

REPORT 4
87/09/25

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

PAGE : 26

POST : 603-CLEVELAND

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

| PLANNING: | ACTIVITIES PROPOSED IN POST PLAN: | ANTICIPATED RESULTS: |
|-----------|--|------------------------------------|
| | INSTIGATE MARKET STUDY ON OUTERWEAR TO SUPPORT NEEDED IN-HOUSE OUTERWEAR SHOW WITH VARIOUS CANADIAN MANUFACTURERS -CLEVELAND | IDENTIFY DISTRIBUTORS/BUYERS. |
| | VISIT MAJOR DEALERS AND REPS IN TERRITORY TO SEEK MARKET DATA RE: MARKETING OF CANADIAN RESIDENTIAL FURNITURE. | UP-DATED INFO ON NATURE OF MARKET. |

| TRACKING: | ACTIVITIES UNDERTAKEN IN QUARTER: | QUARTERLY RESULTS REPORTED: |
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| QUARTER: 1 | A. INCOMING BUYERS MISSION TO INTERNATIONAL FUR FAIR. INCOMING BUYERS MISSION TO RESIDENTIAL FURNITURE SHOW. POST TO PARTICIPATE IN PITTS-BURG & CLVND BUSINESS AFTER HOUSE WITH INFO BOOTH. | A. RECRUITMENT NIL DUE LAST MINUTE WITHDRAWAL OF INVITEE. B. ONE BUYER RECRUITED. ON-SITE SALES TOTALLED \$10,000. C. ACTIVITY CANCELLED DUE TO STAFF REDEPLOYMENT. |
| QUARTER: 2 | ----- | |
| QUARTER: 3 | ----- | |
| QUARTER: 4 | ----- | |