REPT4D
90/04/05

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 :619-ATLANTA

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	1. Organized participation in CITEX 89. 2. Organized participation in TABES 89.	1. 20 exhibitors generated $110,000 in on-site sales, $4.1 million in estimated 12-month sales, 7 new reps and 302 sales leads. 2. 26 exhibitors recieved 391 sales leads and project sales of $3.029M over next 12 months.
QUARTER: 2	Recruited and organized two telecommunication trade shows-SETA in Nashville in Aug.89 and Land Mobile East Expo in Orlando in Sept. 89. Recruited and Organized Incoming Telecom Buyers Mission to Toronto Telcomm Trade Show.	The business influenced from SETA was approx.Cdn $ 2.08 million and the BI form Landmobile was approximately the same. The Incoming mission has resulted in approx. 46 new buying connections for Cdn. telcom firms.
QUARTER: 3	Recruited 8 CDN Coys for Caribecom 89 in San Juan, P.R. Oct. 89.Conducted extensive telephone and direct mail campaign for attendees. Recruited 20 U.S. telecom buyers for incoming msn. to Toronto telecom show in Sept. 1989.	Caribecom89 resulted in C$7,920,000 in projected 12 month sales based on contacts at show. 3/3 distributor/Rep agreements concluded on site. Tor. Telecom Buyers msn. resulted in projected 12 month sales of $20,837,000 plus C$105k onsite
QUARTER: 4	-----	