

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 : 96

POST : 531-WELLINGTON

013-CONSUMER PRODUCTS
NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

JEWELRY & GIFTWARE

SURVEY OF GIFTWARE MARKET IN NEW ZEALAND

PUBLICIZE RESULTS OF MARKET SURVEY TO CANADIAN SUPPLIERS

PROVISION OF INFO ON CDN SOURCES OF SUPPLY TO N Z INDUSTRY.

INFO ON MARKET OPPORTUNITIES

INCREASED AWARENESS OF OPPORTUNITIES
IN NEW ZEALAND

ELEVATE PROFILE OF CDN SUPPLIERS.

LEISURE PROD. TOOLS HARDWARE

ADVISE NEW ZEALAND IMPORTERS OF CANADIAN CAPABILITIES

DISTRIBUTION OF SURVEY QUESTIONNAIRE TO DELIVEATE N Z REQUIREMENTS
FOR SUBSEQUENT DISTRIBUTION TO CDN SUPPLIERS.

DOUBLE CANADIAN MARKET SHARE IN 3 YEARS.

INCREASED AWARENESS OF SUPPLY/DENAND OPPOR-
TUNITIES.

FURNITURE & APPLIANCES

ADVISE LOCAL IMPORTERS OF CANADIAN CAPABILITY

DELIVEATION OF N Z FURNITURE REQUIREMENTS AND COMPLETION OF
REQUIREMENTS OF SURVEY FOR DISTRIBUTION.

INCREASE CANADA'S MARKET SHARE TO USA
POSITION.

BETTER IDENTIFICATION OF MARKET OPPORTUNITIES
FOR CDN SUPPLIERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PREPARATION OF LIST OF BUYERS TO ATTEND TORONTO
JEWELLERY SHOW.

PARTICIPATION IN SHOW CANCELLED DUE TO SHORTAGE
OF TIME.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----