

Approved _____ Date 1-31-90

MINUTES OF THE SENATE COMMITTEE ON ECONOMIC DEVELOPMENT

The meeting was called to order by Senator Dave Kerr at _____
Chairperson

8:00 a.m./p.m. on January 30, 1990 in room 123-S of the Capitol.

All members were present except:

Senator Jack Steineger

Committee staff present:

Bill Edds, Revisor of Statutes
Lynne Holt, Ks. Leg. Research Dept.
Sue Pettet, Secretary to the Committee

Conferees appearing before the committee:

Secretary Harland Priddle, Department of Commerce

Chairman Kerr called the meeting to order. He informed the committee that Charles Warren, of KS, Inc. had a request for a bill introduction. Bill request is to: clarify roles of Kansas, Inc. and Dept. of Commerce, change annual reporting dates, and change provisions for funding of Kansas, Inc., and establish a solution of reporting.

Senator Karr made a motion to introduce requested bill. Senator Moran seconded. Motion carried.

Chairman Kerr introduced Secretary Harland Priddle, Dept. of Commerce, to give an update on the activities of the Department.

Secretary Priddle presented the committee with Attachments 1, 2, & 3.

A slide presentation was shown to update the committee on the activities of the Department of Commerce. Some areas discussed were: Travel and Tourism Division, Community Development, Rural Development, Block Grants, International Market, and Trade Development Division.

Kansas Trade Fair Assistance Program, (KTSAP) was also discussed. Secretary Priddle explained that Foreign trade shows are a proven way for Kansas companies to develop international trade opportunities, promote products and services, and have face-to-face contact with foreign buyers. The 1989 Kansas Legislature appropriated \$100,000 for the Kansas Trade Show Assistance Program. The Governor has recommended an increase from \$100,000 to \$150,000 for the Kansas Trade show assistance program for FY91.

Secretary Priddle shared his desire with the committee to see that Kansas receives its share of commerce from the world market, including the Eastern European countries.

In response to a question, Secretary Priddle expressed that one of the main concerns of foreign markets settling in Kansas is a lack of skilled workers. He stated that a positive aspect for companies looking at locating in Kansas is the deletion of the inventory tax, which has helped tremendously.

Senator Winter made a motion to accept the minutes of the January 24th and 25th meetings. Senator Oleen seconded. Motion carried.

Meeting adjourned.

Unless specifically noted, the individual remarks recorded herein have not been transcribed verbatim. Individual remarks as reported herein have not been submitted to the individuals appearing before the committee for editing or corrections.

INTERNATIONAL MARKETING PROGRAM

Industrial Development Division
Kansas Department of Commerce

INTERNATIONAL MARKETING PROGRAM

European Office

The Kansas European Office (KEO) is now fully staffed, with support for both trade promotion and investment recruitment activities. The office provides assistance to Kansas companies entering the European market, tracks trends and issues affecting Kansas' ability to attract international investment and conducts an aggressive program of marketing the state to firms which have the potential to make that investment. KEO staff has continued to maintain an active role in the Council of American States in Europe (CASE) and the American Chamber of Commerce in Germany.

1. Prospect Activity

The KEO is currently working with 14 prospects and 9 suspects, which have indicated investment plans for the next two years. A total of 7,900 direct mail pieces were mailed out to targeted industries, resulting in numerous leads and inquiries with long-term potential. In addition, the KEO attended 11 "Invest in USA" seminars throughout Europe with more than 900 attendees. In October, KEO staff organized a seminar in Mannheim, West Germany, in cooperation with a major German bank, which earned good public coverage and excellent ratings.

In May of this year, a delegation of high level government officials and business executives from Baden-Wuerttemberg, West Germany, visited the state at the invitation of the Governor. In addition, representatives of four European companies visited 14 Kansas communities seeking site location information. One of these firms, an Italian aircraft manufacturer, announced in October a decision to locate its U.S. manufacturing facility in Wichita.

2. Marketing Programs

For the second year in a row, the KDOC staff participated in the Hannover Industrial Fair, the world's largest trade fair, with more than 5,600 exhibitors and 500,000 visitors during the week. Prior to the visit, letters from the Governor were sent to key companies in West Germany inviting them to visit with Kansas representatives at the fair.

In support of a proposed plastics industry target effort, the Kansas European Director visited the state in November. His trip included visits to five Kansas communities and a total of 14 companies and two universities to discuss the resources available in the state to support the plastics industry.

3. Kansas Visits to Europe

The delegation attending the Hannover Fair also met with economic development officials in Stuttgart and called on contacts in the banking industry. In addition, a visit to Champagne-Ardenne, France was included to continue the development of the state's economic cooperation relationship with this region. The visit included discussions with five local firms with interest in the U.S. market.

In addition, many executives from Kansas companies visited the KEO to discuss their international business plans and to get assistance in doing business with European companies.

4. Public Relations

The Kansas European Office is in regular contact with major European business newspapers and magazines and keeps them informed on economic issues in Kansas. The director of the KEO has frequently been invited for speaking engagements at business organizations and universities. Also, the KEO actively supports international activities like sister city relationships and student exchange programs between Kansas and Europe. Through active involvement in the American Chamber of Commerce, the KEO has established good relationships within the American business community in Europe, which also reflects the international commitment of the State of Kansas.

5. Future Programs

A new German language data book providing detailed information on the Kansas business climate and investment incentives will be available at the beginning of 1990. This publication will complement the existing German language material that is currently used in the KEO's direct mail program. Efforts will be concentrated on the plastics industry, with additional promotional materials to be developed in support of this target market plan. In addition, investment missions from Kansas are planned for the spring of 1990.

Japan Office

Interest from Japan continued to grow this year, as the international division participated in a variety of programs and hosted numerous Japanese visitors to the state. In addition, two dedication ceremonies and one groundbreaking involved the participation of top-level executives from Japan.

The Kansas Japan Office (KJO) continues to represent the state's trade and investment interests in Japan, expanding the network of key business contacts. A November investment and trade mission to Asia involving Kansas political leadership and business executives capped the year's activities in this area.

1. Prospect Activity

At the close of the year, there were 3 prospects and 20 suspects from Japan. Significant additions to the suspect list resulted from the targeted promotion to the pharmaceutical sector in the second half of the calendar year. Direct mail was used to maintain contact with the suspect lists provided by Kansas' communities during the year. The Japan Pharmaceutical Manufacturers Association agreed to distribute information on Kansas to its eighty largest members. The Tokyo office also participated in three seminars/presentations during the year, providing the opportunity to make contact and distribute literature to key business executives and political leaders with business interests.

After extensive research on the area, Pack Corporation, a Japanese paper product manufacturer, announced a decision to locate its first U.S. manufacturing facility in Lenexa. Two other Japanese companies, Yuasa and Settsu, demonstrated their commitment to their Kansas locations with dedication ceremonies attended by key executives from the firms' headquarters in Japan. Certificates of appreciation were presented to all three of these firms by the Lt. Governor during the November mission to Asia.

Under JETRO sponsorship, a group of Japanese executives visited Kansas City for briefings on the state's investment potential. Lt. Governor Walker and Secretary Priddle gave the state's presentation and showed the Japanese-language Kansas investment video.

