

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 & SERVICES  
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 NEOCDN 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 DIRECTORY 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. Held apparel NEBS mission for 13 mfr & plan to repeat ann

QUARTER: 3 IIDEX Show, Toronto

Organized and accompanied mission of 31 incoming buyers to IIDEX show.

QUARTER: 4 CNTRCT FURN SOLO SHOW; FURN I.B.M. TO WESTERN CDN; FLIC FOOTWR SHOWING; APPAREL IBM TO MONTL PRET; CDN GIFT SOLO SHOW RPT; VISIT CDN GIFT SHOW (TRNTO); IBM TO CSGA SHOW; INFO BOOTH AT NURS/LANDSCAPE SHOW.

10 CO'S, 3 AGENTS APPTD. SALES \$1 M.; 8 BUYERS, SALES \$2 M.; 5 BUYERS; 7 BUYERS, SALES \$50 K; RPT. TO ASSIST W/RECRUITMENT FOR '89 SHOW; MET 50 NEW CDN CO'S; 2 BUYERS, SALES \$25 K.; MET 75 LOCAL CONTACTS.