

REPORT 4
89/10/10

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 :601-BOSTON

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

ASSESSMENT OF PARTICIPATION BY CONSUMER PRODUCT MANUFACTURERS IN
NEW EXPORTER EVENTS (NEBS)

INCREASED CONSUMER PRODUCT INITIATIVES IN
NEW ENGLAND MARKET.

PROFESSIONAL MARKET STUDY OF APPAREL INDUSTRY IN NEW ENGLAND.

PERMIT CDN COS WITH LITTLE CURRENT SUCCESS TO
ENHANCE OPPORTUNITIES. 10 COMPANIES AND \$1 M.

POST TO CONDUCT STUDY OF FURNITURE MARKET IN MASSACHUSETTS.

FACILITATE INCREASED MARKET PENETRATION BY
CANADIAN COMPANIES. EXPECT \$10M IN GROWTH.

POST TO ASSESS GIFTWARE AND CRAFTS OPPORTUNITIES IN NEW ENGLAND.

DEVELOP MARKETING STRATEGY INFORMATION FOR
THIS SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 ORGANIZE 4 NEW EXPORTER TO BORDER STATES FOR RE-
PRESENTATIVES FROM PROVINCE OF QUEBEC, NEW BRUN-
SWICK, NOVA SCOTIA, PRINCE EDWARD ISLAND AND
NEWFOUNDLAND.

A TOTAL OF 107 PERSONS FROM CDA PARTICIPATED IN
THE 4 SEMINARS ORGANIZED BY POST. MAJORITY OF
COYS WERE IN CONSUMER GOODS SECTOR. ON BASIS OF
PREVIOUS NEBS EXPERIENCE,50% OF COYS SHOULD BE
EXPORTING WITHIN 12 MONTHS.

QUARTER: 2 Organize two day seminar for New Exporters to
Border States in consumer goods sector.

35 company representatives from Nova Scotia
(mostly in consumer goods sector) participated
in two day event in Boston.

QUARTER: 3 New Exporters to Border States seminar organized
for Rimouski area firms to Jackman,Me.
New Exporters to Border States seminar for
Atlantic Canada firms in conjunction with Build
Boston 88.

22 companies participated mostly in consumer
products sector.
24 firms from Atlantic Canada NB 10,NF 5,PEI 9
in construction sector participated in seminar
and attended Build Boston Show.

QUARTER: 4 A) Sponsored 3 buyers to Cdn Intl. Womens Wear
Show in Mtl. B) Sponsored 1 Buyer to Atl Cda
Crafts Show, Halifax. C) Sponsored 3 buyers
Toronto Furniture Market. D) Sponsored 4 buyers
Toronto Intl. Boat Show.

Follow up on all shows will take place during
next quarter.