

SECTOR: CONSUMER PRODUCTS & SERVICES

Sub-sector: Apparel & Footwear

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces										Total
									ON	QC	BC	AL	SK	MB	NB	NS	PE	NF	
1	Apr 1 Mar 29	ADVERTISING SUPPORT FOR CHILDREN APPAREL MFG	Ottawa	65,000					2	7	2								11
2	May 29-30	Coat Buyers to Winnipeg	Winnipeg	2,500															
3	Jul 29-31	EXCLUSIVE (Men's Fine Tailored Clothing)	New York	45,560	2,000,000	2,000,000	88	200,009	3	7									10
4	Aug Oct	SMAC Cooperative Trade Promotion Program	Various	50,000															
5	Sep 5-8	M.A.G.I.C. (Mens Apparel Guild of Calif.) Show	Las Vegas	90,000	191,000	13,000,000	147	1,083,346	4	5				2			1		12
6	Sept 11-14	Children's Apparel Show	Miami	27,500	550,000	550,000	40	91,673	1	4						1			6
7	Oct Mar	Atlanta Apparel Mart Promotions	Atlanta	60,000	14,800	3,010,000	50	501,675	4	1		1							6
8	Feb 24-26	CANADA MODE	New York	27,000	600,000	1,250,000	69	52,086	7	15	1			1					24
Total:				367,560	3,355,800	19,810,000	63	287,102	21	39	3	1	0	3	0	1	1	0	69