

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	INFO ON MARKET OPPORTUNITIES
	PUBLICIZE RESULTS OF MARKET SURVEY TO CANADIAN SUPPLIERS	INCREASED AWARENESS OF OPPORTUNITIES IN NEW ZEALAND
	PROVISION OF INFO ON CDN SOURCES OF SUPPLY TO N Z INDUSTRY.	ELEVATE PROFILE OF CDN SUPPLIERS.
	LEISURE PROD. TOOLS HARDWARE	
	ADVISE NEW ZEALAND IMPORTERS OF CANADIAN CAPABILITIES	DOUBLE CANADIAN MARKET SHARE IN 3 YEARS.
	DISTRIBUTION OF SURVEY QUESTIONNAIRE TO DELIVEATE N Z REQUIREMENTS FOR SUBSEQUENT DISTRIBUTION TO CDN SUPPLIERS.	INCREASED AWARENESS OF SUPPLY/DENAND OPPOR- TUNITIES.
	FURNITURE & APPLIANCES	
	ADVISE LOCAL IMPORTERS OF CANADIAN CAPABILITY	INCREASE CANADA'S MARKET SHARE TO USA POSITION.
	DELIVEATION OF N Z FURNITURE REQUIREMENTS AND COMPLETION OF REQUIREMENTS OF SURVEY FOR DISTRIBUTION.	BETTER IDENTIFICATION OF MARKET OPPORTUNITIES FOR CDN SUPPLIERS.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	PREPARATION OF LIST OF BUYERS TO ATEND TOR JEWELLERY SHOW.	PARTICIPATION IN SHOW CANCELLED DUE TO SHORTAGE OF TIME.
QUARTER: 2	CONDUCT MARKET SURVEYS AND COMPLETE REPORTS ON TEXTILE, TOYS, FURNITURE AND HARDWARE.	ALL SURVEYS ARE COMPLETE. REPORTS ON ALL HAVE BEEN FORWARDED TO OTTAWA AND TO TRADE ASSOCIA- TIONS.
QUARTER: 3	DISTRIBUTE MARKET SURVEY COMPLETED LAST QUARTER.	DISTRIBUTED RESULTS OF MARKET SURVEY TO VARIOUS GOV'T DEPARTMENTS & INDUSTRY WHICH STIMULATED ENQUIRIES FROM CANADIAN INDUSTRY.
QUARTER: 4	-----	