

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 : 603-CLEVELAND

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INSTIGATE MARKET STUDY ON OUTERWEAR TO SUPPORT NEEDED IN-HOUSE  
OUTERWEAR SHOW WITH VARIOUS CANADIAN MANUFACTURERS -CLEVELAND

IDENTIFY DISTRIBUTORS/BUYERS.

VISIT MAJOR DEALERS AND REPS IN TERRITORY TO SEEK MARKET DATA RE:  
MARKETING OF CANADIAN RESIDENTIAL FURNITURE.

UP-DATED INFO ON NATURE OF MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INCOMING BUYERS MISSION TO INTL. FUR FAIR.  
INCOMING BUYERS MISSION TO RESIDENTIAL FURNITURE  
SHOW. POST TO PARTICIPATE IN PITTSBURG & CLVND  
BUSINESS AFTER HOUS WITH INFO BOOTH.

RECRUITMENT NIL DUE LAST MINUTE WITHDRAWAL OF  
INVITEE. ONE BUYER RECRUITED. ON-SITE SALES TATA-  
LLED \$10,000. ACTIVITY CANCELLED DUE TO STAFF  
REDEPLOYMENT.

QUARTER: 2 A) RECENT BUYERS FOR TORONTO JEWELRY SHOW.  
B) ORGANIZE SOLO SPORTING GOODS SHOW.

A) CANCELLED BY UTW (REF: UTW0194 JUNE 9)  
B) CANCELLED DUE TO POSITION REDEVELOPMENT

QUARTER: 3 A. RECRUIT BUYERS FOR IDEX. B. RECRUIT BUYERS FOR  
THE INT'L FOOTWEAR EXDPO.

RECRUITED 9 BUYERS. SALES RESULTING FROM SHOW TO  
DATE TOTAL \$500,000. B. RECRUITING PROGRAM CAN-  
CELLED.

QUARTER: 4 A. BUYERS MISSION TO SPORTING GOODS SHOW.  
B. OHIO STATE GIFT SHOW.

A. PROJECT CANCELLED.  
B. PROJECT CANCELLED.