

REPT4D
90/06/26

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

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POST :619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

CONTINUE TO BUILD "CONTACT" NETWORK BOTH CDN AND S.E. U.S.A. SALES \$300,000
GET AN ADDITIONAL 200 CONTACTS AND ENTER INTO WIN, DIRECT

ORGANIZE & IMPLEMENT FIVE PROMOTIONAL EVENTS TO EXPAND SALES SALES \$500,000 AND PROJECT ONE YEAR SALES OF \$1 MILLION
ACQUIRE 150 NEW CONTACTS (AGENTS, REPS, ETC.) ACHIEVE DIRECT

UNDERTAKE BRIEFINGS (WORKSHOPS) AT POST BETWEEN US END USERS
FIVE WORKSHOPS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Recruited, Setup & developed Ontario Industrial
Development Mission to Ga Tech.
2.Recruited, Setup & Developed P R Industrial Sho
3.Recruited, Setup & developed G T Mission to Cdn
Ottawa,Tnt,Hamilton,Downsview,Waterloo,Mtl,Hfx

1.5 Cdn Univs made contacts in Adv Materials &
Adv Manufacturing & Environments For followup
2.10Cdn coys 3M Bus influn & 14 buying Connectin
3.10 GT Scientist met 17 Univs 40 agencies Gov.&
20 R&D contacts to build Alliances(262 cdns)

QUARTER: 2 1.AMERA CLIN CHEM SHOW JULY 89
2.EASTERN CABLE TELEVISION SHOW AUGUST 89
3.BOBBIN EXHIB,WORKSHOPS,TOURS&INFO BOOTH SEPT89
4.RECUIT FIBERTOUR SHOW OCT 89
5.RECUIT HUNTSVILLE MISSION NOV 89

1.IDP BOOTH,82 SE CONTACTS,5 CDN COYS-2.3M SALES
2.8 CDN COYS-2.25M SALES,47 BUYING CONNECTIONS
3.28CDN COYS,80 CDN ATTEN,24 CDN-OVER 7M SALES
4.HAVE 6 CDN COYS TODATE LOOKING FOR 2 MORE
5.EXPECT TO MATCH 12SE USA COY TO CDN COYS

QUARTER: 3 1.Participated in FIBER TOUR 89 Oct
2.Led Huntsville Industry Mission to Ottawa Nov
3.Recruited & led HDTV Mission for Atlanta Conf
4.Recruited & develop Environment Mission Glob 90
5.Coordinated & develop Nexsus Mission NHB Show

1.7 Cdn coys develop 55 buy contacts-\$2.8M sales
2.8 HIM members met 52 Ottawa business contacts
3.6 Cdn orgs. attended DARPA business market
4.Recruited USA buyers to attend March Globe 90
5.37 Cdn Mfg coys will attend new market NHB Jan

QUARTER: 4 1.NEXSUS TO NAT ASSO HOMEBUILDERS SHOW JAN ATLANT
2.NEXSUS TO POULTRY SHOW FM FISH COYS IN MARITIMS
3APPAREL MISSION TO PQ & TRONTO TECH TRANS INFLO
4AM SOC HEAT & AC ENGINEERS SHOW ATNT & NEXSUS
5TEC ASSO PULP PAPER INSTITU SHOW ATNT & NEXSUS

1 37 NEXSUS COYS FM AB & NB ATTEND \$2.8M BI PROJ
2 7 MARITIME FISH PROCESSERS ATTEN-3 TECH INFLOW
3 66 CDN COYS ATTEND TECH CONF-8 TECH INFLO \$2M
4 12 AB COYS IN NEXSUS & 22 EXHIBIT-\$4.5M BI
5 36 CDN COYS EXHIBIT & 12 NEXSUS-\$6.1M BI3T INF