REPT4D
90/01/23

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 :531-WELLINGTON

013-CONSUMER PRODUCTS & SERVICES
NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

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 -----