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Message Text

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21
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
---------- 071713
R 021354Z APR 75
FM AMEMBASSY VIENNA
TO USDOC WASHDC
INFO SECSTATE WASHDC 5242

UNCLAS VIENNA 2744

E.O. 11652: N/A
TAGS: BERP, AU
SUBJECT: GEOPHYSICAL EXPLORATION EQUIPMENT JEEP, MARCH 11-13,
1975 - FINAL REPORT

BEWT FOR THOMPSON

REF: OIM MARKETING MANUAL, EXHIBITS ATTACHMENT A, REVISION-
SEPTEMBER 7, 1973

1. GEOPHYSICAL EXPLORATION EQUIPMENT JEEP.

2. U.S. EAST WEST TRADE CENTER, VIENNA, AUSTRIA, MARCH 11-13, 1975.

3. NO REPS APPOINTED. NONE OF EXHIBITORS WERE ACTIVELY SEEKING TO HIRE A REPRESENTATIVE. ALL HAD BEEN RECRUITED ON BASIS OF ERRONEOUS ASSUMPTION THAT LARGE EUDIENCE FROM USSR AND EE COULD BE EXPECTED.

4. NO SALES WERE ACTUALLY MADE DURING THE EXHIBIT. HOWEVER, ONE COMPANY REPORTS THAT SALES EQUAL TO $ 10,000 WILL BE MADE IN THE NEXT TWELVE MONTHS AS A DIRECT RESULT OF THIS EVENT. ALL EXHIBITORS HAVE SUBMITTED FINAL REPORTS COPIES OF WHICH WILL BE SENT UNDER SEPARATE COVER.

5. ZERO TO 14 PERSONS REGISTERED DURING THE EXHIBITION AND SEMINAR, SIXTY ATTENDED THE OFFICIAL RECEPTION HOSTED BY CHARGE D'AFFAIRS MOWINCKEL ON MARCH 11; PREREGISTRATION FOR SEMINAR SESSIONS AS FOLLOWS:

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BISON INSTRUMENTS, INC. - SIX

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SEISMIC ENGINEERING CO. - THREE
BOSTON INSULATED WIRE & CABLE CO. - THREE
BOLT ASSOCIATES, INC. - ONE
DAEDALUS ENGERPRISES, INC. - TWO
EDO INTERNATIONAL - THREEE
SEIS DATA, INC. - FOUR

DURING THE RECEPTION REPRESENTATIVES FROM BULGARIA, ROMANIA AND YUGOSLAVIA WERE PRESENT, COLLECTED LITERATURE, AND DISPLAYED INTEREST IN THE PRODUCTS.

6. LEADS PRODUCED DURING THE EXHIBIT - 5 - 11

7. SOME QUOTES FROM EXHIBITORS REPORTS:

BISON INSTRUMENTS, INC. - "VERY LITTLE INTEREST"
I.P.S., INC. - "WE HAD ONLY ONE PERSON WHO INQUIRED OF THE PRODUCT - NEED TO HAVE MORE PEOPLE THROUGH THE AREA"
SEISMIC ENGINNEERING CO. - "NO INTEREST SHOWN. DO NOT BELIEVE E/W TRADE SHOW WILL ATTRACT CUSTOMERS WE DEAL WITH - NOT IF OUTSIDE COUNTRY. BELIEVE EASTERN COUNTRY TRADE MUST BE THROUGH DIRECT CONTACT ONLY"
BOSTON INSULATED WIRE & CABLE CO. - "THE SHOW ITSELF WAS NOT WORTHWHILE, HOWEVER, IT DID GET US TO AUSTRIA WHERE WE WERE ABLE TO SPEAK TO COMPANIES THAT WE WERE INTERESTED IN DOING BUSINESS WITH"
DAEDALUS ENTERPRISES, INC. - "THERE WERE SO FEW VISITORS TO THIS SYMPOSIUM THAT NO FAIR EVALUATION CAN BE MADE. WE HAD HOPED TO MAKE CONTACT WITH REPRESENTATIVES FROM EASTERN BLOCK COUNTRIES, BUT ALMOST NONE ATTENDED EXCEPT A FEW EMBASSY PERSONNEL AT THE RECEPTION"
SEIS DATA, INC. - "NO PARTICIPANTS FROM BUYING COUNTRIES - BOOTH WAS WELL PREPARED - PERSONNEL HELPFUL"
EDO INTERNATIONAL - "VERY DISAPPOINTING. QUANITY AND QUALITY ATTENDANCE ANTICIPATED NEVER MATERIALIZED. THE OBJECT LESSON TO BE DERVIED FROM THIS EXHIBITION AND SEMINAR IS THAT IT IS NOT PRACTICAL TO ORGANIZE AND OPERATE THIS TYPE SHOW IN A WESTERN EUROPEAN LOCATION ADDRESSED TO EASTERN EUROPEAN MARKETS".
BOLT ASSOCIATES, INC. - "ATTENDANCE POOR. TRADE CENTER STAFF COOPERATION EXCELLENT. PRODUCT MIS TOO DIVERSE FOR THIS FIELD. CHANCES TO ATTRACT MORE VISITORS WOULD BE BETTER IF THE PRODUCTS
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COVERED A MORE SPECIALIZED AREA MORE INTENSIVELY RATHER THAN THE WHOLD FIELD SPARSELY. CONTACTS WE MADE WERE FEW BUT GOOD"

