

REPORT 4
88/03/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

Page 26

POST : 602-CHICAGO

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

LEISURE PROD. TOOLS HARDWARE

DEVELOP MARKET DISTRIBUTOR GUIDEBOOK FOR SPECIFIC HARDWARE PROD.

7 NEW EXPORTERS WILL BECOME ESTABLISHED IN MARKET

DEVELOP MARKET DISTRIBUTOR GUIDEBOOK FOR SPECIFIC SPORTING GOODS PRODUCTS.

3 NEW EXPORTERS WILL BECOME ESTABLISHED IN MARKET.

DEVELOP MARKET DISTRIBUTOR GUIDEBOOK FOR SPECIFIC HOUSEWARES PRODUCTS.

5 NEW EXPORTERS WILL BECOME ESTABLISHED IN MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 REGISTER AGENTS & DISTRIBUTORS AT CDN PRODUCTS SHOWCASE AT NATIONAL HOUSEWEAR SHOW, APRIL 5-9, 1987.

25 NEW AGENTS REGISTERED AND IDENTIFIED FOR CONSULATE FILES. 3 INVESTMENT LEADS IDENTIFIED \$15,000 ON SITE SALES.

QUARTER: 1 COMPILE BASIS INFORMATION ON WOOD HEAT INDUSTRY OBTAINED AT TRADE SHOW IN ST. LOUIS.

REPORT COMPLETED AND BEING SEND TO 2 RELEVANT U.S. POSTS WHO WILL HOST WOOD HHEAT SHOWS IN NEXT YEAR.

QUARTER: 2 NATIONAL STAND AT INTERNATIONAL HARDWARE EXPOSITION SUPPORTED WITH NATIONAL ADVERTISING.

23 COMPANIES ATTENDED.
50 REPS REGISTERED.
2 INVESTMENT INQUIRIES IDENTIFIED.

QUARTER: 3 NATIONAL SPORTING GOODS ASSOCIATION SHOW, NATIONAL STAND, 25 COMPANIES.

USED AS VEHICLE TO PROMOTE CALGARY OLYMPICS- 400 PEOPLE ATTENDED RECEPTION. REGISTERED 15 MANUFACTURERS' AGENTS.

QUARTER: 3 IIDEX, INCOMING BUYERS MISSION 11/87

RECRUITED 6 BUYERS; RESULTS NOT AVAILABLE YET; QUESTIONNAIRES STILL BEING GATHERED.

QUARTER: 4 -----