

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 :619-ATLANTA

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

??????

PROGRAMMED CALL PROJECT FOR TELCO'S IN TERRITORY.

1) MISC. SOURCING REQUIREMENTS
\$300,000 IN SALES
2) CONTACTS LIST.

DIRECT MAIL CAMPAIGN TO TELCO'S, MAJOR USERS WITH PRIVATE SYSTEM POTENTIAL WITH TELECOM CATALOG WHEN REPRINTED.

1) SALES \$100,000
2) CONTACTS LIST

FOLLOW-UP CDN. INDUSTRY WHO LAST YEAR PARTICIPATED IN PROMO. EVENTS TO DETERMINE EXPORT SALES RESULTS.

INTRODUCE CDN FIRMS INCLUDING NEW EXPORTERS TO SOUTHEAST USA MARKET THROUGH PARTICIPATION IN TRADE SHOWS.

5 NEW CDN FIRMS
\$250,000 SALES.

??????

COMPLETE UAR & INTEGRATOR DATABASE

COMPETITIVE INFO AND ANALYSIS FOR CDN MFRS.

FOLLOW-UP CDN INDUSTRY WHO PARTICIPATED IN PROMOTIONAL EVENTS TO DETERMINE EXPORT SALES RESULTS.

INTRODUCE CDN FIRMS INCLUDING NEW EXPORTERS TO SOUTHEAST USA MARKET THROUGH PARTICIPATION IN THREE TRADE SHOWS.

15 NEW CDN FIRMS
\$600,000 IN SALES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Participate in Eastern Cable TV Expo

10 companies exhibited and reported estimated 12-month sales of \$500,000.

QUARTER: 3 Participated in Caribecom 88

3 Canadian companies participated and reported potential 12 mo. sales of \$8.15 million.

QUARTER: 4 A) Organize participation in CITEX and SETA shows
B) Arrange program of visits to large informatics distributors in territory

A) Shows fully recruited
B) 5 visits undertaken and post database on distributors updated