JETRO executives made several visits to the state to learn more about the state's efforts to market in Japan. The JETRO staff was also briefed on the biological/pharmaceutical research capabilities in the state and the plan to target this area specifically in Japan.

2. Marketing Programs

The Tokyo Office, together with the KDOC, planned a targeted pharmaceutical effort in the first half of the calendar year, and initiated execution in the second half of the year. During August, Kansas Tokyo Director Bob Hitchner visited the state to examine the Kansas business and university resources to attract investment. A marketing plan was prepared and, in November, a mission to Japan was led by Lt. Governor Walker and Speaker of the Kansas House Jim Braden. This effort has shown tremendous success, resulting immediately in the identification and approach to a number of significant new suspects.

In February, KDOC staff and representatives from five Kansas communities attended the annual JETRO seminar/conference in Chicago to discuss U.S.-Japanese investment issues. Eleven Midwestern states and executives from Japanese corporations with ongoing operations met in Chicago to learn about the state's current business programs to attract international investors and to hear about the on-site experiences of newly established Japanese manufacturers. Kansas investment literature was distributed to attendees.

KDOC staff attended the annual conference of the Midwest U.S.-Japan Association in Indianapolis. Over 200 business executives from Japan were in attendance to discuss investment in the U.S. Kansas distributed Japanese-language materials to conference attendees and discussions on Kansas investment potential were held.

In a joint effort with the WI/SE group, KPL Gas Service, Southwestern Bell, and Kansas Gas and Electric, staff called on Japanese prospects in Southern California during October. A total of 20 companies were contacted on the mission.

3. Kansas Visits to Japan

In conjunction with the marketing program targeting the pharmaceutical industry, a ten-day, ten-member mission led by Lt. Governor Walker implemented the formal marketing activity. Private presentations and courtesy visits were made to government and private organizations, influential academics, Japanese scientists who had studied at KU, and top executives at twelve pharmaceutical-related firms identified for their interest in overseas investment.

The mission also provided opportunities for state leadership to reiterate Kansas' commitment to current industry through visits to four recent Japanese investors. In addition, a special reception was hosted by Lt. Governor Walker to strengthen ties and communicate economic development objectives to a key group of alumni representing the Regents institutions around the state.

During the year, the Tokyo office also met with and provided special briefings to 19 leaders from Kansas government, business, and academia. This included seven faculty members of the KU Business School who visited Japan for three weeks under a special grant from the Fulbright Commission.

4. Public Relations

A number of interviews with the Japanpress were arranged by the Tokyo Office during the Asia mission. These consisted of a discussion with Lt. Governor Walker, Speaker Braden, and Secretary Priddle with the *Japan Economic Journal*, interviews with Dr. Michaelis and Dr. Brundage by the *Japan Industrial Journal* and the *Pharmaceutical Daily*, and plans for an article by Dr. Michaelis to appear in PharmTech. Other press during the year included an interview by the *Japan Industrial Journal* with Bob Hitchner and the publication of a speech by Secretary Priddle in the *LTCB Research Journal*.

Mr. Sato of the *Mainichi Shimbun Newspaper*, Tokyo, Japan, was escorted in Kansas to conduct interviews of Kansas government officials, business executives, and to view cultural attraction. A series of seven Kansas articles appeared in the Japanese press following the visit.

5. Future Programs

A key priority for the Tokyo Office will be to build on the new pharmaceutical marketing program. Intensive business meetings are planned for 1990 in which presentations of specific proposals will be undertaken together with the executive scientific personnel from the Higuchi Biosciences Centers.

Currently KDOC and the Tokyo Office are in the process of selecting new target industries for calendar year 1990. Based on perceived interests of Japanese industry and strengths in the Kansas economy, candidate industries include veterinary medical products and food processing. In addition to these targeted marketing activities, the Tokyo Office maintains regular excellent relationships with key "contact multipliers" and influential friends of Kansas as a means of developing the state's economic interests in Japan.

Canada Program

Interest from Canada continues to grow, with the international staff now handling 8 suspects and 4 prospects, mostly concentrated in Ontario and British Columbia. In addition, approximately 80 Canadian firms are included in the ID division's target industry direct mail program.

FOREIGN INVESTMENT IN KANSAS

Industrial Development Division
Kansas Department of Commerce

FOREIGN INVESTMENTS IN KANSAS

AUSTRALIA

DUGAN TRUCK LINE

10200 West K42 Hwy
Wichita, KS
(316) 522-3945
Mark Dugan, President & CEO

Affiliate - TNT LIMITED

Employees - 240
Operations - trucking operations

ELDERS GRAIN

Rural Route #2
Atchison, KS 66002

Affiliate - ELDER IXL, LTD.

Employees - 100
Operations - corn mill, rail car repair

ELDERS GRAIN, INC.

5000 College Boulevard, Suite 400
Overland Park, KS 66211
(913) 451-4400
David Shishim, V.P. and Gen'l Mgr.

Affiliate - ELDER IXL, LTD.

Employees - 80
Operations - corporate headquarters - grain buying

ENERGY RESERVES GROUP, INC.

Wichita, KS

Affiliate - BROKEN HILL PROPRIETARY
COMPANY, LTD.

Operations - oil and gas exploration

GNB, INC.

1901 S. Fourth
Leavenworth, KS 66048
(913) 682-1551

Affiliate - PACIFIC DUNLOP

Employees - 42
Operations - distribution of batteries

GNB INDUSTRIAL BATTERY CO.

3001 Fairfax Trafficway
P.O. Box 15060
Kansas City, KS 66115
(913) 321-4600
Clarence Rasdall, Operations Manager

Affiliate - PACIFIC DUNLOP LIMITED

Employees - 85
Operations - manufacture industrial batteries

AUSTRIA

ALLCO CHEMICAL CO.

Hwy 69 Alt. South
Columbus, KS 66762
(316) 783-1321
Greg Solomon, President

Affiliate - LENZING AG

Employees - 40
Operations - manufacture specialty chemicals

AMERICAN MAPLAN CORPORATION*

823 Bypass
McPherson, KS 67460
(316) 241-6843
Houst Eigruber, Operations Manager

Affiliate - MAPLAN GMBH

Employees - 100
Operations - tooling for the plastic pipe industry

BELGIUM

AMERICAN PETROFINA

Mission, KS

Affiliate - PETROFINA SOCIETE ANONYME

Operations - fuel service stations

CANADA

ABITIBI-PRICE CORP. (FLAIR FOLD)

Box 355
Hiawatha, KS 66434
(913) 742-7161
Bernard Podell

Affiliate - ABITIBI-PRICE
Employees - 400
Operations - manufacture shutters and louver doors

AMERICAN FRACMASTER, INC.

Chanute, KS

Affiliate - FRACMASTER, INC.
Operations - oil well servicing

ATCHISON DAILY GLOBE

1015 Main Street
Atchison, KS 66002
(913) 367-0583
Larry Sarvey, Publisher

Affiliate - THOMSON NEWSPAPERS, INC.
Employees - 35
Operations - newspaper publishing

DRAKE P3 INC.

