

REPORT 4
87/09/25

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

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POST : 602-CHICAGO

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

LEISURE PROD. TOOLS HARDWARE

DEVELOP MARKET DISTRIBUTOR GUIDEBOOK FOR SPECIFIC HARDWARE PROD.

7 NEW EXPORTERS WILL BECOME ESTABLISHED IN
MARKET

DEVELOP MARKET DISTRIBUTOR GUIDEBOOK FOR SPECIFIC
SPORTING GOODS PRODUCTS.

3 NEW EXPORTERS WILL BECOME ESTABLISHED IN
MARKET.

DEVELOP MARKET DISTRIBUTOR GUIDEBOOK FOR SPECIFIC HOUSEWARES
PRODUCTS.

5 NEW EXPORTERS WILL BECOME ESTABLISHED IN
MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 REGISTER AGENTS & DISTRIBUTORS AT CANADIAN
PRODUCTS SHOWCASE AT NATIONAL HOUSEWARES SHOW,
APRIL 5-9, 1987.

25 NEW AGENTS REGISTERED AND IDENTIFIED FOR
CONSULATE FILES.
3 INVESTMENT LEADS IDENTIFIED \$15,000 ON SITE
SALES.

QUARTER: 1 COMPILE BASIC INFORMATION ON WOOD HEAT INDUSTRY
OBTAINED AT TRADE SHOW IN ST. LOUIS.

REPORT COMPLETED AND BEING SEND TO 2 RELEVANT
U.S. POSTS WHO WILL HOST WOOD HEAT SHOWS IN
NEXT YEAR.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----