

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 : 601-BOSTON

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:
ALL SUB-SECTORS

- ASSESSMENT OF PARTICIPATION BY CONSUMER PRODUCT MANUFACTURERS IN NEW EXPORTER EVENTS (NEBS)
- PROFESSIONAL MARKET STUDY OF APPAREL INDUSTRY IN NEW ENGLAND.
- POST TO CONDUCT STUDY OF FURNITURE MARKET IN MASSACHUSETTS.
- POST TO ASSESS GIFTWARE AND CRAFTS OPPORTUNITIES IN NEW ENGLAND.

- INCREASED CONSUMER PRODUCT INITIATIVES IN NEW ENGLAND MARKET.
- PERMIT CDN COS WITH LITTLE CURRENT SUCCESS TO ENHANCE OPPORTUNITIES. 10 COMPANIES AND \$1 M.
- FACILITATE INCREASED MARKET PENETRATION BY CANADIAN COMPANIES. EXPECT \$10M IN GROWTH.
- DEVELOP MARKETING STRATEGY INFORMATION FOR THIS SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ORGANIZE 4 NEW EXPORTER TO BORDER STATES FOR REPRESENTATIVES FROM PROVINCE OF QUEBEC, NEW BRUNSWICK, NOVA SCOTIA, PRINCE EDWARD ISLAND AND NEWFOUNDLAND.

A TOTAL OF 107 PERSONS FROM CDA PARTICIPATED IN THE 4 SEMINARS ORGANIZED BY POST. MAJORITY OF COYS WERE IN CONSUMER GOODS SECTOR. ON BASIS OF PREVIOUS NEBS EXPERIENCE, 50% OF COYS SHOULD BE EXPORTING WITHIN 12 MONTHS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----