

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 :602-CHICAGO

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FURNITURE & APPLIANCES

CONTINUE MONITORING/SUPPORTING ANY CANADIAN INTEREST IN RESTAURANT/INTERIOR DESIGN SHOW, MARCH 1989.

TO BE DETERMINED

SUPPORT INCOMING BUYERS PROGRAM FOR CONTRACT FURNITURE (IIDEX 11/88 - TORONTO) AND RESIDENTIAL MONTREAL FURNITURE FAIR 6/88.

RECRUIT 10 BUYERS TO IIDEX. RECRUIT 6 BUYERS TO MONTREAL FURNITURE. INCREASE EXPOSURE TO CANADIAN CAPABILITY.

ASSIST IN IMPLEMENTATION OF NATIONAL STAND AT NATIONAL CASUAL FURNITURE MARKET 9/88 AS DISCUSSED WITH H.W. GUY, JOANNE LEGAULT AND ANGELE LEDUC

APPOINT 20 AGENTS AND 40 NEW SALES AGREEMENTS AGGREGATING \$1 MILLION

RECEPTION HOSTED BY CCG/CHICAGO EXHIBITORS AT NEOCON

INCREASE SALES BY RAISING OVERALL PROFILE. ASSIST AND PROMOTE OLD AND NEW INDUSTRY PLAYERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 AD INSERT IN THE SPORTING GOODS DEALER. INCOMING BUYERS MISSION, MONTREAL FURNITURE FAIR 22-24 JUNE 88. ATTENDED NSGA MANAGEMENT CONFERENCE, 15-18 MAY, FOR RESEARCH ON MARKET STUDY ON SPORTING GOODS INDUSTRY.

6 CDN COMPANIES BOUGHT AD SPACE IN INSERT, TOTAL INSERT 16 PAGES, DISTRIBUTED TO 28,000 SPORTING GOODS RETAILERS. RECRUITED 6 BUYERS AND REPS TO ATTEND.

QUARTER: 2 Mtl Pret & Collections Int'l recep. 27 July 88
Incoming buyers mission, 2-4 Oct. 1988 - Apparel
National Hardware Show

56 buyers & press members attended - recvd press coverage in Chicago newspapers
2. Recruited 8 buyers
3. 27 co. exhibited in National Stand; 42 Cdn companies attended independently

QUARTER: 3 -----

QUARTER: 4 -----