

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

POST :606-LOS ANGELES

SECTOR :013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

IDENTIFICATION OF LOCAL AGENTS AND DISTRIBUTORS  
GENERATE QUALIFIED DATA BASE OF INTERESTED U.S. COMPANIES

MAGIC (MENS APPAREL) 89/90/91  
CANADIAN EXHIBITORS

SOLO WOMEN'S APPAREL SHOW'89  
CANADIAN EXHIBITORS

REP SEARCH RESIDENTIAL FURNITURE  
IDENTIFY 10-15 REPRESENTATIVES WHO HAVE AN INTEREST IN

CANADIAN LINES.

REP SEARCH MENS AND BOYS APPAREL  
IDENTIFY 10-15 REPRESENTATIVES WHO HAVE AN INTEREST IN

CANADIAN LINES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 1-Montreal Pret, Incoming Mission

1-7 buyers attended/initial orders of US\$8,000.  
12 months sales estimate of US\$100,000.

QUARTER: 3 1.MAGIC Show,10 Cdn companies exhibited  
2.IIDEX, 42 buyers attended  
3.Furniture NEXUS Mission, 5 Cdn firms

1.\$87,500 on-site, 1M over 12 month sales  
2.3 mos.activities, 1.3M in sales, 10M over 12 months  
3.\$32,500 on-site, \$700,000 over 12 month sales

QUARTER: 4 1.Co-ordinated participation in MAGIC.2.Co-ordinated Incoming Buyers Mission to Montreal Pret.

1.12 coys on stand,161K on-site sales,3.9Million over 12 mos.2.3 US buyers attended, 75K over 12 mos.