

REPORT 4
88/10/21

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

POST : 618-MINNEAPOLIS

005-COMM. & INFORM. EQP. & SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

DEVELOP TRADE INFORMATION MAILING ON REGULAR PERIODIC BASIS USING "NEWSLETTER" FORMAT.

INTRODUCE CDN VENDORS AS AN OPPORTUNITY FOR SALES REPS. TO INCREASE BUSINESS AND FIRMS TO OBTAIN COMPETITIVE SOURCES.

HOLD SALES REPRESENTATIVE CONFERENCE IN IOWA AND NEBRASKA.

INCREASE THE NUMBER OF SALES REPS/AGENTS CARRYING CANADIAN LINES.

DEVELOP SEMINAR ON UTILIZING CANADIAN SOURCES FOR PRESENTATION TO TWIN CITY PURCHASING MGMT. ASSOC.

INCREASE NUMBER OF COMPANIES USING CANADIAN SOURCING.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 COORDINATE CANADIAN EXHIBIT AT MIDWEST ELECTRONICS EXPO '88, MAY 4 - 5, 1988.

12 CDN COS EXHIBITED, PLUS AN INFO BOOTH. HOSTED BREAKFAST ATTENDED BY MANUF. REPS. & CANADIAN EXHIBITORS. NEGOTIA'NS STARTED FOR 3 REP AGREEMENTS. ON-SITE SALES OF ABOUT \$20,000 (U. S.).

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

TRACKING:

MEET INDIVIDUALLY OR AS A GROUP WITH HARDWARE/HOUSEWARE KEY CONTACTS (REPS AND BUYERS) TO ACCESS MOST EFFECTIVE METHOD OF REACHING THE LOCAL TRADE.

WILL PROGRESSIVELY HELP OUR EFFORTS IN PLANNING HARDWARE/BUILDING PRODUCTS REP LOCATOR.

FURNITURE, BOOKS, TOYS, CASHI, LOGS, MATS, VASES, ILLUSTRATION DESIGNERS, ETC.

VI WECDN WHO IN LOCAL DESIGN COMMUNITY INCREASED AWARENESS OF CANADIAN MANUFACTURERS.

COOPERATION WITH THE WINNIPEG FURNITURE WEST ORGAN, DEVELOP A COMPREHENSIVE PROG. TO ENHANCE THE EXPORT READINESS OF WESTERN CANADIAN RESIDENTIAL PLANNERS THROUGH TRAINING SEMINARS, TO INCLUDE BUYERS, TRADE SHOWS, SEMINARS, NEWS PESS., INCLUDING BUYERS, TRADE SHOWS.

ENHANCED COMPETITIVENESS, PENETRATION OF THE U.S. MARKET.

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MISSION'S ANNUAL PLAN
FISCAL YEAR 88
EXPORT PROMOTION PROGRAM