10709 Barkley
Overland Park, KS
(913) 642-8300
Jerry Hill, Exec. Vice President

Affiliate - DRAKE INTERNATIONAL
Employees - 7
Operations - U.S. headquarters, software service

ENGINEERED AIR

100-A 4210 Shawnee Mission Parkway
Mission, KS 66205
(913) 677-1806
John Kenney, Division Manager

Affiliate - ENGINEERED AIR
Employees - 1
Operations - sales of heating & air conditioning
equipment

KMW, INC.*

PO Box 327
535 W. Garfield
Sterling, KS 67579
(316) 278-3641
Mike Bender, General Manager

Affiliate - KMW PRODUCTS, LTD.
Employees - 37
Operations - manufacture front-end loader for
compact tractors and other accessories

KUSTOM ELECTRONICS, INC.

10975 Belmonte
Overland Park, KS 66211
(913) 339-6767
Ralph Hixon, V.P. of Manufacturing

Affiliate - GLENAYRE ELECTRONICS, LTD.
Employees - 200
Operations - traffic safety radar communications and
voice/digital equipment

PERKA BUILDINGS

1205 E. 24-40 Highway
Tonganoxie, KS 66086
(913) 845-3771
Sharon Yates, V.P. of Administration

Affiliate - PERMASPAN

Employees - 60
Operations - manufacture pre-fab metal buildings

VET LABS LIMITED, INC.

12340 Santa Fe Drive
Lenexa, KS 66215
(913) 888-7500
Natu Patel, President

Affiliate - POLYDEX PHARMACEUTICALS LTD.

Employees - 10-49
Operations - veterinary pharmaceuticals

DENMARK

GRINDSTED PRODUCTS, INC.

201 Industrial Parkway
Industrial Airport, KS 66031
(913) 764-8100
Jim Knearem, Vice President

Affiliate - GRINDSTED PRODUCTS A/S
Employees - 95
Operations - manufacture food additives

J.H. SHEARS SONS, INC.

Box 1605
819 W. 1st
Hutchinson, KS 67501
(316) 662-3307
C.L. Jarvis, President

Affiliate - SUPERFOS GROUP
Employees - 400
Operations - paving construction company

FRANCE

ATI, INC.*

9337 West 53rd Terrace
Merriam, KS 66203
(913) 384-5051
Tony Bakker, General Manager

Affiliate - ATELIERS REBOULEAU (France)
KARL BECKER GMBH (Germany)
AMAZONE (Germany)
Employees - 5
Operations - agricultural machinery

CAP GEMINI AMERICA

6900 College Boulevard
Overland Park, KS 66211
(913) 451-9600
Ronald Fischer

Affiliate - CAP GEMINI SOGETI
Employees - 10
Operations - computer consulting

CERTAIN-TEED CORPORATION

103 Funston
P.O. Box 15080
Kansas City, KS 66115
(913) 342-6624
Lou Dore, Works Manager

Affiliate - COMPAGNIE DE SAINT-GOBAIN
Employees - 500
Operations - manufacture insulating material

CERTAIN-TEED CORPORATION

500 West First
McPherson, KS 67460
(316) 241-5511
Marcel Tajchman, Plant Manager

Affiliate - COMPAGNIE DE SAINT-GOBAIN
Employees - 80
Operations - manufacture plastic extrusions and
extrusion machinery

E.I. DUPONT KANSAS CITY FASCIA

900 S. 68th Street
Kansas City, KS 66111
(913) 299-0180
John Tripoli, Plant Manager

Affiliate - E. I. DUPONT DE NEMOURS
Employees - 167
Operations - manufacture fascia for automobiles

ELF ASPHALT

P.O. Box 1536
Dodge City, KS 67801
(316) 225-2264
Stan Strecker

Affiliate - ELF AQUITAINE

Employees - 3
Operations - manufacture emulsified asphalt

HINCKLEY & SCHMITT

2545 South Ferree
Kansas City, KS 66103
(913) 236-7900
Dan Frantz, General Manager

2-4

Affiliate - ANJOU INTERNATIONAL
Employees - 31
Operations - manufacture distilled water

LAFARGE CORPORATION

P.O. Box 780690
Wichita, KS 67278
(316) 681-2885
Jerry Kemp, General Manager

Affiliate - LAFARGE COPPEE
Employees - 10
Operations - manufacture Portland cement

LAFARGE CORPORATION

P.O. Box 479
Fredonia, KS 66736
(316) 378-4458
Horace Compton, Plant Manager

Affiliate - LAFARGE COPPEE
Employees - 120
Operations - manufacture Portland cement

RACON, INC.

Box 198
6040 S. Ridge Road
Wichita, KS 67201
(316) 524-3245
Maurice J. Knopf

Affiliate - ATOCHEM S.A.
Employees - 56
Operations - manufacture refrigerants

SANOFI ANIMAL HEALTH, INC.

7101 College Blvd., Suite 610
Overland Park, KS 66210
(913) 451-3434
Jim Smith, President

Affiliate - SANOFI S.A.
Employees - 50
Operations - manufacture vaccines

TOTAL PETROLEUM, INC.

Box 857
Arkansas City, KS 67005
(316) 442-5100
J.M. Hazen, Refinery Manager

TOTAL PETROLEUM, INC.

8911 W. Maple, Suite 1
Wichita, KS 67209
(316) 721-1603
M. Schmidt

Affiliate - COMPAGNIE FRANCAISE DES
PETROLES

Employees - 250-499
Operations - petroleum refinery

IRELAND

JEFFERSON SMURFIT CORPORATION

510 Division
Kansas City, KS 66103
(913) 236-8000
Don Hughes, Plant Manager

Affiliate - JEFFERSON SMURFIT GROUP
Employees - 35
Operations - recycled paper and aluminum cans

ITALY

CENTRAL SOYA FEED CO., INC.

1000 North Washington
Abilene, KS 67410
(913) 263-2260
Rick Gruber, Manager

Affiliate - FERRUZZI GROUP
Employees - 27
Operations - soybean processing, animal feed

HAY & FORAGE INDUSTRIES

420 West Lincoln
Hesston, KS 67062
(316) 327-4000
Mario Chessa, President & CEO

Affiliate - FIAT TRATTORI SPA
Employees - 1200
Operations - manufacture farm equipment

PIAGGIO AVIATION, INC.

1802 West 2nd Street
Wichita, KS 67203
(316) 262-3636
Duane Fout

Affiliate - RINALDO PIAGGIO S.P.A.
Employees - 5
Operations - aircraft development

JAPAN

ACME PRINTING INK CO.

2909 Chrysler Road
Kansas City, KS 66115
(913) 371-7117
A.G. Frank, V.P. & General Manager

Affiliate - SAKATA SHOKAI
Employees - 80
Operations - manufacture printing inks and
varnishes

AGREX, INC.

7007 College Boulevard, Suite 500
Overland Park, KS 66211
(913) 345-5400
Hirosuke Watanabe, President

Affiliate - MITSUBISHI CORPORATION
Employees - 20
Operations - U.S. headquarters, grain merchandising

DIGI POSTAL CORPORATION

P.O. Box 15239
11135 West 79th Street
Lenexa, KS 66215-5239
(913) 492-3444
Ray Alexander, Vice President

Affiliate - TERAOKA SEIKO COMPANY, LTD.
Employees - 30
Operations - wholesale and retail of postal scales

GRAPHIC TECHNOLOGY, INC.

