

POST : 608-NEW YORK, CONSULATE GENERAL

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE & MARINE

FIND REPRESENTATION FOR FOUR NEW FURNITURE EXPORTERS IN THIS TERRITORY.

INCREASE EXPORT SALES OF CANADIAN FURNITURE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECRUIT BUYERS TO ATTEND MONTREAL FURNITURE SHOW
JUNE 14-16
ORGANIZED AND PLAN EXHIBITION FOR KEILHAUER
CONTRACT SEATING AT CONSULATE APRIL 8-9.

SUCCESSFULLY RECRUITED 19 BUYERS TO ATTEND SHOW.
ON SITE ORDERS AND SALES WERE IN RANGE OF \$5MIL-
LION. EXHIBITION ATTRACTED 200 INTERIOR DESIG-
NERS.

QUARTER: 2 ORGANIZATION AND COORDINATION OF CANADIAN PARTI-
CIPATION AT THE SPORTING GOODS MANUFACTURERS
ASSOCIATION (SGMA) SEPT. 20-22ND.

OVER \$100,000 ON SITE SALES GENERATED WITH OVER
\$1 MN POTEN'L DURING NEXT 2 YRS. OVER 100 PRODS
FM 40 CDN SUPPLIERS WERE DISPLAYED IN POST
MANNED INFORMATION BOOTH, GENERATING IN EXCESS
OF 200 ENQUIRIES.

QUARTER: 2 RECRUITMENT OF INTERIOR DESIGNERS, SPECIFIERS,
AND FACILITIES MANAGERS FOR THE IIDEX SHOW,
TORONTO, NOVEMBER, 1987, AS WELL AS WORKING WITH
U. S. TRADE PRESS TO COVER THIS EVENT.

NEWSDAY IS CURRENTLY WORKING ON ARTICLE ON THE
RESIDENTIAL FURNITURE MARKET IN CANADA WHICH
WILL BE PUBLISHED WITHIN THE NEXT TWO WEEKS.

QUARTER: 3 COMPLETE RECRUITMENT OF INTERIOR DESIGNERS,
SPECIFIERS & FACILITIES MANAGERS FOR THE IIDEX
SHOW, TORONTO, NOVEMBER 87.

TOOK 20 DESIGNERS & FACILITIES MANAGERS TO IIDEX
SHOW WAS THE BEST TO DATE WITH OVER 300 EXHIBI-
TORS. US DESIGN COMMUNITY LIKED WHAT THEY SAW &
ALL ENJOYED INFORMATIVE SEMINARS.

QUARTER: 3 1988 APPAREL PROMOTION PROGRAM: ESTABLISH A SERIE
OF IN-HOUSE & TRADE FIRM PARTICIPATION ON BEHALF
OF CDN MANUFACTURERS.

EXTENSIVE PROMOTION PROGRAM "CANADIAN SELEC-
TIONS" IS IN PLACE UNTIL SPRING '88.

QUARTER: 4 RECRUITMENT OF BUYERS FOR THE TORONTO FURNITURE
SHOW IN JANUARY.
FOLLOW UP ON 20 INTERIOR DESIGNERS AND FACILITY
MANAGERS WHO ATTENDED IIDEX LAST FALL.

EXHIBIT WAS WELL ATTENDED & 8 INVITED BUYERS
SHOULD GENERATE SALES IN EXCESS OF \$3 MILLION IN
THE NEXT 6-MONTH PERIOD. HAVE IDENTIFIED OVER
\$1.3 MILLION WORTH OF OFFICE FURNITURE SOLD AS
DIRECT RESULT OF DESIGNER PARTICIPATION AT IIDEX

QUARTER: 4 PLANNING AND ORGANIZATION OF CANADIAN SELECTIONS
OF MENSWEAR, MARCH 16-18.

22 CANADIAN COMPANIES PARTICIPATED IN PRESENTING
SAMPLES OF THEIR FALL '88 LINES. EVEN ATTRACTED
32 BUYERS/AGENTS AND PRESS AND SEVERAL BUYING
CONNECTIONS WERE ESTABLISHED ON SITE.