

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

POST :604-DALLAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

SOUTHWEST.

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

INFOMART - SATELLITE OFFICE  
NEW INITIATIVE

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

SOUTHWEST.

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]  
GENERATE \$5 MILLION IN CDN COMPUTER/SOFTWARE SALES TO THE

U.S.

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 pro-  
posal 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 participa-  
tion 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.