14824 W. 117th Street
Olathe, KS 66062
(913) 829-8000
Terry Van Der Tuuk, President

Affiliate - NITTO DENKO
Employees - 200
Operations - manufacture computer forms, bar-coded
labels and laser sheets

INTELLECT SYSTEMS, INC.

405 South Holland Lane
Wichita, KS 67209
(316) 721-6600
Gerald Jordan, President

Affiliate - SEIKO
Employees - 20
Operations - custom computer systems

IPRX, INC.

P.O. Box 610
Lawrence, KS 66044
(913) 841-6619
Dr. John Hefferren

Affiliate - TEIKOKU SEIYAKU (80%)
Employees - 2
Operations - research in dermal products for the
pharmaceutical industry

KDS AMERICA

10901 Granada Lane, Suite 201
Overland Park, KS 66211
(913) 491-6825
Brad Slatten, V.P. Director

Affiliate - DAISHINKU
Employees - 11
Operations - U.S. sales headquarters for liquid
crystals (resonators & oscillators)

THE LIETZ COMPANY

9111 Barton
Overland Park, KS 66214
(913) 492-4900
George Huber, President

Affiliate - SOKKISHA COMPANY, LTD.
Employees - 75
Operations - U.S. headquarters for sales & distribution of surveying instruments/equipment

NATIONAL POWER DEVELOPMENT, INC.
7101 College Boulevard, Suite 1030
Overland Park, KS 66210
(913) 345-0705
Haruhiko Saito, President
Affiliate - MARUBENI/TOSHIBA
Employees - 10
Operations - coordinate construction and financing of power plants

OLYMPUS CORPORATION
10551 Barkley
Overland Park, KS
(913) 648-8323
Joseph Roccasalva, Area Manager

Affiliate - OLYMPUS OPTICAL COMPANY, LTD.
Employees - 4
Operations - regional sales office/microscope and precision instrument division

OMRON ELECTRONICS
4220 Johnson Drive
Shawnee Mission, KS 66205
(913) 262-0562
Gary Myers, Branch Manager

Affiliate - OMRON TATEISI ELECTRONICS
Employees - 5
Operations - regional sales office/electronic relays and switches

OPTI-COPY, INC.
10930 Lackman Road
Lenexa, KS 66219
(913) 492-3322
J.H. Wally III, President

Affiliate - DAI NIPPON INK CHEMICALS
Employees - 60
Operations - industrial cameras

OREAD LABORATORIES
2065 Constant Avenue
Lawrence, KS 66044
(913) 749-0034
William P. Duncan, Phd., President

Affiliate - FUJIREBIO, INC.
TEIKOKU SEIYAKU
Employees - 45
Operations - marketing of analytical processes for the pharmaceutical industry

THE PACK AMERICA CORPORATION
PO Box 14035
9635 Widmer Road
Lenexa, KS 66215
(913) 599-7000
John E. Harter, Vice President

Affiliate - THE PACK CORPORATION
Employees - 6
Operations - manufacture decorator shopping bags

REICHOOLD CHEMICALS, INC.
3150 Fiberglass Road
Kansas City, KS 66115
(913) 321-1576

Affiliate - DAI NIPPON INK CHEMICALS
Employees - 10-49
Operations - manufacture polyvinyl acetate emulsions, solution and acrylic polymers

TOYOTA MOTOR CREDIT CORPORATION
8101 College Blvd., Suite 230
Overland Park, KS 66210
(913) 661-6800
Craig Brazeal, Branch Manager

Affiliate - TOYOTA MOTOR CO.
Employees - 30
Operations - accounting

TRANS-PAC DRILLING, INC.
One Main Place, Suite 410
Wichita, KS 67202
(316) 265-3596
Isao A. Sugiura, President

2-7

Affiliate - TRANS PACIFIC OIL CORPORATION
Employees - 15
Operations - oil and gas exploration, contract drilling

UARCO, INC.

Cardinal Drive
Eudora, KS 66025
(913) 543-2000
Jeff Morgan, Plant Manager
Affiliate - SETTSU CORPORATION
Employees - 110
Operations - printing and direct mail

UNITED INSTRUMENTS, INC.

3625 Comotara Avenue
Wichita, KS 67226
(316) 636-9203
Lawrence R. Martin, V.P. of Marketing & Sales

Affiliate - TOKYO AIRCRAFT INSTRUMENT
COMPANY, LTD.

Employees - 21
Operations - manufacture aircraft instruments

YUASA-EXIDE BATTERY CORPORATION

One Exide Road
Hays, KS 67601
(913) 625-6615
Don Stanley, Plant Manager

Affiliate - YUASA BATTERY CO., LTD.

Employees - 80
Operations - manufacture sealed lead acid batteries

NETHERLANDS

BREDDO FOOD PRODUCTS CORPORATION

550 South 18th Street
Kansas City, KS 66105
(913) 321-5300
J.L. Cosner, President

Affiliate - N.V. CENTRALE SUIKER
MAATSCHAPPIJ

Employees - 135
Operations - food products, emulsifiers, flavors, and
dough conditioners

**NORTH AMERICAN PHILIPS LIGHTING
CORPORATION**

Route #4
Salina, KS 67401
(913) 825-0591
Gerry Greaney, Plant Manager

Affiliate - N. V. PHILIPS

Employees - 500
Operations - manufacture fluorescent lamps

NEW ZEALAND

GLIDEPATH U.S.A., INC.

429 N. St. Francis
Wichita, KS 67202
(316) 265-6254
Steve Dwellkotte

Affiliate - THOMPSON ENGINEERING, LTD.

Employees - 5
Operations - baggage handling and conveying
equipment

SWEDEN

FERMENTA ANIMAL HEALTH COMPANY

15th & Oak Streets
Elwood, KS 66024
(913) 365-9070
Henry Bohe, President

Affiliate - FERMENTA AB

Employees - 160
Operations - veterinary drugs and products

KMW, INC.*

535 West Garfield
Sterling, KS 67579
(316) 278-3461
Mike Bender, General Manager

Affiliate - A. B. MEDITRON

Employees - 37
Operations - manufacture front-end loader for
compact tractors and other accessories

MCNALLY PITTSBURG INC.

Drawer D
Pittsburg, KS 66762
(316) 231-3000
Lyle Laughlin, V.P. & General Manager

Affiliate - TRELLEBORG SWEDEN
Employees - 225
Operations - manufacture machinery, pumps, gears &
coal preparation equipment

SWITZERLAND

HALL-KIMBRELL ENVIRONMENTAL SVCS.

