

REPT4D
90/04/05
QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :605-DETROIT
013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

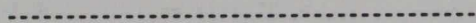
ALL SUB-SECTORS

PROMOTE & REVIEW CDN PRODUCTS AT NATIONAL SPORTING GOODS ASS PRODUCTS.
NEW AGENCY AGREEMENTS - I.E. EXPANDED REPRESENTATION FOR CDN

DEVELOP NEW PROGRAM FOR CDN PRODUCTS - INTRODUCTORY DAYS PENETRATE.
CREATE PROFITABLE OPPORTUNITY FOR CDN CONSUMER PRODUCTS TO

CONTINUE TO UPGRADE CONTACTS IN TERRITORY MARKET INTELLIGENCE FOR NEW EXPORTERS.
MAINTAIN CURRENT LEVELS OF CONTACTS FOR INCOMING MISSIONS &

DEVELOP MARKET STUDY ON RETAIL TRADE IN TERRITORY



TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

- QUARTER: 3 1) Hosted solo show for In-line Systems Furniture of Toronto at Congen.
- 2) Recruited 17 dealers & interior designers to attend IIDEX shows in Toronto.

- 1) 30 designers and specifiers attended to view products.
- 2) Resources were used to Charter Bus so Post could increase buyers quota.

QUARTER: 4 -----

REMARKS

DIRECT MAIL PROGRAM TO MAJOR U.S. FIRMS
INCREASED AWARENESS OF OFFICERS

UPDATE CURRENT REP OF US CONTACTS & MAIL TO NEW EXPORTERS
INCREASE CANADIAN AWARENESS

INCREASE P.C. USE & IMPROVE
MORE INTELLIGENT USE OF SHIPPING RECORDS

REVISE CONTACT LIST & SOFTWARE
IMPROVE QUALITY & ACCURACY

DEVELOP/REVISE/UPDATE MARKET STUDY
CLEARER GUIDELINES FOR CANADIAN EXPORTERS