

REPORT 4A
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88

LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES
WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

POST : 603-CLEVELAND

POST ASSISTED IN RECRUITING COMPANIES FOR CAMPUS MARKET EX-
PO'88 - 8 COMPANIES EXHIBITED. (2) ORGANIZED CDN PAVILLION
AT AMERICAN CERAMICS SOCIETY CONVENTION - 9 CANADIAN EXHIBI-
TORS PARTICIPATED. PROJECTED 12 MONTH SALES \$5 MILLION. RE-
CEPTION HOSTED BY HOM TO WHICH KEY PARTICIPANTS ATTENDED.
(3) ORGANIZED CANADIAN PARTICIPATION IN PENNSYLVANIA FOOD
MERCHANTS ASSOCIATION SHOW - 12 MONTH SALES PROJECTIONS \$2.2
MILLION. (4) ORGANIZED AND HOSTED CANADA WEEK IN PITTSBURGH
WHICH INCLUDED WINE PROMOTION BY 4 WINERIES RESULTING IN
U.S. \$35,000 SALES AND INUIT SCULPTURE PROMOTION NETTING
U.S. \$10,000 SALES. (5) POST RECRUITED 22 BUYERS FOR THE
MONTREAL FURNITURE SHOW. SALES TOTALLED U.S. \$400,000. IN
TERRITORY FURNITURE PROMOTION IN COLUMBUS, CINCINNATI, AND
LOUISVILLE.

CDN HAS 47 COS IN THE NAT'L STAND SITE SALES
\$401,000 WITH 12 MONTH PROJECTIONS IN EXCESS OF
\$1 MILLION AND 100,000 VISITORS FROM CANADA
CONVULS FIEL AND VOLAGE CANADIAN CONSUMERS OF
THE MARKETPLACE THROUGH TV, RADIO, VIDEO, MAIL-
ING, WEBSITE, LITERATURE, AND PERSONAL CONTACTS
WITH DATA & LIAISON & REPORTING OF COSTS
AND REVENUES AND TO DID NOT PARTICIPATE IN
TO OTHER CONCURRENT COMMITMENTS
ON THE MARKETPLACE SPECIFICALLY THROUGH
TO INCREASE THE NUMBER OF CANADIAN CONSUMERS
CONSUMERS RECRUITED IN THE TERRITORY
COLUMBUS AND LOUISVILLE INCREASE NUMBER OF COS
TO INCREASE SALES OF CANADIAN MANUFACTURED
TO INCREASE SALES AND VOLUME
TO INCREASE SALES AND VOLUME
BE ADDED TO THE QUALIFIED BUYER LIST
MAYBE MANUFACTURERS HAVE AN OBLIGATION TO
TO IDENTIFY NEW & EXISTING PRODUCERS THERE BY
IN THE MEDIUM TERM
EMI AND SERVICES (APPROXIMATELY \$100 MILLION)
SALES AND FINANCING OF CDN FIRM HAVE BEEN
INCREASED EXPENSE FOR CDN GOODS AND SERVICES
INDUSTRY SOURCES
ON THE MARKET INEFFICIENCY FOR GOVERNMENT
UNPLANNED RESULTS

UNITED STATES OF AMERICA
603-CLEVELAND

ACTIVITIES AND UNPLANNED RESULTS STATED IN MISSION'S REPORT
FOR FISCAL YEAR 88
EXPORT PROMOTION PROGRAM