

REPORT 4A  
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88

LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES  
WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

POST : 603-CLEVELAND

POST ASSISTED IN RECRUITING COMPANIES FOR CAMPUS MARKET EX-  
PO'88 - 8 COMPANIES EXHIBITED. (2) ORGANIZED CDN PAVILLION  
AT AMERICAN CERAMICS SOCIETY CONVENTION - 9 CANADIAN EXHIBI-  
TORS PARTICIPATED. PROJECTED 12 MONTH SALES \$5 MILLION. RE-  
CEPTION HOSTED BY HOM TO WHICH KEY PARTICIPANTS ATTENDED.  
(3) ORGANIZED CANADIAN PARTICIPATION IN PENNSYLVANIA FOOD  
MERCHANTS ASSOCIATION SHOW - 12 MONTH SALES PROJECTIONS \$2.2  
MILLION. (4) ORGANIZED AND HOSTED CANADA WEEK IN PITTSBURGH  
WHICH INCLUDED WINE PROMOTION BY 4 WINERIES RESULTING IN  
U.S. \$35,000 SALES AND INUIT SCULPTURE PROMOTION NETTING  
U.S. \$10,000 SALES. (5) POST RECRUITED 22 BUYERS FOR THE  
MONTREAL FURNITURE SHOW. SALES TOTALLED U.S. \$400,000. IN  
TERRITORY FURNITURE PROMOTION IN COLUMBUS, CINCINNATI, AND  
LOUISVILLE.

CDN HAS 47 COS IN THE NAT'L STAND SITE SALES  
\$401,000 WITH 12 MONTH PROJECTIONS IN EXCESS OF  
\$1 MILLION AND 100,000 VISITORS FROM CANADA  
CONVULSED FIRM WHO VOLUNTARILY CONTRIBUTED TO  
THE MONTREAL FURNITURE SHOW IN 1987. VISITORS  
WAS WITH DATA & LISTEN & REPORTING OF COST  
AND REFERRING TO THE COS WHO DID NOT PARTICIPATE  
TO OTHER CONCURRENT COMMITMENTS  
ON THE MONTREAL FURNITURE SHOW  
TO INCREASE THE NUMBER OF CANADIAN COMPANIES  
CONVULSED RECORDED IN THE TERRITORY  
COLUMBUS AND CINCINNATI INCREASE NUMBER OF COS  
TO INCREASE SALES OF CANADIAN MANUFACTURED  
TO INCREASE SALES AND VISITS  
TO INCREASE SALES AND VISITS  
BE ADDED TO THE REGISTERED BUYER LIST  
MONTREAL FURNITURE SHOW HAS AN OPPORTUNITY TO  
TO IDENTIFY NEW & EXISTING PRODUCERS THERE BY  
IN THE MEDIUM TERM  
EMI AND SERVICES (APPROXIMATELY \$100 MILLION)  
SALES AND FINANCING OF CDN FIRM HAVE BEEN  
INCREASED EXPENDITURE FOR COS GOODS AND SERVICES  
INDUSTRIAL SOURCES  
IMPROVING MARKET INTELLIGENCE FOR GOVERNMENT  
UNPLANNED RESULTS

UNITED STATES OF AMERICA  
603-CLEVELAND

ACTIVITIES UNPLANNED IN QUARTER  
UNPLANNED RESULTS STATED IN MISSION'S ANNUAL PLAN  
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