

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

POST : 619-ATLANTA

005-COMM. & INFORM. EQP. & SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

VISITS TO 10 PLANTS TO TOUR FACILITIES AND VIEW MANUFACTURING PROCESSES AND TALK TO TECHNICIANS, ENGINEERS.

FOLLOW-UP TO FIFTY INQUIRIES RECEIVED FROM COMMUNICATIONS TABLE TOP SHOW, NOV. ,86 AND LAND MOBILE SHOW SEPT. ,86.

RESPOND TO INQUIRIES ELECTRO OPTICS MISSION ADVANCE MAIL-OUT AND MISSION.

INCREASE AWARENESS OF OFFICER NEW TO SECTOR OF CANADIAN SUPPLY CAPABILITY, USA MARKET.

DEVELOP MORE COMPLETE INFORMATION ON WIN EXPORTS DATABASE BY LOADING NEW CANADIAN AND POST COMPANIES THEIR PRODUCTS, MARKETS, REPRESENTATIVES, EXPORT HISTORY.

INFORMATION BOOTH PLUS CANADIAN COMPANIES IN TWO OF USITA SHOW, STTI SHOW, LAND MOBILE SHOW.

COMPUTERS, SOFTWARE & SYSTEMS

GO TO MAJOR END USER, VAR, AND AGENTS TO GET MORE UPDATE INFO AND DATA.

FOLLOW UP TO CONTACTS FROM SOFTWARE SEMINAR, MONTREAL, MARCH, 1987

INTRODUCE 3 NEW EXPORTERS AT NATIONAL OFFICE MACHINE DEALERS ASSOCIATION SHOW, JULY, 1987.

DEVELOP MORE COMPLETE INFORMATION ON WIN EXPORTS DATABASE BY LOADING NEW CANADIAN AND POST COMPANIES, THEIR PRODUCTS, MARKETS, REPRESENTATIVES, EXPORT HISTORY.

INCREASE AWARENESS OF OFFICER NEW SECTOR OF CANADIAN SUPPLY CAPABILITY, USA MARKET.

TO SEE NEW TECHNOLOGY IN ACTION. TO TALK TO PEOPLE ABOUT NEEDS.

QUALIFY TEN NEW AGENTS & DISTRIBUTORS. IMPROVE CANADIAN COMPANY SALES DIRECT TO END USERS BY \$200,000.

QUALIFY TWENTY NEW AGENTS/DISTRIBUTORS. TWELVE MONTH SALES - \$150,000. THREE DISTRIBUTION/ TECHNOLOGY AGREEMENTS.

BETTER SHOW AND MISSION SOURCING. BETTER RESPONSE TO INQUIRIES.

ADD ACCURATE AND CURRENT INFORMATION ON SEVEN HUNDRED COMPANIES.

INTRODUCE 5 COMPANIES TO US MARKET. 12 MONTH SALES - \$250,000. QUALIFY 10 NEW AGENTS AND DISTRIBUTORS.

COMPETITIVE INFO AND ANALYSIS FOR CANADIAN COMPANIES.

GENERATE MORE INTEREST IN SOUTHEAST USA MKT. HELP CANADIAN FIRMS TARGET THEIR NICHES, PRODUCTS BETTER.

QUALIFY 5 NEW AGENTS & DISTRIBUTORS
12 MONTH SALES - \$100,000.

BETTER SHOW AND MISSION SOURCING. BETTER RESPONSE TO INQUIRIES. 200 HUNDRED COMPANIES TO THE DATABASE.

TO BETTER SERVE THE INTERESTS OF CANADIAN INDUSTRY.