

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 :606-LOS ANGELES

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ATTENDANCE OF TRADE FAIRS AND BOATING EVENTS.

TO MAINTAIN KNOWLEDGE OF NEW PRODUCTS IN THE MARKET. DEVELOP MORE CONTACTS WITHIN THE INDUSTRY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 AMERICAN BOOKSELLERS ASSOCIATION CONVENTION EXHIBIT.

SUCCESSFUL PARTICIPATION ON THE PART OF 43 CDN PUBLISHERS RESULTING IN SEVERAL HUNDRED THOUSAND DOLLARS OF ORDERS.

QUARTER: 1 MONTREAL FURNITURE SHOW - INCOMING BUYERS.

PROJECTED PURCHASES BY THE BUYERS INVITED ARE 1,605,000.

QUARTER: 2 1. American Fish & Tackle Mfrs Assn. 2. The Home Trade Show 3. World of Toys Expo 4. Pacific Jewelry Show 5. The Home & Garden Show 6. Int'l Beauty Show West 7. Purchase of U.S. Industrial Outlook 88

1 - 6 ATTENDED
7. Increased awareness of info. on industrial sectors for availability to Canadian manufacturers/suppliers

QUARTER: 3 -----

QUARTER: 4 1-Toronto Furniture Market, Incoming Buyers
2-Montreal Pret, Incoming Buyers Program
3-108th California Gift Show. (PIPP)

1-10buyers, agents attended, 30,000 immediate, 200,000 12 months.
2-9 buyers, on-site sales 63,000, 300,000 12 mos
3-6 1st time coys exhibited, 15700 on-site, 950,000 12 months.