

REPORT 4
89/02/06

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 :608-NEW YORK, CONSULATE GENERAL

013-CONSUMER PRODUCTS

UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE & MARINE

FOLLOW-UP ON IDEX, TORONTO, NOVEMBER 1987 BY INTERVIEWING
THOSE 20 DESIGNERS WHO WILL BE ATTENDING FOR THE FIRST
TIME.

GREATER AWARENESS OF CANADIAN PRODUCTS AND
CAPABILITIES WHICH WILL LEAD TO EXPANDED EXP-
ORT SALES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECRUIT U.S. BUYERS AND ATTEND THE MONTREAL
FURNITURE MARKET, JUNE 18TH - 22ND.

RECRUITED 22 BUYERS (OBJECTIVE WAS 20) TO
PARTICIPATE IN SHOW. BUYERS WERE IMPRESSED WITH
QUALITY OF FURNITURE AND POTENTIAL BUSINESS IN
THE RANGE OF \$6 MILLION SHOULD BE WRITTEN IN THE
NEXT 12 MONTHS.

QUARTER: 1 PARTICIPATE IN FIRST PRIVATE LABEL TRADE SHOW IN
NEW YORK AT JACOB JAVITS CONVENTION CENTER,
JUNE 1ST - 4TH.

CDN APPAREL CENTER OF CNGNY HAD 400 SQ. FT.
BOOTH/SHOWROOM/INFO CENTER WITH OVER 200 SAMPLES
REPRESENTING PRIVATE LABEL CAPABILITIES OF OVER
70 CDN COS ACROSS CDA. SHOW ATTRACTED HIGH LEVEL
BUYING CONTACTS FROM ACROSS THE U.S.A.

QUARTER: 2 Promotion of Montreal "PRET". Post organized
mailings, a reception and video presentation to
heighten interest and recruit U.S. buyers

Show producers were very pleased with promotion-
al activities which attracted 85 attendees
(incl. media) from tri-state area

QUARTER: 3 -----

QUARTER: 4 -----