

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :618-MINNEAPOLIS

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 2 APPAREL/TEXTILES: ASSIST OTT WITH OUTERWEAR MKT. STUDY INFO; PLAN PROD. INTRO FOR 5 COS; FURNITURE: ORGANIZE PARTICIPATION IN ASID-MSAIA REGIONAL SHOW. RECRUIT BUYERS TO ATTEND IIDEX SHOW.

QUARTER: 3 FURNITURE: MSAIA-ASID REGIONAL DESIGN SHOW PARTICIPATION. IIDEX TORONTO MISSION RECRUITMENT. APPAREL: DIRECT MAIL CAMPAIGN TO KEY CLOTHING BUYERS; IN-STORE CDN FASHION PROMOTION AT CEDRIC'S.

QUARTER: 4 -----

AS FOLLOW-UP TO FOCF, DIRECTED MAJOR MAIL CAMPAIGN TO 40 KEY BUYERS. PRESENTATION IN WPG TO CDN IND. RE: OUTERWEAR MKT. STUDY. MET WITH CGNY TO PLAN JOINT FASHION VENTURE. ORG'D EXHIBIT IN MSAIA-ASID REG'L TRADE SHOW. BEGAN BUYER RECRUIT

ORGANIZED PARTICIPATION OF 3 FURNITURE MFGRS. IN REGIONAL MSAIA-ASID DESIGN SHOW. RECRUITED 8 BUYERS TO ATTEND IIDEX. SENT 4 FASHION PUBLICATIONS TO 40 BUYERS; ORGANIZED & PROVIDED MERCHANDISING AIDS FOR CDN FASHION PROMO AT CEDRIC'S.