

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 : 618-MINNEAPOLIS

UNITED STATES OF AMERICA

QUARTER: 1

005-COMM. & INFORM. EQP. & SERV

A) ORGANIZE CDN EXHIBIT AT MIDWEST ELECTRONICS EXPO '87.
B) INCREASE CONTACTS WITH REGIONAL TRADE ASSOCIATIONS.

A) 11 CDN FIRMS PARTICIPATED IN MIDWEST ELEC. EXPO '87. ON-SITE SALES AMOUNTED TO APPROX. \$50,000 (US).
1 PROPOSAL, IF SUCCESSFUL, COULD RESULT IN NEARLY \$10M (US) IN SALES FOR AN EXHIBITOR. B) DISCUSSIONS WERE HELD WITH THE ELEC. REP. ASSOC. & TWIN CITY

004-DEFENCE PROGRAMS, PRODUCTS, SERV

A) FOLLOW-UP ON ELECTRONICS INVESTMENT SEMINARS.
B) HOLD PROCUREMENT SEMINAR FOR HONEYWELL DEFENCE PRODUCTS DIVISION.

A) 2 FIRMS PARTICIPATING IN SEMINARS HAVE ANNOUNCED INTENTIONS TO INVEST IN CDN OPERATIONS.
B) A NEW PROPOSAL FOR THE SEMINAR IS BEING SUBMITTED AT A HIGHER LEVEL IN HONEYWELL. CONTACT APPEARS RECEPTIVE TO PROPOSAL.

014-EDUCATION, MEDICAL, HEALTH PROD

FOLLOW-UP LEADS FROM BIOMEDICAL INVESTMENT SEMINAR. INCREASE CORPORATE LIAISON CALLS.

ADDRESSED MEETING OF MEDICAL ALLEY (MEDICAL COS. INDUSTRY ASSOC.) PLANNED JOINT MEETING WITH MEDICAL ALLEY FOR SEPT. 2.

999-MULTIPLE SECTORS

PARTICIPATE IN TWIN CITIES PURCHASING MANAGEMENT ASSOCIATION PRODUCTS SHOW APR. 1987.

CONSULATE HAD INFO BOOTH AT SHOW. PROVIDED INFO ON SOURCING CAPABILITIES OF THE CONSULATE RESPONDED TO OVER 250 REQUESTS FOR INFORMATION ON CDN PRODUCTS.

001-AGRI & FOOD PRODUCTS & SERVICE

FOOD AND BEVERAGE-FOLLOW-UP OF LAST QUARTER'S SOLO FOOD SHOW.

23 FIRMS CONTACTED, ADD'L ASSISTANCE OFFERED. REPORTED APPOINTMENT OF 7 NEW BROKERS & SALES OF \$400,000 U.S. ATTENDED WCFPS. INTRODUCED NEW OFCR. REP. FOR SECTOR TO INDUSTRY. COMMENCED PLANNING FOR HUSKER H. DAYS 9/87. DISCUSSED MKTG. PLANS/PINA

013-CONSUMER PRODUCTS

APPAREL/TEXT: RECRUIT US BUYERS TO FESTIVAL OF CDN FASHION; ASSIST OTT WITH OUTERWEAR MKT. STUDY INFO; PLAN PROD INTRO FOR 5 CO; HOLD APPAREL REP LOCATOR. FURNITURE: ORG. NEBS VISIT FOR W. RESIDENTIAL FURNIT. MANUS. ORG PART IN ASID-MSAIA REG SHOW

RECRUITED SIGNIFICANT BUYER FOR F.O.C.F., RESULTING IN \$200,000 (CDN) INITIAL SALES; ASSISTED OTT IN REPORTING ON OUTERWEAR MKT. HELD APPAREL REP LOCATOR WITH MA. FURNITURE-PLANNING FOR MEBS MISS UNDERWAY IN CONSULTATION WITH DRIE & PROVINCES.