

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 :612-WASHINGTON

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ESTABLISH A DATABASE OF PRODUCT-SPECIFIC APPAREL RETAILERS, BUYERS IN TERRITORY, IE. SHOES, LINGERIE, MENSWEAR, FURS, ACCESSORIES, ETC.

ASSIST CANADIAN MANUFACTURERS TO PENETRATE MARKET THROUGH QUALIFIED CONTACTS.

ARRANGE BUYERS LUNCHEON/RECEPTION AND SHOWROOM FOR SELECTED LINES , ACCESSORIES

PROMOTE AND SHOWCASE CANADIAN REGIONAL DESIGNERS/MANUFACTURERS

FURNITURE & APPLIANCES

CONTACT TERRITORY FURNITURE REPS TO DETERMINE THEIR POTENTIAL INTEREST/CAPABILITY TO HANDLE CANADIAN LINES.

ASSIST CANADIAN MANUFACTURERS TO PENETRATE MARKET AND PROMOTE PRODUCTS

ESTABLISH COMPUTERIZED DATABASE OF TERRITORY FURNITURE REPRESENTATIVES QUALIFIED/ABLE TO HANDLE CANADIAN LINES.

INCREASE NUMBER OF REPRESENTATIVES IN TERRITORY ABLE TO PROMOTE AND GENERATE SALES FOR CANADIAN MANUFACTURERS.

ARRANGE POST-INITIATED INCOMING FACTORY TOUR FOR TERRITORY AGENTS /DISTRIBUTORS

INCREASE AWARENESS OF CANADIAN PRODUCT AND POTENTIAL FOR EXPANDED SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 EXTEND CONTACT LISTS OF SECTOR-SPECIFIC RETAILERS, REPS, ETC, IE APPAREL; ASSIST TERRITORY BUYERS IN IDENTIFYING CDN FURNITURE SUPPLIERS.

PURCHASED APPAREL DIRECTORIES & DEvised BUYER PROFILE QUESTIONNAIRE FOR PURPOSE OF ESTABLISHING DATABASE ON CDN INDUSTRY PRESENCE IN POST MARKETPLACE(MAILING NEXT QTER); RECRUITED 7 COS FOR MTL FURN.SHOW RESULTING IN 6 BUYING CONNECT-

QUARTER: 1 PROVIDING MARKET INFO TO CDN INDUSTRY; FURNISHING REGULATORY/CUSTOMS ASSISTANCE AS REQUIRED.

BRIEFED FURNITURE INDUSTRY PARTICIPANTS ON MITT NEBS MISSION RE. U.S.COUNTRY OF ORIGIN MARKING REGS.

QUARTER: 2 Providing mkt info to Cdn industry; furnishing regulatory/customs assistance as required

Notified EXTOTT of pending GDA proced. for perishable sampling & persuaded FDA to ppone implem of this proced. for 30 days to permit Cdn export concerns re NTB to be resolved; assisted 18 co. with advice on food labeling

QUARTER: 3 Providing mkt info to Cdn industry on new regulations & regulatory trends; furnishing assistance re. U.S. Customs requirements.

Assisted 35 Cdn firms with Federal regulatory requirements of U.S. Customs, EPA, Fed. Communications Commission.