4840 West 15th Street
PO Box 307
Lawrence, KS 66049
(913) 749-2381
David Kimbrell, President

Affiliate - INSPECTORATE/ADIA
Employees - 400
Operations - Environmental Services

RINGIER AMERICA

PO Box 40
2115 E. Kansas City Road
Olathe, KS 66061
(913) 764-5600
Larry Wilson, Vice President

Affiliate - RINGIER AG
Employees - 325
Operations - high quality offset printing

UNIVERSAL UNDERWRITERS GROUP

6363 College Blvd.
Overland Park, KS 66210
(913) 339-1000

Affiliate - ZURICH INTERNATIONAL
Employees -
Operations - life insurance

UNITED KINGDOM

AIRCO INDUSTRIAL GASES

Box 501
Lawrence, KS 66044
(913) 843-1404
Pat Clarkson, Plant Superintendent

Affiliate - BOC GROUP
Employees - 16
Operations - manufacture industrial gases

AIRCO WELDING PRODUCTS

1100 South Packard
Kansas City, KS 66105
(913) 371-4493
Kenneth Smith, Plant Supervisor

Affiliate - BOC GROUP
Employees - 5
Operations - manufacture acetylene gas

**ALAN-HANSBURY DIVISION
GLAXO PHARMACEUTICAL**

7300 College Boulevard
Overland Park, KS 66210
(913) 661-0239
Harry Bradford, Regional Director

Affiliate - Glaxo Holdings P.I.C.
Employees -
Operations - pharmaceutical sales

ASTON ELECTRONICS, INC.

346 North Lindenwood Drive
Olathe, KS 66062
(913) 782-4007
J.M. Stephens, Vice President

Affiliate - ASTON ELECTRONIC DESIGNS, LTD.
Employees - 4
Operations - sales and service of character generators

BECKER CORPORATION

131 North Haverhill Road
El Dorado, KS 67042
(316) 321-0500
Mike Morgan, V.P. of Administration

Affiliate - BET PUBLIC, LTD.
Employees - 95
Operations - trucking/tank hauling

CABLE & WIRELESS COMMUNICATIONS

10000 College, Suite 240
Overland Park, KS 66210
(913) 339-9669

Kim Roberts, Marketing Representative
Affiliate - CABLE & WIRELESS COMM., INC.
Operations - sales of long distance telephone
communications services

CENTURY LUBRICATING OILS, INC.

2140 South 88th
Kansas City, KS 66111
(913) 422-4022
H.A. Mayor III, President

Affiliate - CENTURY OILS GROUP
Employees - 100-249
Operations - manufacture lubricating oils and greases

FARMERS INSURANCE GROUP

10850 Lowell (& 10995 Quivira)
Overland Park, KS 66210
(913) 661-6300
Donald Borge, President

Affiliate - BAT Industries, PLC
Employees - 920
Operations - insurance services

GLASROCK HOME HEALTH CARE

1140 Booth
Kansas City, KS 66103
(913) 371-1400
Harley Metcalfe, General Manager

Affiliate - BRITISH OXYGEN CORPORATION
Operations - durable medical equipment and oxygen

**GOLDEN PLAINS AGRICULTURAL
TECHNOLOGY**

650 Pine
Colby, KS 67701
(913) 462-2556
Lloyd Davis

Affiliate - TYZACK SONS & TURNER PLC
Employees - 40
Operations - production of ag-related equipment

HARCROS CHEMICALS, INC.

Box 2340
727 E. Osie
Wichita, KS 67201
(316) 263-1244

HARCROS CHEMICAL, INC.

5200 Speaker Road
P.O. Box 2383
Kansas City, KS 66106
(913) 321-3131
Carl Segraves, V.P., Corporate Purchasing

Affiliate - HARRISONS & CROSFIELD
Employees - 180
Operations - distribution and manufacture of
industrial chemicals

HENRY-SIMON, INC.

2955 Fairfax Road
Kansas City, KS 66115
(913) 621-6466
David W. Langhorn, President

Affiliate - Henry-Simon, Ltd.
Employees -
Operations - U.S. headquarters, flour milling and
equipment design, sales & fabrication

J. W. ENTERPRISES, INC.

555 North Woodlawn
Wichita, KS 67208
(316) 683-2693

Affiliate - JOHNSON GROUP CLEANERS
Operations - dry cleaning, apparel rental

KANSAS REFINED HELIUM COMPANY

Box 312
Otis, KS 67565
(913) 387-2281
John R. Stiff, Manager Helium Operations

Affiliate - BOC GROUP
Employees - 10-49
Operations - helium refining

LAWRENCE PHOTO-GRAPHIC
1211 Cambridge Circle
Kansas City, KS 66103
(913) 621-1211

LAWRENCE PHOTO-GRAPHIC
1111 E. First
Wichita, KS
(316) 262-4251
Bob Gorley, President & CEO

Affiliate - DRG PLC
Employees - 30
Operations - sales of professional photography &
graphic arts equipment

LAWRENCE TECHNOLOGY
Box 945
Lawrence, KS 66044
(913) 841-5610

Affiliate - PEARSON PLC
Employees - 86
Operations - petroleum pump cable

LISTER PETTER, INC.
555 East 56 Highway
Olathe, KS 66061
(913) 764-3512
Noel Ashworth, President

Affiliate - HAWKER SIDDELEY GROUP
Employees - 50
Operations - manufacture and sell diesel engines

LIVINGSTON'S FORMAL FASHIONS
1426 Kansas Avenue
Topeka, KS 66612
(913) 234-2622

Affiliate - JOHNSON GROUP CLEANERS
Operations - dry cleaning, apparel rental

THE MCCALL PATTERN CO.
615 McCall Road
Manhattan, KS 66502
(913) 776-4041
Richard Stultz, Plant Manager

Affiliate - JOHN CROWTHERS GROUP
Employees - 400
Operations - manufacture sewing patterns

PARMELEE INDUSTRIES, INC.
635 King
Ottawa, KS 66067
(913) 242-5664
Ken Willard, Manager

Affiliate - PARMELEE, LTD.
Employees - 50-99
Operations - manufacture frames and ophthalmic
goods

PENNINE RESOURCES, INC.
626 South Katy Avenue
Chanute, KS 66720
(316) 431-6228

Affiliate - PENNINE RESOURCES PLC
Operations - oil and gas exploration, real estate

PLESSEY AERO PRECISION CORPORATION
1515 Highway 81 North
Wellington, KS 67152
(316) 326-5921
John T. Stewart III, President

Affiliate - PLESSEY COMPANY PLC
Employees - 250-499
Operations - manufacture structural aircraft parts

RENT-A-CENTER, INC.
800 E. Rent-A-Center
Wichita, KS 67226
(316) 636-7368
Walter Gates, Chief Executive Officer

Affiliate - THORN EMI PLC
Employees - 320
Operations - appliance and furniture rental

R O CORPORATION

Box 2110
550 East Highway 56
Olathe, KS 66061
(913) 782-1200
R.F. Pitman Jr.

Affiliate - SIMON U.S. HOLDING
Employees - 250-499
Operations - manufacture construction equipment

SIMON JOHNSON, INC.

2955 Fairfax Trafficway
Kansas City, KS 66115
(913) 621-3366
Bob Johnston, President

Affiliate - SIMON FOOD ENGINEERS, LTD.
Operations - manufacture food processing machinery

TENNANT & SONS, INC.

