

REPT4D  
90/01/23

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 :602-CHICAGO

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

PLANNING:                    ACTIVITIES PROPOSED IN POST PLAN:                    ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

FOLLOW UP TO PREV INITI, CONTINUE TO RESPOND TO TRADE INQUIRY ACTION 30 CANADIAN/60 LOCAL INQUIRIES FOR MARKET ASSISTANCE.

ATTEND 10 APPAREL RELATED TRADE SHOWS TO ASSESS MKT TRENDS DEVELOP PROFILE OF BUYERS AND AGENTS AS NEEDED TO DISTRIBUTE TO CANADIAN APPAREL MFG'S.

CULTURE INDUSTRIES

AS FOLLOW UP TO PREV INITI, CONTINUE TO RESPOND TO TRADE INQUIRY ACTION 30 CANADIAN/15 LOCAL TRADE INQUIRIES.

IDENTIFY & RESEARCH ART GALLERIES LOCATED IN CHICAGO AND THEIR MERCHANDISING OPERATIONS).  
MINI GUIDE PROFILING CHICAGO GALLERIES (COMPANY CONTACTS

ATTEND CHICAGO INTERNATIONAL ART FAIR MAY 12-16, 1989  
ENHANCED PROFILE OF CANADIAN CAPABILITIES.

ATTEND NEW ART FORMS EXPO, OCTOBER 1989.  
ENHANCED PROFILE OF CANADIAN CAPABILITIES.

CONSIDER MAKING PIPP PROPOSAL TO MOUNT NAT STAND AT AME LIB  
THREE DISTRIBUTORS APPOINTED.

LEISURE PROD. TOOLS HARDWARE

HARDWARE MARKETING SEMINAR, TORONTO, FEBRUARY 1989  
BETTER EXPORTER AWARENESS.

HOUSEWARES FREE TRADE SEMINAR FOR RETAILERS, JANUARY 1989  
INCREASED RECEPTIVITY TO BUYING FROM CANADA.

INCOMING BUYERS TO CSGA, FEBRUARY 1989  
INCREASED RECEPTIVITY TO BUYING FROM CANADA.

AD CAMPAIGN PHASE II - APRIL 1989, SPORTING GOODS  
400 LEADS GENERATED FOR 6 COMPANIES.

MARKETING SEMINAR - SPORTING GOODS, MAY 1989  
6 COMPANIES WILL MEET MAJOR US RETAILERS

HARDWARE MARKETING GUIDE  
IMPROVED EXPORTER AWARENESS.