

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

REPT4D
90/04/05

POST :604-DALLAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ARMAX/HITECH OTTAWA [INCOMING MISSION] SOUTHWEST.
GENERATE \$10 MILLION IN TELECOMMUNICATION SALES TO THE

COMMAND BRIEFINGS
RAISE U.S. DEFENCE PERSONNEL AWARENESS OF CDN SUPPLIERS.

INFOMART - SATELLITE OFFICE
NEW INITIATIVE

CDN COMPONENTS SHOW - DALLAS SOUTHWEST.
GENERATE \$10 MILLION IN TELECOMMUNICATIONS SALES TO THE

SOFTWARE MISSION [OUTGOING] TO DALLAS
GENERATE \$5 MILLION IN CDN SOFTWARE SALES.

DEFENCE COMPONENT SHOW-DALLAS.
GENERATE \$2 MILLION IN COMPUTER SOFTWARE SALES.

ARMAX/HITECH OTTAWA [INCOMING MISSION] U.S.
GENERATE \$5 MILLION IN CDN COMPUTER/SOFTWARE SALES TO THE

INFOMART - SATELLITE OFFICE
NEW PROPOSAL

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Prepare and submit a proposal to External Affairs to establish the CAN TECH showroom at Infomart and obtain all costs and activities associated with this project.

1.The first draft of the formal CAN TECH proposal was completed along with project costs and overall management objectives.

QUARTER: 2 1.Networld '89
Dallas, Texas
September 12-14, 1989

1.Generated over 50 sales leads from participation at Networld '89, which will generate an estimated \$5 million in sales of computer network systems and equipment.

QUARTER: 3 Staffed and assisted in the preparation and follow-up of Cda's participation in NATA/UNICOM national stand held Dec. 5-8/89 at Infomart in Dallas.

15 Cdn. telecommunication coys participated generating 869 sales leads, \$129,000 in on-site sales with projected further sales of \$7,460,000 and 21 distributor/representative arrangements.

QUARTER: 4 -----