

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

3  
45/00/00

POST :619-ATLANTA

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

ATLANTA-7781 7809

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 1.Sept 17-19/89 Montreal Pret  
2.Sept 23-26/89 Atlanta Fall Gift Show

QUARTER: 3 1) Post Offer recruited and accompanied 18 U.S. buyers to IIDEX'89 contract furn show in Toronto  
2) Post Offer visited exhibits of 40 Cnd coys at Intl Home Furnishings Marketing Assn show, High Point, NC. Reports submitted for both events.

QUARTER: 4 1. Recruited 5 buyers for Leathermart  
2. Recruited 5 Cdn coys for National Gift Show

1.6 buyers from 2 co's attended show. Initial purchases \$10K with non specific follow on  
2. Two co's exhibited no bus reports to date

1) U.S. buyers to IIDEX most impressed with show and report they will buy/specify US\$ 12 million during 1990. 2) IHFM show exhibitors reported a flat market, but will sell over US\$ 220 in 1990.

1. \$500,000 on-site and short-term sales.  
2. Established need for national stand.