

REPORT 4  
89/02/06

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 :618-MINNEAPOLIS

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

HIGH PROFILE GALA EVENT FOR MPLS. AREA INTERIOR DESIGNERS PRIOR  
TO NEOCON TRADE SHOW.

INCREASED VISIBILITY FOR CDN. MANUFACTURERS  
AT NEOCON AND IN LOCAL DESIGN COMMUNITY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECRUIT BUYERS FOR MTL FURNITURE SHOW, JUNE 89.  
COMPILE DIRECTORY OF HARDWARE RETAILERS. MEET  
WITH KEY HARDWARE CONTACTS TO PLAN LOCAL VENUE  
FOR CDN MARKETING. GENERATE DIRECTORY OF APPAREL  
RETAILERS IN TERRITORY.

RECRUITED BUYERS FOR MTL FURN. SHOW. COMPILED  
DIRECTORY OF HARDWARE/BLDG. PRODS RETAILERS IN  
TERRITORY & MET W/KEY CONTACTS TO PLAN SOLO SHOW  
ADDED CHILDREN'S CLOTHING & FURRIERS TO DIREC-  
TORY OF LOCAL APPAREL RETAILERS.

QUARTER: 2 Recruitment for IIDEX Furniture Show, Toronto.  
Assess Feasibility of Apparel NEBS Mission.

Arranged for rental of showroom space in Mpls.  
Design Mart for Furnit. West Assn. Assisted 2  
firms exhib. in Summer Furniture Mkt. Recruited  
30 buyers to attend IIDEX Furnit. Show. Weld app  
arel NEBS mission for 13 mfr & plan to repeat ann

QUARTER: 3 -----

QUARTER: 4 -----