

REPORT 4
88/10/21

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 : 613-BUFFALO

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

THROUGH ANNUAL SPONSORSHIP OF STORE BUYERS TO TORONTO & MONTREAL
(INCLUDING TORONTO FASHION FESTIVAL), WE HOPE TO INCREASE OUR
MARKET PENETRATION.

HOPE TO CONVINC ONE DEPARTMENT STORE CHAIN/
YEAR TO START SOURCING IN CANADA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SENT 8 BUYERS TO THE MONTREAL FURNITURE SHOW,
JUNE 19-22.

ON SITE SALES WORTH \$35,100 CDN. HAVE BEEN
REPORTED AND OUR PROJECTED 12 MONTH SALES IS
ABOUT \$100,000 CDN.

QUARTER: 1 QUEBEC NEBS TO PLATTSBURG, NEW YORK WITH 44
COMPANIES, JUNE 7/88.

NEBS IS AN EDUCATIONAL PROGRAM WITH SOME
MONETARY RESULTS WHICH ONLY OCCUR SEVERAL MONTHS
DOWN THE ROAD.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTER: 5 -----

QUARTER: 6 -----

QUARTER: 7 -----

QUARTER: 8 -----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

COMPLETED SOLIMAN/BERALICE
COMPLETED/BOVIE FISH DE RESERVE NEW YORK VONIS/ DISTRICT/LOWE FOR

FINIS WHO SHOW LONDON-06
BOCHERIE COMPLETED SHOW TO DO LMS SHOW INT-
ITAL HIGH REFE CANADIAN SWITZERLAND VI

COMPLETED SOLIMAN/BERALICE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST : 613-BUFFALO

013-CONSUM & TRADING FOR F 258A

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