1051 Blake Street
Edwardsville, KS 66113
(913) 441-1801
Larry W. Forbach

Affiliate - LEX SERVICE PLC
Employees - 170
Operations - manufacture electronic connectors

TYZACK CORPORATION

3601 SW 29th
Topeka, KS 66614
(913) 273-6775

Affiliate - TYZACK SONS & TURNER PLC
Operations - wholesale steel products

UTLAS INTERNATIONAL, INC.

8300 College Blvd.
Overland Park, KS
(913) 451-3111
Carol Davis, Office Manager

Affiliate - INTERNATIONAL THOMSON
Employees - 60
Operations - library automation systems

VETERINARY MEDICINE PUBLISHING COMPANY, INC.

9073 Lenexa Drive
Lenexa, KS 66215
(913) 492-4300
Andy Weber, President

VETERINARY MEDICINE PUBLISHING COMPANY, INC.

690 South Fourth Street
Edwardsville, KS 66111
(913) 492-4300
Affiliate - THOMSON INTERNATIONAL, LTD.
Operations - publishing of periodicals and books

VITALOGRAPH MEDICAL INSTRUMENTATION, LTD.

8347 Quivira Road
Lenexa, KS 66215
(913) 888-4221
Lovina Freeman, Branch Manager
Affiliate - VITALOGRAPH, LTD.
Operations - sales and distribution of medical equipment

WEST GERMANY

ALDI FOODS, INC.

1000 West 151st
Olathe, KS 66061
(913) 764-8822
Mike Curry, General Manager

Affiliate - NOLTE GMBH
Employees - 100
Operations - midwest regional grocery distribution center

ATI, INC.*

9337 West 53rd Terrace
Merriam, KS 66203
(913) 384-5051
Tony Bakker, General Manager

Affiliate - KARL BECKER GMBH (Germany)
ATELIERS REBOULEAU (France)
AMAZONE (Germany)
Employees - 5
Operations - agricultural machinery

AMERICAN MAPLAN CORPORATION*

823 Bypass
McPherson, KS 67460
(316) 241-6843
Houst Eigruber, Operations Manager

Affiliate - private Austrian and German investors
Employees - 80
Operations - manufacture plastics working machinery

BOOGAART SUPPLY, INC.

124 East 5th
Concordia, KS 66901
(913) 243-1656

Affiliate - FRANZ HANIEL & CIE. GMBH
Employees - 125
Operations - grocery warehouse and distribution center

THE CLOROX COMPANY

914 Division Street
Kansas City, KS 66103
(913) 362-0767
H.D. Cooper, Plant Manager

Affiliate - HENKEL KGAA
Employees - 6
Operations - manufacture pet care products

MIDWEST WERNER & PFLEIDERER INC.

Box 8250
1701 N. Topeka Blvd.
Topeka, KS
(913) 234-2336
Leonard R. Smith, President

Affiliate - WERNER & PLEIDERER
Employees - 50
Operations - manufacture industrial machinery for rubber & plastics industries

MOBAY CORPORATION

Animal Health Division
12707 West 63rd
Shawnee Mission, KS 66201
(913) 631-4800
Felix Halter, V.P. & General Manager

Affiliate - BAYER AG
Employees - 500
Operations - U.S. headquarters, manufacture animal health products

MOBAY CORPORATION

Biochemistry Research Facility
17745 South Metcalf
Stillwell, KS 66085-9104
(913) 897-9100
Jim Terrill, General Manager

Affiliate - BAYER AG
Employees - 65
Operations - biochemistry research on agricultural chemicals

SIEMENS MEDICAL SYSTEMS, INC.

14848 West 107th
Lenexa, KS 66215
(913) 888-8119
Ray Thuilliez, Branch Manager

Affiliate - SIEMENS AG
Employees - 25
Operations - wholesale medical equipment

W & D MACHINERY COMPANY, INC.

9101 Quivira Road
Overland Park, KS 66215
(913) 492-9880
Robert Collins, President

Affiliate - WINKLER & DUENNEBIER
Employees - 80
Operations - manufacture envelope machinery

* Company is listed more than once due to ownership involving several countries

Current: January 25, 1990

2-13

NOTICE:

This list was prepared from information made available to the Kansas Department of Commerce. There is no official reporting requirement for this type of information. Neither the State of Kansas nor the Kansas Department of Commerce makes any warranty or assumes any legal liability or responsibility for the accuracy or completeness of the information contained herein.

2-14

Kansas Trade Show Assistance Program
Program Synopsis
and
Company Evaluations

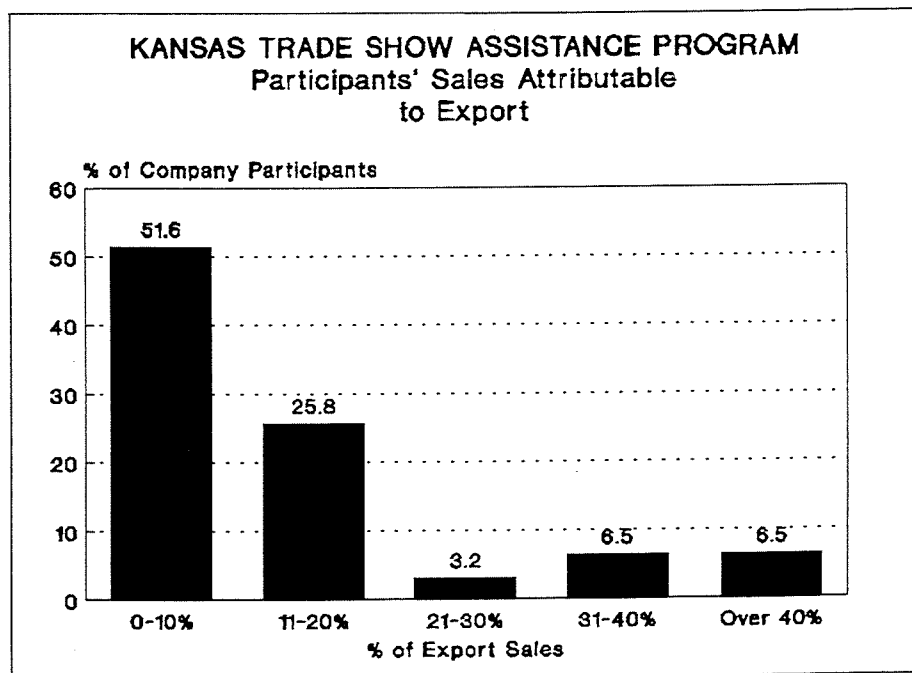
Kansas Trade Fair Assistance Program (KTSAP)

Foreign trade shows are a proven way for Kansas companies to develop international trade opportunities, promote products and services, and have face-to-face contact with foreign buyers. In recognition of the importance of trade shows, the 1989 Kansas Legislature appropriated \$100,000 for the Kansas Trade Show Assistance Program. Under this program, the Trade Development Division will reimburse up to one-half of a company's approved expenditures not to exceed \$3,500 per trade show or \$7,000 per fiscal year.

In the first half of FY 90, the program has been very well received. The Division committed ninety-four percent of the allocated funds the first five months of the program alone. The Trade Fair Assistance Program is presently assisting 31 companies in 18 different counties. Seventy percent of the approved firms have less than 100 employees, and almost 80 percent of these companies currently attribute less than 20 percent of their sales to export. According to the participating companies, the shows will have produced \$78 in sales for every Trade Show Assistance Program dollar they received. This program has expanded the division's ability to reach a greater number of Kansas companies. The program has been so successful that the appropriated funding lasted only six months.

