

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

37

POST :603-CLEVELAND

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

MONTREAL FURNITURE SHOW 6/89
10 GUESTS

TORONTO FURNITURE SHOW 1/90
10 GUESTS

SPORTSMAN SHOW 3/90
25 EXHIBITORS

IIDEX 11/89

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 A. Montreal Furniture Show
B. International Interior Design Exposition,
(IIDEX) - Toronto
C. Toronto Furniture Show
D. Canadian American Sports Show - Cleveland, OH

QUARTER: 2 -----

QUARTER: 3 International Interior Design Exposition-IIDEX

QUARTER: 4 A. Leather Mark '90
B. Toronto Furniture Market

A. Recruited 27 buyers. Onsite sales totalled \$130,000. B. Recruited 14 agents & several rep agreements were made. C. Recruited 6 buyers, 2 of which added Cdn lines. D. Had a Cdn Pavillion & recruited 7 Cdn participants.

Participated in USA buyers mission to IIDEX. Recruited 10 buyers for mission.

A. Co-ordinated recruitment of incoming mission. Twelve month estimated sales \$2.5M. Four agent contracts signed.
B. Six buyers recruited