

REPT4D
90/06/26

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

113

POST :531-WELLINGTON

SECTOR :013-CONSUMER PRODUCTS & SERVICES
NEW ZEALAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

FOLLOW UP ON NZ BUYERS TO CANADIAN HARDWARE SHOW (FEB 89)
ESTABLISH AGENCIES.

MEDIA RELATIONS: PROVIDE EDITORIAL MATERIAL TO SPECIALIZED M
IMPROVED AWARENESS OF CANADA AS SOURCE.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Increase awareness of Canadian capability in
consumer goods distribution trades.

Successful participation in Buildex 89
(Hardware); in Auckland Boat Show (Sports Goods)
and in Christmas Merchandise Show (Giftware).

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 Organize mission of hardware buyers to Canada

Successful promotion; Canadian product ordered f
or wide distribution in largest NZ hardware chain

1989
CNI 24676 7712 117 (1991) 117
Trade and Industrial Development
Programs quarterly activities report
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