

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

68

POST :608-NEW YORK, CONSULATE GENERAL 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 & EVALUATE CDN PARTICIPATION IN THE INT KIDS FASH
\$100,000 ON SITE SALES WITH PROJECTION OF \$750,000. TWO NEW

AGENT AGREEMENTS

FOLLOW-UP & EVALUATE CDN PART'N IN THE SOURCE AMERICA PRIVAT
THREE BUYING CONNECTIONS

FOLLOW-UP & EVALUATE CDN PARTICIP. IN THE PRIVATE LABEL EXPO
FIVE NEW BUYING CONNECTIONS

BUYER MISSION FROM N.Y. TO DESIGNER LEATHER APPAREL EVENT
TWO NEW BUYING CONNECTIONS. HEIGHTEN AWARENESS OF HIGH

QUALITY FASH LEATHER APPAREL RESOURCES IN CDA TO US MARKET.

DISSEMINATE & INPUT ON POST DATABASE-A1200 NEW US CONTACTS
BUILD UP LOCAL CONTACT BASE TO PROVIDE POTENTIAL LEADS &

CONTACTS TO CDN MFG INTEREST IN THE NY MKT. CONT TO ESTABLISH

SUB-SECTOR: FURNITURE & APPLIANCES

CONT TO HELP NEW EXPRTRS FIND THE RIGHT REP. IN THIS MARKET.
INCREASE SALES OF CDN RESIDENTIAL FURNITURE BY APPROX 10%

MAINTAIN GOOD WORKING RELA'NS W/THE IMP BUY IN THE LARGE
ABLE TO INTRODUCE NEW PRODUCTS IN THIS VERY COMPETITIVE MKT

PLACE BECAUSE OF PERSONAL CONTACTS WITH BUYERS

ONGOING PROGRAM OF EXHIBIT FURNITURE IN CANADA ROOM
TWO NEW EXPORTERS WILL INTRODUCE PRODUCTS IN THE CANADA ROOM

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Cougar USA (wholly-owned subsidiary of Susan
Shoe Industries, Ont.) reception/promotion at
Congen celebrating 5 year anniversary of Cougar
USA. Funded by company and organized by Post.

Event was very successful for company, drawing
130 business contacts (buyers, distributors
and media) both new and established.

QUARTER: 3 a) Coordinated Canadian Pavilion and Fashion
Shows at International Kids Show.
b) Three day presentation at CON GEN for Ma
Poupee Inc.
c) Recruited 31 buyers and attended IIDEX '89.

a) Canadian exhibitors reported substantial
sales and established buying connections.
b) Successfully introduced company to NY market.
c) This was the largest group from NY to attend
annual event.