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

POST :531-WELLINGTON SECTOR :013-CONSUMER PRODUCTS & SERVICES
NEW ZEALAND

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
SUB-SECTOR:ALL SUB-SECTORS		
	FOLLOW UP ON NZ BUYERS TO CANADIAN HARDWARE SHOW (FEB 89) ESTABLISH AGENCIES.	
	MEDIA RELATIONS: PROVIDE EDITORIAL MATERIAL TO SPECIALIZED M IMPROVED AWARENESS OF CANADA AS SOURCE.	

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	Increase awareness of Canadian capability in consumer goods distribution trades.	Successful participation in Buildex 89 (Hardware); in Auckland Boat Show (Sports Goods) and in Christmas Merchandise Show (Giftware).
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	Organize mission of hardware buyers to Canada	Successful promotion; Canadian product ordered f or wide distribution in largest NZ hardware chai n