As a result of the Kansas Trade Show Assistance Program, new firms are exporting, and interest remains high with over 100 firms in 34 different counties asking about the program.

The Governor has recommended an increase from \$100,000 to \$150,000 for the Kansas Trade Show Assistance Program for FY 91. Total program cost would be \$150,000.



Location and Size of Firms Participating in KTSAP

<u>County</u>	<u>City</u>	<u>Company</u>
Barton	Great Bend	Fuller Industries
Clay	Clay Center	GT, Inc.
	Clay Center	Land of Ahs Products, Inc.
Cloud	Concordia	Big Shot Manufacturing, Inc.
Cowley	Winfield	Gott Corporation
Douglas	Lawrence	Interactive Concepts, Inc.
	Lawrence	The Reuter Organ Company
Ellsworth	Lorraine	Moly Manufacturing, Inc.
Johnson	Overland Park	Aviation Systems, Inc.
	Gardner	Cramer Products, Inc.
	Shawnee	Express Scale Parts, Inc.
	Lenexa	The Lynn Peavey Company
	Lenexa	Network Interface Corporation
	Olathe	RUF Corporation
Overland Park		SitBack Technologies, Inc.
Labette	Parsons	Peabody TecTank, Inc.
Lyon	Emporia	Didde Web Press
McPherson	Moundridge	The Bradbury Company
	Moundridge	Moridage Manufacturing, Inc.
Montgomery	Independence	ASIMA Corporation
Osborne	Osborne	Osborne Industries, Inc.
Rawlins	Atwood	Bell & Carlson, Inc.
Reno	Hutchinson	Mega Manufacturing, Inc.
Saline	Salina	Designs in Motion, Inc.
Sedgwick	Wichita	A.R.E. Industries, Inc.
	Wichita	Brite Voice Systems, Inc.
	Wichita	Mycro-Tek
	Wichita	SouthWind Software, Inc.

County

City

Company

Shawnee

Topeka

Brackett, Inc.

Wyandotte

Kansas City
Kansas City

Burke Mobility Products, Inc.
Goldblatt Tool Company

Above listing represents: 31 companies from 18 different counties.

Network Interface Corporation

Comments about the show or the Kansas Trade Show Assistance Program (highlights, areas of improvement, other):

The Kansas Trade Show Assistance Program is a program that Kansas can be proud of and one which we as a Kansas manufacturer are grateful. As you know it is very expensive for a small company trying to establish itself in the marketplace of Europe. We are lucky to have many good computer trade shows in Europe to provide the opportunity for us to exhibit our products. With the assistance of this program, we are able to subsidize a nice portion of show expenses. We often brag to others in our industry about this Kansas program and they are very impressed it is available. I have encouraged them (even one of our competitors from Texas) to check and see what is available in their state. We deal with alot of people from California in the Silicon Valley and they are just amazed that "Kansas" would have such a program so we love to brag! In 1990 we hope to improve our presence in Europe and much effort will have to be put out on our part in doing research, etc.. We will be providing potential customer information to the KEO office (Please use attach additional pages if needed) for their assistance.

Return completed evaluation form to:

Kansas Department of Commerce
Trade Development Division
400 SW 8th Street, Suite 500
Topeka, KS 66603-3957

Tel: (913) 296-4027
Fax: (913) 296-5055

Note: I want to also put in a plug for Shaun and his staff in Germany. They have done an outstanding job in sending leads and offering their assistance in any way. We will try and do a better job this year following up on their preliminary work. We have hired a regional sales manager who is a native German and hope that she can be of some assistance in the European marketplace and give us some much needed assistance.

Moly Manufacturing

Comments about the show or the Kansas Trade Show Assistance Program (highlights, areas of improvement, other):

During the Agribition Show, Mr. Mollhagen, President of Moly Mfg., spent approximately seven hours with an Agricultural Television Station Crew filming the TransCorral as it was demonstrated. The crew had planned to spend 2 to 3 hours filming the machine as it was demonstrated and then decided the product was exciting and shot film the following day, also. This exposure will be most beneficial!

Negotiations for a second Canadian show in Edmonton, Alberta are under way. The March Northlands Western Show will allow Mr. Mollhagen to work closely with our Canadian dealer.

Moly Mfg. has had contact with the City of Saskatoon Farm Park and Zoo regarding the use of a TransCorral with deer. Although a different direction than we intended, this could be an interesting prospect.

The Department of Commerce has been most helpful in preparing for the Agribition Show. Our thanks go especially to Randy Tosh and Kip Schwimmer.

(Please use attach additional pages if needed)

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Cramer Products

Comments about the show or the Kansas Trade Show Assistance Program (highlights, areas of improvement, other):

1989 I.S.P.O. WAS AN EXCELLENT
SHOW FOR CRAMER PRODUCTS. OUR
DISTRIBUTION WAREHOUSE CRAMER-EUROPE
IN ORLEANS, FRANCE WILL REALIZE
SALES FROM 60 NEW ACCOUNTS
PLUS AT LEAST 1 NEW DISTRIBUTOR
IN ITALY. THE KANSAS-TRADE SHOW
ASSISTANCE PROGRAM MAKES THE
COST OF DOING BUSINESS IN EUROPE
JUST A LITTLE BIT EASIER. NICE TO
KNOW KANSAS AGAIN ONE OF THE
LEADERS IN HELPING OUT KANSAS
SMALL BUSINESSES. PROVES AGAIN
KANSAS IS THE PRIDE OF THE MID-
WEST

(Please use attach additional pages if needed)

Return completed evaluation form to:

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Trade Development Division
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Topeka, KS 66603-3957

Tel: (913) 296-4027
Fax: (913) 296-5055

ASIMA

Comments about the show or the Kansas Trade Show Assistance Program (highlights, areas of improvement, other):

The show was "AQUACULTURE EUROPE '89," which is a specialized Industry show, for one of the fastest growing industries worldwide. Only 3 U.S. firms were present at this show, and its attendance was outstanding, basically by fish and prawn producers of Southern Europe, Middle East and Northern Africa. The Kansas Trade Show Assistance program proves, once again, that our government's concerns and support for export, enables us to promote our very specialized products, services and technology to potential markets around the world. The resulting relatively reduced investment encourages Kansas companies to exhibit and promote their products and services outside the United States, which, no doubt, will increase our export sales and, consequently reduce our concerning trade deficit. We appreciate the opportunity to participate in your excellent program, and look forward to an even stronger working relation between our Kansas Government and Kansas Industries.

(Please use attach additional pages if needed)

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Trade Development Division
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Topeka, KS 66603-3957

Tel: (913) 296-4027
Fax: (913) 296-5055

Brite Voice Systems

Comments about the show or the Kansas Trade Show Assistance Program (highlights, areas of improvement, other):

Show was very poor on organization & focus. Support from Ks. Econ. Dev. was good but could not make up for a poorly executed show by the promoters.

