

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

POST :601-BOSTON

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

KEEP MANUFACTURERS INFORMED ON BIDDING PROPOSALS FOR OFFICE FURNITURE.

NEW OPPORTUNITIES FOR CANADIAN MANUFACTURERS.

CONTACTING AGENTS AND DISTRIBUTORS WITH LISTING OF AVAILABLE CANADIAN LINES.

INCREASE CANADIAN PRESENCE IN THE MARKET UTILIZING AGENTS AND DISTRIBUTORS.

INFORM CANADIAN MANUFACTURERS OF NEW DESIGN TRENDS IN THE MARKET- PLACE FOR RESIDENTIAL FURNITURE.

CANADIAN MANUFACTURERS WILL BE ABLE TO BETTER ADAPT TO MARKET CONDITIONS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 POST WAS TO IDENTIFY KEY BUYERS OF CONTRACT FURNITURE & PROMOTE ATTENDANCE AT IDEX.

10 BUYERS ATTENDED IDEX & BUSINESS INFLUENCE REPORTS RESULTING FROM SHOW ARE CONFIRMED AT \$2.9M. \

QUARTER: 4 A)POST SPONSORED PARTICIPATION OF 7 COMPANIES TO FESTIVAL OF FASHION (TOR).
B) NEBS ORGANIZED FOR 9 COMPANIES IN CONSUMER PRODUCT SECTOR.

A)SHOW TOOK PLACE LAST WEEK OF MARCH AND RESULTS WILL BE REPORTED IN 1 Q 1988.
B) INTRODUCED COMPANIES TO NEW ENGLAND MARKET.