REPORT 4   QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
89/02/06   AT MISSIONS ABROAD FOR FISCAL YEAR 88
                    FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :610-SAN FRANCISCO   013-CONSUMER PRODUCTS
                                      UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

        FOLLOW-UP WITH SAN FRANCISCO APPAREL MARKET AND CANADIAN EXHIBI-   TO STRENGTHEN CDA SMALL,BUT WITH POTENTIAL TO
        TORS ON POSSIBILITY OF SIMILAR FOCUS PROMOTION OF FALL FASHION   GROW,SHARE OF MARKET & ENCOURAGE CDN DESI-
        WEAR FOR MARCH 89 PREVIEW MARKET WEEK.   GNERS TO MARKET ON A CONTINUED BASIS.

        MEET W/MAJOR INT'L ARCHITECTURAL DESIGN FIRMS IN TERRITORY TO   OFFER CURRENT INFORMATION TO CDN EXPORTS ON
        UPDATE ON MARKET DIRECTIONS.   CHOICE OF PRODUCTS APPROPRIATE TO MARKET SEC-
                                                                           TOR.

        VISIT INDUSTRY MARKET EXHIBITIONS AND PROMOTIONS TO IDENTIFY NEW   TO IDENTIFY POSSIBLE NEW MARKET NICHES, TRADE
        SALES REPRESENTATIVES AND ACCESS NEW AVENUES FOR MARKETING   FAIRS AND INTEREST US REPS IN CANADIAN PRO-
        CANADIAN CAPABILITIES.   DUCTS.

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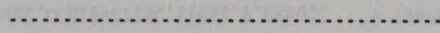
TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

    QUARTER: 1 APPAREL:SFRAN SHOW ANALYSIS OF PRESENT MKT OPP   SUBMITTED REPORT HIGHLIGHTING MKT POTENTIAL FOR
            FOR CDN EXPORT RECOGNISING UNIQUE OPPORTUNITY/   OVERALL EXP OF SFRAN MKT & UNIQUE OPP UNDER PRE-
            TIMIMH TO PROMOTE CDN PROD IN N.CALIF HOME FUR-   SENT CONDITIONS FOR CDN APPAREL MFRS TO GAIN A
            NISHINGS:WORKED ONE-ON-ONE WITH CDN MFRS TO PLA-   FOOTHOLD. FURNITURE MFRS PRESENTLY IN NEGOTIA-
            CE LINE.   TIONS WITH SALES REPS INTRODUCED BY POST.

    QUARTER: 2 Apparel: coordinated plans & recruited for SFran   8 co. recruited, itinerary finalized w/cooper of
            Mission Oct. 21-24/88. 2. IIDEX '88 recruit des-   Nor Cal Rep Assoc. 2. Pres. recruiting & appears
            2. IIDEX '88 recruit designer/specifiers invit-   post will have more than expected 10 invitees,
            ees. Plan factory showroom tour.   using earlier allocation to get cheaper fares &
                                                                    early lead time for better recruitment.

    QUARTER: 3 -----

    QUARTER: 4 -----