

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.
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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	-----	