

POST : 531-WELLINGTON

013-CONSUMER PRODUCTS  
NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

JEWELRY & GIFTWARE

SURVEY OF GIFTWARE MARKET IN NEW ZEALAND

PUBLICIZE RESULTS OF MARKET SURVEY TO CANADIAN SUPPLIERS

PROVISION OF INFO ON CDN SOURCES OF SUPPLY TO N Z INDUSTRY.

INFO ON MARKET OPPORTUNITIES

INCREASED AWARENESS OF OPPORTUNITIES  
IN NEW ZEALAND

ELEVATE PROFILE OF CDN SUPPLIERS.

LEISURE PROD. TOOLS HARDWARE

ADVISE NEW ZEALAND IMPORTERS OF CANADIAN CAPABILITIES

DISTRIBUTION OF SURVEY QUESTIONNAIRE TO DELIVEATE N Z REQUIREMENTS  
FOR SUBSEQUENT DISTRIBUTION TO CDN SUPPLIERS.

DOUBLE CANADIAN MARKET SHARE IN 3 YEARS.

INCREASED AWARENESS OF SUPPLY/DENAND OPPOR-  
TUNITIES.

FURNITURE & APPLIANCES

ADVISE LOCAL IMPORTERS OF CANADIAN CAPABILITY

DELIVATION OF N Z FURNITURE REQUIREMENTS AND COMPLETION OF  
REQUIREMENTS OF SURVEY FOR DISTRIBUTION.

INCREASE CANADA'S MARKET SHARE TO USA  
POSITION.

BETTER IDENTIFICATION OF MARKET OPPORTUNITIES  
FOR CDN SUPPLIERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PREPARATION OF LIST OF BUYERS TO ATEND TOR  
JEWELLERY SHOW.

PARTICIPATION IN SHOW CANCELLED DUE TO  
SHORTAGE OF TIME.

QUARTER: 2 CONDUCT MARKET SURVEYS AND COMPLETE REPORTS ON  
TEXTILE, TOYS, FURNITURE AND HARDWARE.

ALL SURVEYS ARE COMPLETE. REPORTS ON ALL HAVE  
BEEN FORWARDED TO OTTAWA AND TO TRADE ASSOCIA-  
TIONS.

QUARTER: 3 DISTRIBUTE MARKET SURVEY COMPLETED LAST QUARTER.

DISTRIBUTED RESULTS OF MARKET SURVEY TO VARIOUS  
GOV'T DEPARTMENTS & INDUSTRY WHICH STIMULATED  
ENQUIRIES FROM CANADIAN INDUSTRY.

QUARTER: 4 LEAD MISSION OF 1 NZ BUYER TO CDN GIFT AND  
TABLEWARE SHOW, TORONTO.

MISSION WAS UNDERTAKEN AND WHILST BUYERS HAVE  
NOT YET FINALIZED ARRANGEMENTS, IT APPEARS ALL  
HAVE BEEN SUCCESSFUL AND TRADE WILL EVENTUATE.