

REPORT 4
87/09/25

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

PAGE : 5

POST : 619-ATLANTA

016-INDUSTRIAL MACHIN, PLANTS, SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

TRAVEL TO VISIT POTENTIAL USERS, DISTRIBUTORS, AGENTS AND GOVERN-
MENT CONTACTS.

ENHANCED ACCEPTANCE OF CANADIAN PRODUCTS,
BETTER CONTACTS. BETTER APPRECIATION OF SALES
OBJECTIONS ETC.

EFFORTS TO DISCOVER HOW DISTRIBUTION CHANNEL WORK, IDENTIFY
LARGEST AND/OR BEST DISTRIBUTORS ETC.

NEW MARKETING METHODS FOR CANADIAN COMPANIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ORGANIZE AND IMPLEMENT CANADIAN PARTICIPATION IN
PUERTO RICO INDUSTRIAL SHOW.

CANADIAN PARTICIPANTS ESTABLISHED 4 NEW AGENTS,
ON-SITE SALES \$200,000, PROJECTED 12 MONTH SALES
\$1.5 MILLION. POST IDENTIFIED 102 NEW AGENTS
AND DISTRIBUTORS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----