

REPORT 4B
87/10/28

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 610-SAN FRANCISCO

UNITED STATES OF AMERICA

QUARTER: 1

005-COMM. & INFORM. EQP. & SERV

- A. XIOS SYSTEMS CORP. DEMO AT CONGEN.
- B. WATERLOO MICROSYSTEMS DEMO AT CONGEN.

A. 4 MAJOR FIRMS RECEIVED COMPLETE DEMO AND EXPRESSED INTEREST.
B. US DEPT. OF HEALTH AND HUMAN RESOURCES DECIDED TO PURCHASE PRODUCT ON PILOT PROJECT BASIS.

006-ELECTRONICS EQUIP. & SERV

MAJOR SILICON VALLEY RECEPTION TO MAKE NEW CONTACTS WITH ELECTRONICS FIRMS.

130 SILICON VALLEY HI-TECH ELECTRONICS COY REPS ATTENDED RECEPTION. MANY NEW LEADS GENERATED FOR CDN COYS.

014-EDUCATION, MEDICAL, HEALTH PROD

- A. ASSOC. OF WESTERN HOSPITALS CONV. IN SAN FRANCISCO. POST ORGANIZED NATIONAL STAND WITH FIVE CDN COYS.
- B. MEDICAL MISSION FROM ONTARIO AND QUEBEC, PRESENTATION TO MCKESSON.

RESULTED IN SEVERAL CDN COYS NOW COMMITTING TO SERIOUS EXPORT ACTIVITY IN THIS MKT. WESTNOFA OF WPG GENERATED 20 SERIOUS LEADS. KINETICS, TORONTO, NOW MAKING MOVE INTO MEDICAL FIELD.

013-CONSUMER PRODUCTS

WOOD HEATING ALLIANCE SHOW, RENO, POST ATTENDED. COY PARTICIPATION WITH PEMD.

CDN FIRMS GAINED INCREASING FOOHOLD IN WESTERN US MARKET.

001-AGRI & FOOD PRODUCTS & SERVICE

EXPLORATORY MEAT EXPORT VISIT FM ALTA GOVT.

INITIAL CONTACTS MADE WITH MEAT PROCESSORS, WHOLESALERS AND RETAILERS.