REPORT 4
88/10/21

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 :619-ATLANTA

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
FURNITURE & APPLIANCES	
INPUT OF RESIDENTIAL CONTACTS - U.S. AND CANADIAN IN WIN SYSTEM.	INCLUDE 350 FIRMS INTO SYSTEM.
FOLLOW-UP WITH BUYERS ATTENDING MONTREAL FURNITURE SHOW, JUNE 1987. FOLLOW-UP WITH CDN. MANUFACTURERS ASSITED 87/88.	$500,000 IN SALES.
CONTINUED CONTACT WITH CDN. MANUFACTURERS AND REPS AND SUPPORT PARTICIPATION IN SOUTHERN FURNITURE MARKET, REGIONAL AND CDN. SHOWS AS APPROPRIATE.	10 NEW AGENTS.
WORK WITH REPS IDENTIFIED IN 87/88 WHO ARE SEEKING CANADIAN LINES . ENCOURAGE CDN. MANUFACTURERS TO USE CONSULATE RECEPTION AREA TO EXHIBIT FURNITURE.	$800,000 IN SALES.
IDENTIFY K.D. REPS AND BUYERS AND ENCOURAGE THEM TO VISIT CDN. MANUFACTURERS IN RTA SHOW, ATLANTA, NOV. 1988	$1,000,000 IN SALES.
IDENTIFY AND MEET WITH NEW POTENTIAL BUYERS. INVITE APPROPRIATE BUYERS TO CDN. FURNITURE SHOWS - TORONTO/MONTREAL.	15
ALL SUB-SECTORS	
CONTINUED IDENTIFICATION OF NEW EFFECTIVE AGENTS FOR ALL CONSUMER ITEMS.	PROJECTED RESULTS ACHEIVED 1987/88. ANTICIPATE ADDITIONAL 30 CAN BE IDENTIFIED IN 88/89.
CONTINUED IDENTIFICATION.	
IDENTIFICATION OF APPROPRIATE BUYERS AND/OR AGENTS TO ATTEND FESTIVAL OF FASHIONS AND MODE ACCESSORIES, TORONTO. INCORPORATE INTO WIN SYSTEM. SAME FOR FURS & JEWELLERY.	50 BUYERS
FOLLOW-UP WITH CONTACTS --CDN. & US MADE AT WORLDSTORE'88 AND INCORPORATE IN WIN SYSTEM.	10 CANADIAN 15 U.S. $2 MILLION IN SALES.
CONCENTRATE ON MARKET I.D. BY DESIGNATING ONE DAY WEEKLY TO CALL ON AND MEET U.S. REPS AND BUYERS ON RECORD AND TO IDENTIFY NEW POTENTIAL REPS AND BUYERS AND DETERMINE OPPORTUNITIES.	