

REPT4D
90/04/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :612-WASHINGTON

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

SURVEY OF TERR RETAIL/BUY TO DETERMINE MKT POTENTIAL FOR CDN CONTACTS.
ASSIST CDN MFRS TO PENETRATE MARKET THROUGH QUALIFIED

MAJOR PROMO'N (FASH.SHOW)& SHOWROOM FOR TERR. RETAIL/BUYERS BUYER AWARENESS.
PROMOTE & SHOWCASE CDN DESIGNERS TO INCREASE EXPORT SALES,

FURNITURE & APPLIANCES

ESTABLISH DATABASE OF FURN REPS QUALIFIED TO HANDLE CDN LINE PRODUCT & GEN
INCREASE NUMBER OF REPS IN TERRITORY ABLE TO PROMOTE

INDUSTRY PRESENTATIONS/SEMINARS TO TERRITORY BUYERS AND SALES.
INCREASED AWARENESS OF CDN PRODUCT, INCREASED DISTRIBUTION

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 Reception hosted by Ambassador in support of
Cdn natl stand at ABA, major natl trade show for
publishers/booksellers. 12 buyers recruited for
Mtl Furn. Market. Response to over 250 consumer
products inquiries for supplier/buyer assistance

QUARTER: 2 Over 250 sourcing inquiries and requests for
marketing assistance actioned. Eight buyers
recruited by post to CIWS in Montreal (IM).
Washington Gift Show liaison. Cdn Intl Footwear
Expo mailing to 50 buyers on behalf of ind.assn.

QUARTER: 3 Exp. market/product sourcing assistance in res-
ponse to over 350 inquiries. Assistance to 18
companies at Exp.Mktplace. Promotion and/
or buyer recruitment for IIDEX; Tor.FurnMkt;
CIFE; Leathermark, Atlantic Crafts Show.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

Raised profile of Cdn publishing industry,
enhanced industry/fed.govt relations; est.sales
in excess of \$2.5M. On-site sales at Montreal
Furniture Market \$0.090M; est. sales \$0.5M.
Established buy.connections and resources.

A number of buying connections established for
Cdn industry and new resources identified for
U.S. buyers. Over \$40,000 in orders placed by
post buyers to Cdn International Womenswear
Show in Montreal.

\$450,000 est.sales,\$3-5M projected from post
buyers to IIDEX. Results from Tor.Furn.Mkt,
Leathermark, ACTS next quarter.