

POST : 608-NEW YORK, CONSULATE GENERAL

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE & MARINE

FIND REPRESENTATION FOR FOUR NEW FURNITURE EXPORTERS IN THIS TERRITORY.

INCREASE EXPORT SALES OF CANADIAN FURNITURE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECRUIT BUYERS TO ATTEND MONTREAL FURNITURE SHOW  
JUNE 14-16  
ORGANIZED AND PLAN EXHIBITION FOR KEILHAUER  
CONTRACT SEATING AT CONSULATE APRIL 8-9.

SUCCESSFULLY RECRUITED 19 BUYERS TO ATTEND SHOW.  
ON SITE ORDERS AND SALES WERE IN RANGE OF \$5MIL-  
LION. EXHIBITION ATTRACTED 200 INTERIOR DESIGN-  
NERS.

QUARTER: 2 ORGANIZATION AND COORDINATION OF CANADIAN PARTI-  
CIPATION AT THE SPORTING GOODS MANUFACTURERS  
ASSOCIATION (SGMA) SEPT. 20-22ND.

OVER \$100,000 ON SITE SALES GENERATED WITH OVER  
\$1 MN POTEN'L DURING NEXT 2 YRS. OVER 100 PRODS  
FM 40 CDN SUPPLIERS WERE DISPLAYED IN POST  
MANNED INFORMATION BOOTH, GENERATING IN EXCESS  
OF 200 ENQUIRIES.

QUARTER: 2 RECRUITMENT OF INTERIOR DESIGNERS, SPECIFIERS,  
AND FACILITIES MANAGERS FOR THE IIDEX SHOW,  
TORONTO, NOVEMBER, 1987, AS WELL AS WORKING WITH  
U. S. TRADE PRESS TO COVER THIS EVENT.

NEWSDAY IS CURRENTLY WORKING ON ARTICLE ON THE  
RESIDENTIAL FURNITURE MARKET IN CANADA WHICH  
WILL BE PUBLISHED WITHIN THE NEXT TWO WEEKS.

QUARTER: 3 COMPLETE RECRUITMENT OF INTERIOR DESIGNERS,  
SPECIFIERS & FACILITIES MANAGERS FOR THE IIDEX  
SHOW, TORONTO, NOVEMBER 87.

TOOK 20 DESIGNERS & FACILITIES MANAGERS TO IIDEX  
SHOW WAS THE BEST TO DATE WITH OVER 300 EXHIBI-  
TORS. US DESIGN COMMUNITY LIKED WHAT THEY SAW &  
ALL ENJOYED INFORMATIVE SEMINARS.

QUARTER: 3 1988 APPAREL PROMOTION PROGRAM: ESTABLISH A SERIE  
OF IN-HOUSE & TRADE FIRM PARTICIPATION ON BEHALF  
OF CDN MANUFACTURERS.

EXTENSIVE PROMOTION PROGRAM "CANADIAN SELEC-  
TIONS" IS IN PLACE UNTIL SPRING '88.

QUARTER: 4 -----