

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

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POST :601-BOSTON

SECTOR :013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:APPAREL (CLOTH,FUR,SHOES) TEXT

FOLLOW-UP REPORTING ON 1988 CDN FESTIVAL OF FASHION  
FOUR LOCAL STORES NEWLY BUYING CDN PRODUCTS

FOLLOW-UP REPORTING ON 1988 MONTREAL PRET  
TWO LOCAL STORES NEWLY BUYING CDN PRODUCTS

PROM INCREASED PARTICIPATION BY INCOMING BUYERS IN CDN SHOWS  
ADDITIONAL 20 FIRMS INTRODUCED TO CDN SUPPLIERS

SUB-SECTOR:JEWELRY & GIFTWARE

FOLLOW-UP 1988 NEBS COMPANIES  
10 CDN COMPANIES BEGIN EXPORTING

FOLLOW-UP CDN COMPANIES IN TERRITORY 1988 TRADE SHOWS  
5 CDN COMPANIES BEGIN EXPORTING

FOLLOW-UP ON TOUR OF N.S. CRAFTS  
PROSPECT 5 COMPANIES FOR NEW ENGLAND MKT

CDN CRAFTS INCOMING SOLO MISSION JAN. 1990  
EXPOSE 15 COMPANIES TO NEW ENGLAND MKT

SUB-SECTOR:FURNITURE & APPLIANCES

FOLLOW-UP US BUYERS TO IIDEX 1988  
\$3M SALES VOLUME

PROSPECT CDN FIRMS  
INCREASE KNOWLEDGE OF CDN FIRMS

INCOMING SOLO CONTRACT FURNITURE SHOW - JAN. 1990  
INTRODUCE 10 FIRMS TO MKT

EXPAND NUMBER OF US BUYERS TO IIDEX 1989  
INCREASE SALES VOLUME FROM IIDEX