8. TOTAL NUMBER OF EXHIBITORS. 12 PERSONS REPRESENTING 8 COMPANIES.

A. NEW TO EXPORT: 0
B. NEW TO MARKET: 8

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C. OLD TO MARKET: 0
D. FULLY ACHIEVED MARKET OBJECTIVES: 1
E. PARTIALLY ACHIEVING MARKET OBJECTIVE: 1
F. FAILING TO ACHIEVE MARKET OBJECTIVE: 6

9. THIS WAS FIRST EXHIBIT IN EWTC WHICH HAD VERY LOW IN-
TEREST FOR AUSTRIAN MARKET. IT WAS THEREFORE A CLEAR TEST OF EWTC
AS EXHIBIT CENTER FOR USSR AND EE MARKETS. EXHIBIT WAS PROMOTED
IN USSR AND EE COUNTRIES AND AS WITH PREVIOUS EWTC EXHIBITS IT
DID NOT DRAW A SIGNIFICANT AUDIENCE FROM THAT AREA. THREE KEY
HUNGARIAN OFFICIALS DID ATTEND AND SPOKE TO SOME OF THE EXHIBITORS
AFTER VIEWING ALL EXHIBITS. INTEREST SHOWN IN EXHIBIT BY EE COUNTRY
TRADE MISSION REPS IN VIENNA, MOST OF WHOM ATTENDED RECEPTION, WAS
SUBSTANTIAL AND LED BOLT ASSOCIATES, INC., EXHIBITOR TO SAY "WE
GOT THREE NEW COUNTRIES AS RESULT OF THIS RECEPTION" AND "THROW
MORE RECEPTIONS LIKE THAT ONE AND FORGET THE EXHIBIT". EXHIBIT
WAS NOT SUITED TO EWTC BECAUSE EXHIBITORS WERE NOT SEEKING
REPRESENTATIVES AND ALTHOUGH NTM IN TECHNICAL SENSE OF TERM AT
LEAST 5 OF EXHIBITORS WERE GENERALLY KNOWLEDGEABLE OF EAST-WEST
TRADE PROBLEMS AND COULD NOT REALLY BENEFIT FROM SECOND PURPOSE
FO EWTC EXHIBITS WHICH IS TO EDUCATE NTM COMPANIES ABOUT
EAST-WEST TRADE. EXHIBITORS WERE OFFERED ACCESS TO INFORMATION
IN EWTC FILES. ALL EXHIBITORS WERE PLEASED WITH EWTC EXHIBIT
FACILITIES AND STAFF ASSISTANCE RENDERED TO THEM. BUCHANAN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 02 APR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975VIENNA02744
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750114-0661
From: VIENNA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750487/aaaadbsj.tel
Line Count: 139
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 25 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25 JUN 2003 by SilvaL0>; APPROVED <08 JAN 2004 by ShawDG>
Review Markings:

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US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: GEOPHYSICAL EXPLORATION EQUIPMENT JEEP, MARCH 11-13, 1975 - FINAL REPORT
TAGS: BEXP, AU
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006

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