(Please use attach additional pages if needed)

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Tel: (913) 296-4027
Fax: (913) 296-5055

Brite Voice Systems

Comments about the show or the Kansas Trade Show Assistance Program (highlights, areas of improvement, other):

Show was well organized. Kallman & Assan
handled the set up & it was excellent. Kansas
European Ofc. was very helpful.

(Please use attach additional pages if needed)

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Burke Mobility Products

Comments about the show or the Kansas Trade Show Assistance Program (highlights, areas of improvement, other):

This particular trade show is held twice a year and is the only proper venue for our mobility devices. The exhibitors stands were numbered at over 200 and attracted in excess of 10,000 visitors to the show. The visitors were health care dealers, therapists, institutional personnel, and disabled persons.

The show was a success for us in that the interest was great for our products and the potential distributor, who allowed us to display in his stand, did agree to enter into a distributor agreement with us and ordered a container of products totaling over \$60,000.

(Please use attach additional pages if needed)

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3-11

A.R.E. Industries

Comments about the show or the Kansas Trade Show Assistance Program (highlights, areas of improvement, other):

The APRA Show in Toronto far exceeded our expectations. The market potential in Canada appears to be increasing due to the improved relations by the Department of Commerce. A.R.E. Ind. developed relationships with Canadian distributors that should have long lasting benefits over the next several years.

The participation of the Kansas Department of Commerce allowed A.R.E. Ind. to display featured equipment. This was a far superior marketing tool rather than the conventional literature normally promoted. The financial support given by the K.D.O.C. attributed greatly to the overall success of this show.

(Please use attach additional pages if needed)

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Kansas Department of Commerce
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Topeka, KS 66603-3957

Tel: (913) 296-4027
Fax: (913) 296-5055

ATTN: Kip Schwimmer

Express Scale Parts

Comments about the show or the Kansas Trade Show Assistance Program (highlights, areas of improvement, other):

We had a good resale account who did 50,000 US\$ last year - He hopes to triple this amount in 1990.

Very good interest in our digital scales

I will send another report back in 6 months

(Please use attach additional pages if needed)

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Trade Development Division
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Tel: (913) 296-4027
Fax: (913) 296-5055

Designs In Motion

Comments about the show or the Kansas Trade Show Assistance Program (highlights, areas of improvement, other):

The show had a good visitor turn out. Our product was well accepted. The fact that they are primarily French speaking presented some problems in communicating, but the translator helped. The distance to Quebec (freight) and the export duties make it difficult to be competitive (but not impossible). We are planning to have a dealer/service center in the northeast to market in that area.

(Please use attach additional pages if needed)

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Tel: (913) 296-4027
Fax: (913) 296-5055

Big Shot Manufacturi

Comments about the show or the Kansas Trade Show Assistance Program (highlights, areas of improvement, other):

- 1) Extremely good exposure though no immediate sales.
- 2) Should have made a videotape in French to run continuously explaining our product.
- 3) It was very beneficial to prospective dealers dealers that we would travel to promote a product for them.
- 4) As our actual expenses did not equal our projections, we discovered it was very difficult to project expenses when you have never had this type of experience before. Some were higher than expected, some lower.
- 5) We greatly appreciate your program as without it we would not have been able to attend this show. Thank you for your assistance.

(Please use attach additional pages if needed)

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Tel: (913) 296-4027
Fax: (913) 296-5055

Comments about the show or the Kansas Trade Show Assistance Program (highlights, areas of improvement, other):

At the Osaka show we had approximately 1400 people who
inquired about our products. We learned very much about
the Japan market and it's specific needs.

The Kansas Trade Show Assistance program really helps defray
the enormous cost of participating in these foreign trade shows.

Thank You!

(Please use attach additional pages if needed)

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Fax: (913) 296-5055

Gott Corporation

Comments about the show or the Kansas Trade Show Assistance Program (highlights, areas of improvement, other):

Spoga 1989 was an excellent show for Rubbermaid. All of our Domestic and International competitors were at this show. Our booth gave us an opportunity to make a positive statement about our company and our product.

The booth was constantly busy with many interested buyers and distributors.

The Kansas Trade Show Assistance Program enabled us to be a part of this show and contributed to our success by using our show budget.

(Please use attach additional pages if needed)

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Topeka, KS 66603-3957

Tel: (913) 296-4027
Fax: (913) 296-5055

Lynn Peavey Company

Comments about the show or the Kansas Trade Show Assistance Program (highlights, areas of improvement, other):

The IPEC show for us was a very worthwhile opportunity. For one, we were able to talk with actual users to get specific, quality market feedback for ascertaining the usefulness of our products. Secondly, we met potential distributors in England, Belgium, Spain and France.

These meetings were excellent opportunities to get to know the different personalities involved, and to better estimate who the better prospects were. Lastly, we were able to get an overall feel for the European and world wide market in terms of what the market needs and how the current promotion "status-quo" was. As a company, we feel very encouraged that we can apply our marketing and promotion expertise to these markets, and in time, control the distribution of related products to this market.

(Please use attach additional pages if needed)

Return completed evaluation form to:

Kansas Department of Commerce
Trade Development Division
400 SW 8th Street, Suite 500
Topeka, KS 66603-3957

Tel: (913) 296-4027

Fax: (913) 296-5055

Osborne Industries

Comments about the show or the Kansas Trade Show Assistance Program (highlights, areas of improvement, other):

Attendance at the Mexican National Pork Congress permitted me to assist our new distributor, Corporacion Internacional Altena S.A. de C.V., and their sales personnel to learn our products and sales methods. I showed them how to assemble an effective trade show booth. I also served as a technical sales resource for questions from attendees concerning our equipment. The show was also an opportunity to meet many Mexican pork producers and others influential in the industry. My presence there was very important for building credibility. No other U.S. company was represented by U.S. personnel; however, England, Canada and Italy were represented. I also presented a technical paper before a conference session attended by an estimated 250 pork producers. The Mexican Pork Industry is ready for modernization and this show was a great introduction to it.

(Please use attach additional pages if needed)

Return completed evaluation form to:

Kansas Department of Commerce
Trade Development Division
400 SW 8th Street, Suite 500
Topeka, KS 66603-3957

Tel: (913) 296-4027
Fax: (913) 296-5055

IFRA was a very worthwhile exhibition for us. While orders are rarely taken at an international show, I had a verbal order within five minutes of opening on the first day. We had "standing room only" in our booth and demonstrated non stop for our agents. We didn't actually sign any agreements, but there were four companies which through handshakes and "gentlemen's agreements" became new agents during this show. Our Scandinavian agents were the most active, there was tremendous interest from that part of the world.

Fuller Industries

Comments about the show or the Kansas Trade Show Assistance Program (highlights, areas of improvement, other):

At the Tokyo show we had approximately 2,000 people who inquired about our products. We learned very much about the Japan market and it's specific needs.

The Kansas Trade Show Assistance program really helps defray the enormous cost of participating in these foreign trade shows.

Thank You.

(Please use attach additional pages if needed)

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Trade Development Division
400 SW 8th Street, Suite 500
Topeka, KS 66603-3957

Tel: (913) 296-4027
Fax: (913) 296-5055