REPORT 4 39/10/10

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 : 613-BUFFALO 013-CONSUMER PRODUCTS & SERVICES

UNITED STATES OF AMERICA

PLANNING.

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

THROUGH ANNUAL SPONSORSHIP OF STORE BUYERS TO TORONTO & MONTREAL HOPE TO CONVINCE ONE DEPARTMENT STORE CHAIN/ (INCLUDING TORONTO FASHION FESTIVAL), WE HOPE TO INCREASE OUR YEAR TO START SOURCING IN CANADA. MARKET PENETRATION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

OUARTERLY RESULTS REPORTED:

QUARTER: 1 SENT 8 BUYERS TO THE MONTREAL FURNITURE SHOW. JUNE 19-22.

ON SITE SALES WORTH \$35,100 CDN. HAVE BEEN REPORTED AND OUR PROJECTED 12 MONTH SALES IS ABOUT \$100,000 CDN.

QUARTER: 1 QUEBEC NEBS TO PLATTSBURG, NEW YORK WITH 44 COMPANIES, JUNE 7/88.

NEBS IS AN EDUCATIONAL PROGRAM WITH SOME MONETARY RESULTS WHICH ONLY OCCUR SEVERAL MONTHS DOWN THE ROAD.

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 Toronto Boat International Show, January 12-13, 1989.

Eleven companies were represented from the Upstate New York Region with on-site sales of \$191,000.