

REPORT 4
89/10/10

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

POST :604-DALLAS

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

<p>PLANNING: ACTIVITIES PROPOSED IN POST PLAN:</p> <p>RECRUITMENT OF INCOMING BUYERS TO CANADA FOR MONTREAL INTERNATIONAL FUR FAIR (MAY 1988).</p> <p>RECRUITMENT OF BUYERS FOR CANADIAN FESTIVAL OF FASHION (MARCH 1989).</p> <p>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.</p> <p>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.</p>	<p>ANTICIPATED RESULTS:</p> <p>NEW EXPORT SALES AND NEW AGENCY AGREEMENTS TO BE SIGNED.</p> <p>NEW AGENCY AGREEMENTS TO BE SIGNED.</p> <p>NEW AGENCY AGREEMENTS AND DIRECT SALES TO RETAIL LEVEL.</p> <p>TO MAINTAIN AND EXPAND SOLID FOOHOLD IN THE U.S. SOUTHWEST.</p>
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<p>TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:</p> <p>QUARTER: 1 TO MAINTAIN & EXPAND A SOLID FOOHOLD(FURNITURE) IN THE U.S.SOUTHWEST THROUGH A NUMBER OF INCOMING BUYER MISSIONS & VISITS.</p> <p>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</p> <p>QUARTER: 3 To maintain & expand a solid foothold(furniture) in the U.S. Southwest Through incoming buyer missions and visits. Expand contacts with agents and sales representatives.</p> <p>QUARTER: 4 1.Recruitment of buyers for Canadian Festival of Fashion, Toronto March/89 2.Expand contact with apparel agents & sales reps through a systematic program of calls in Dallas.3.Ad hoc furniture buyer visits.</p>	<p>QUARTERLY RESULTS REPORTED:</p> <p>2 BUYERS RECRUITED - MONTREAL FURNITURE MARKET JUNE 19-22/88. HOME GOODS RETAILING MAGAZINE MAILING SENT TO 33 HOME FURNISHING/RETAILERS.</p> <p>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)</p> <p>Recruited 15 architects,specifiers,and designers for IIDEX'88 Show - Toronto. On-going discussions w/local men's & ladies' wear reps separately & relative to specific Cdn enquiries. Commencement of recruitm.for Mtl Pret</p> <p>1,2.Timing for Toronto apparel show conflicted with Dallas Fall Market show dates. Through on-going contacts and calls with sales reps able to recruit 11 buyers for Montreal Int'l Womenswear show.3.Contacts with reps on periodic basis.</p>
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