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 :601-BOSTON

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
ALL SUB-SECTORS	
ASSESSMENT OF PARTICIPATION BY CONSUMER PRODUCT MANUFACTURERS IN NEW EXPORTER EVENTS (NEBS)	INCREASED CONSUMER PRODUCT INITIATIVES IN NEW ENGLAND MARKET.
PROFESSIONAL MARKET STUDY OF APPAREL INDUSTRY IN NEW ENGLAND.	PERMIT CDN COS WITH LITTLE CURRENT SUCCESS TO ENHANCE OPPORTUNITIES. 10 COMPANIES AND $1 M.
POST TO CONDUCT STUDY OF FURNITURE MARKET IN MASSACHUSETTS.	FACILITATE INCREASED MARKET PENETRATION BY CANADIAN COMPANIES. EXPECT $10M IN GROWTH.
POST TO ASSESS GIFTWARE AND CRAFTS OPPORTUNITIES IN NEW ENGLAND.	DEVELOP MARKETING STRATEGY INFORMATION FOR THIS SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1 ORGANIZE 4 NEW EXPORTER TO BORDER STATES FOR REPRESENTATIVES FROM PROVINCE OF QUEBEC, NEW BRUNSWICK, NOVA SCOTIA, PRINCE EDWARD ISLAND AND NEWFOUNDLAND.	A TOTAL OF 107 PERSONS FROM CDA PARTICIPATED IN THE 4 SEMINARS ORGANIZED BY POST. MAJORITY OF COYS WERE IN CONSUMER GOODS SECTOR. ON BASIS OF PREVIOUS NEBS EXPERIENCE, 50% OF COYS SHOULD BE EXPORTING WITHIN 12 MONTHS.
QUARTER: 2 -----	
QUARTER: 3 -----	
QUARTER: 4 -----	