REPORT 4
89/10/10

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 006-??????

UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 CANEXPO:MISSION OF 32 CDN HIGH TECH COS TO SILICON VALLEY. 13 JUNE 1988. REPLACED PLANNED COMPUTER GRAPHICS SOFTWARE PRESENTATION IN CO-OPERATION WITH 3 TOP LOCAL HARDWARE VENDORS.

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.

QUARTER: 1 SEMICON WEST - MAY 23, 1988

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----