QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FISCAL YEAR 88 FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :610-SAN FRANCISCO

REPORT 4

89/02/06

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PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 CANEXPO:MISSION OF 32 CDN HIGH TECH COS TO SILI-CON VALLEY. 13 JUNE 1988. REPLACED PLANNED COM-PUTER GRAPHICS SOFTWARE PRESENTATION IN CO-OPE-RATION WITH 3 TOP LOCAL HARDWARE VENDORS. QUARTERLY RESULTS REPORTED:

FROM POST-SHOW QUESTIONNAIRE COMPANIES EXPECT TOTAL OF OVER \$4.0 MILLION IN SALES IN NEXT 6 MONTHS.

QUARTER: 1 WEST COAST COMPUTER FAIR - APRIL 7-9, 1988

7 COS ATTENDED SHOW. FUTURE RECOMMENDATION IS THAT CDN COS PARTICIPATE IN SHOWS LIKE MACWORLD, COMDEX,WESCON & SEMICON WHERE THEY CAN CONNECT WITH DISTRIBUTORS,REPS & VARS. COMPUTER FAIR PROVED TO BE RETAILING,"SWAP-MEET"TYPE SHOW.

ALTHOUGH SEVERAL CDN COMPANIES PARTICIPATED ON THEIR OWN,POST DECIDED ONLY TO MONITOR SHOW,AND DID NOT OTHERWISE PARTICIPATE AS PROPOSED.

QUARTER: 1 SEMICON WEST - MAY 23, 1988

QUARTER: 2 -----

QUARTER: 4 ·····

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