

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :612-WASHINGTON

SECTOR :013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR: APPAREL (CLOTH, FUR, SHOES) TEXT

SURVEY OF TERR RETAIL/BUY TO DETERMINE MKT POTENTIAL FOR CDN
ASSIST CDN MFRS TO PENETRATE MARKET THROUGH QUALIFIED

CONTACTS.

MAJOR PROMO'N (FASH.SHOW)& SHOWROOM FOR TERR. RETAIL/BUYERS
PROMOTE & SHOWCASE CDN DESIGNERS TO INCREASE EXPORT SALES,

BUYER AWARENESS.

SUB-SECTOR: FURNITURE & APPLIANCES

ESTABLISH DATABASE OF FURN REPS QUALIFIED TO HANDLE CDN LINE
INCREASE NUMBER OF REPS IN TERRITORY ABLE TO PROMOTE

PRODUCT & GEN

INDUSTRY PRESENTATIONS/SEMINARS TO TERRITORY BUYERS
INCREASED AWARENESS OF CDN PRODUCT, INCREASED DISTRIBUTION

AND SALES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Reception hosted by Ambassador in support of
Cdn natl stand at ABA, major natl trade show for
publishers/booksellers. 12 buyers recruited for
Mtl Furn. Market. Response to over 250 consumer
products inquiries for supplier/buyer assistance

Raised profile of Cdn publishing industry,
enhanced industry/fed.govt relations; est.sales
in excess of \$2.5M. On-site sales at Montreal
Furniture Market \$0.090M; est. sales \$0.5M.
Established buy.connections and resources.

QUARTER: 2 Over 250 sourcing inquiries and requests for
marketing assistance actioned. Eight buyers
recruited by post to CIWS in Montreal (IM).
Washington Gift Show liaison. Cdn Intl Footwear
Expo mailing to 50 buyers on behalf of ind.assn.

A number of buying connections established for
Cdn industry and new resources identified for
U.S. buyers. Over \$40,000 in orders placed by
post buyers to Cdn International Womenswear
Show in Montreal.

QUARTER: 3 Exp. market/product sourcing assistance in res-
ponse to over 350 inquiries. Assistance to 18
companies at Exp.Mktplace. Promotion and/
or buyer recruitment for IIDEX; Tor.FurnMkt;
CIFE; Leathermark, Atlantic Crafts Show.

\$450,000 est.sales, \$3-5M projected from post
buyers to IIDEX. Results from Tor.Furn.Mkt,
Leathermark, ACTS next quarter.

QUARTER: 4 -----