

REPORT 4
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

54

POST :604-DALLAS

013-CONSUMER PRODUCTS

UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

RECRUITMENT OF INCOMING BUYERS TO CANADA FOR MONTREAL INTERNATIONAL FUR FAIR (MAY 1988).

NEW EXPORT SALES AND NEW AGENCY AGREEMENTS TO BE SIGNED.

RECRUITMENT OF BUYERS FOR CANADIAN FESTIVAL OF FASHION (MARCH 1989).

NEW AGENCY AGREEMENTS TO BE SIGNED.

EXPAND CONTRACTS WITH AGENTS AND SALES REPRESENTATIVES ON BEHALF OF CANADIAN APPAREL AND TEXTILE COMPANIES THROUGH SYSTEMATIC PROGRAM OF CALLS IN DALLAS AND OTHER CITIES.

NEW AGENCY AGREEMENTS AND DIRECT SALES TO RETAIL LEVEL.

THIS MKT IS FUNDAMENTALLY TIED TO SHOWS & MISSIONS. WE INTEND TO EXPAND THE NUMBER OF BUYERS THROUGH INCOMING MISSIONS AND BY USE OF THE AD BUYERS THROUGH INCOMING MISSIONS AND BY USE OF THE AD BUYER VISIT PROGRAM TO CDN FACILITIES AS OPPORTUNITIES ARISE.

TO MAINTAIN AND EXPAND SOLID FOOHOLD IN THE U.S. SOUTHWEST.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 TO MAINTAIN & EXPAND A SOLID FOOHOLD(FURNITURE) IN THE U.S.SOUTHWEST THROUGH A NUMBER OF INCOMING BUYER MISSIONS & VISITS.

2 BUYERS RECRUITED - MONTREAL FURNITURE MARKET JUNE 19-22/88. HOME GOODS RETAILING MAGAZINE MAILING SENT TO 33 HOME FURNISHING/RETAILERS.

QUARTER: 2 Expand contacts w/agents & sales reps.
2. To maintain & expand a solid foothold (furniture) in the U.S. southwest through a number of incoming buyer missions and visits

On-going discuss. w/local men's & ladies reps. & specialty stores. Mailing out info. re upcoming footwear & men's wear shoes to 20 local contacts
2. Started recruitment of 20 buyers to IIDEX'88 (Toronto)

QUARTER: 3 -----

QUARTER: 4 -----