :005-ADVANCED TECH. PROD. & SERV
ITALY

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

I.D. MOST SUITABLE LOCAL COMPANIES TO ACT AS AGENTS
INCREASE NUMBER OF CDN COMPANIES REPRESENTED AND THEREBY

EXPAND SALES

CONTINUOUS MONITORING OF TELECOM MARKET TO ALERT CDN SUPPL.
INCREASE CDN AWARENESS OF MARKET AS A LARGE AND POTENTIALLY

PROFITABLE ONE

UNDERTAKE STUDY OF FIBER OPTICS SECTOR TO ASSESS MARKET
DETERMINE APPROPRIATENESS OF FUTURE TRADE MISSION IN THIS

AREA

I.D. MOST APPROPRIATE LOCAL CO. CAPABLE OF ACTING AS AGENTS
APPOINTMENT OF ADDITIONAL AGENTS AND THEREBY INCREASED SALES

MONITOR LOCAL MARKET TRENDS TO SOURCE ACTIVELY CDN SUPPLIERS
INCREASE CDN AWARENESS OF MARKET AND ESTABLISH A FEW BUYING

CONNECTIONS

I.D. SPECIALIZED TRADE MAGAZINES SUITABLE TO INTRO. NEW PROD
INCREASE ITALIAN AWARENESS OF CDN SUPPLIERS AND EXPAND SALES

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 a) Visit specialized trade fairs to evaluate and gather info for Cdn industry.
b) Preparatory activities for Cdn participation at SMAU 89.
c) Assist cdn coys locating agents/distributors.

a) Visited BIAS,INTEL & SCANITALIA sectoral fairs.Contacts established.
b) Major elements re cdn booth established. Recruitment of Cdn coys continues.
c) Three distribs. selected.Agreements underway.

QUARTER: 2 - Liaise with SMAU informatics show organizers & make all necessary arrangements for Cdn official participation.
- Contact specialized press to get coverage of Cdn participation in SMAU

- All stand,logistical and marketing aspects under post responsibility completed prior to show
- Contacts made with press; info supplied and stage set for exhibition coverage

QUARTER: 3 . Provide logistical and marketing assistance to respectively organizers & exhibitors (and visiting Cdns) at SMAU 89.
. Visit other fairs (e.g. MACMOSAN, QES, ExpoCT) call on local coys and attend spec. seminars.

. Six agents/distributors identified during SMAU exhibition,other 12 to 15 pending and estimated sales of several million dlrs over next 12 mos.
. Identified new potential agents; met/assisted any Cdn in attendance.

QUARTER: 4 . On a responsive basis, prepare program of visits for visiting Cdn coys and officials.
. Ongoing program of visits to trade fairs and contacts with local reps, associations, etc.

. Allowed collection of infos on instrumentation mkt and other products offered by Cdn coys.
. New agents and potential buyers of Cdn products identified.