

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 : 608-NEW YORK, CONSULATE GENERAL

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

CONTINUE TO SEEK SUPPORT FOR ONGOING EVENTS PROGRAM AS OUTLINED
IN POST STRATEGY OF JAN/85.

BI-ANNUAL REVISION OF MARKETING HANDBOOK & EXPANSION OF RECIPIENT
LIST. DISTRIBUTE 500 EVERY 2 YEARS TO 1) NEWLY IDENTIFIED CO'S. 2)
CDN FASHION PRESS & REGIONAL OFFICES. 3) NEWCOMERS TO OFFICE. 4) AS
UPDATE TO COMPANIES IN PROCESS OF ESTABLISHING.

CONTINUE MARKET & TRADE SHOW EVALUATIONS FOR SPECIALIZED CATEGO-
RIES: BRIDAL, SPECIAL SIZES UNIFORMS, MEN'S CASUAL, ACTIVE WEAR WITH
VIEW TO INCREASED TRADE SHOW PARTICIPATION.

DEVELOP CALENDAR OF EVENTS & MARKET WEEKS INTO POSTCARD MAILER.
SEND TO 500, INITIALLY ONCE PER YEAR, LATER PER MAJOR SEASON.

DEVELOP MEANS OF PROMOTING SUGGESTED BOOKLET OR LIST OF RESOURCES
OF LICENSING/CONTRACTUAL MANUFACTURING TO END USERS. B) IDENTIFY &
START PROCESS TO RESOLVE PROBLEMS RELATED THERETO, E. G. CUSTOMS/
BONDING ETC.

LEISURE PROD. TOOLS HARDWARE

ON A CONTINUING BASIS POST ASSISTS CANADIAN BOAT MANUFACTURERS IN
CONTACTING DEALERS HERE RELATIVE TO DISTRIBUTION POSSIBILITIES.

FURNITURE & APPLIANCES

INCREASE VISITS TO DESIGNERS & SPECIFIERS OFFICES TO MAKE THEM
AWARE OF THE AVAILABILITY OF CANADIAN PRODUCTS IN THIS AREA.

FOLLOW-UP ON IIDEX TORONTO, OCTOBER '86.

USE OF CANADA ROOM FRO MANUFACTURERS TO EXHIBIT PRODUCTS.

WORK CLOSELY WITH TWO CONSULTING GROUPS WHO HAVE EXPRESSED INTE-
REST IN JOINT VENTURES WITH CANADIAN MANUFACTURERS OF VARIOUS
CONSUMER PRODUCTS IN MY PORTFOLIO.

INCREASE IDENTIFIABLE BUSINESS INFLUENCE BY
20%.

1. IDENTIFICATION OF 30 COMPANIES CAPABLE OF
EXPORTING BUT NOT DOING SO. 2. PROVISION OF IN-
FO NEEDED TO UPGRADE ANOTHER 50 WHO MAY ALRE-
ADY BE INTERESTED BUT NOT YET CAPABLE.

INCREASE NUMBER OF EXHIBITORS IN APPROPRIATE
SHOWS FROM 0-3 TO 5-10.

INCREASED BOTH BY 10%- 1) PARTICIPATION IN
TRADE SHOWS. 2) SHOWINGS IN CONSULATE DURING
MARKET WEEK, 3-5 MARKET ARRANGEMENT PER YEAR.

BETTER UNDERSTANDING OF CDN CAPABILITIES.

NEW MARKET OPPORTUNITIES.

IMPORTANT AWARENESS IN THIS MARKET OF EXCEL-
LENCE OF CANADIAN WORKMANSHIP.

SUCCESSFUL SHOW - MORE CANADIAN COMPANIES
SPECIFIES ON LARGE PROJECTS.

EXCELLENT IF ROOM CAN BE SCHEDULED. PROBLEMS
OF AVAILABILITY OF ROOM DUE TO HEAVY USE BY
OTHER DEPARTMENTS.

POSSIBILITY OF JOINT VENTURE WITH CANADIAN
MANUFACTURERS WITH THESE LOCAL GROUPS.