

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 : 611-SEATTLE

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INTRODUCTION OF CANADIAN BUILDING SUPPLY EXPERTISE TO TERRITORY.
ENCOURAGE SUPPLIERS TO PARTICIPATE IN ONE OF TWO HOME SHOWS IN THE SEATTLE/TACOMA AREA.

SIX COMPANIES INCREASE THEIR PENETRATION INTO THE NW MARKET.
SIX COMPANIES TO ENHANCE OR ESTABLISH THEIR MARKET POSITION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 -----
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

20 EXHIBITORS - \$50,000 SALES IN FIRST YEAR AS A RESULT OF PROMOTING STAFF
20 NEW COMPANIES INTRODUCED TO MARKET ONE YEAR AS A RESULT OF INTRODUCING NEW EXPORTERS TO TERRITORY
STRONG ATTENDANCE AND EXHIBITOR PARTICIPATION IN LOCAL SHOWS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER 1 -----
- QUARTER 2 -----
- QUARTER 3 -----
- QUARTER 4 -----

RESULTS
4 COMPANIES RECRUITED - PARTICIPATING IN LOCAL SHOWS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

INTRODUCE CANADIAN FASHION EXHIBITORS TO TERRITORY AND WEST MISSIONS
INTRODUCE COMPANIES TO AMERICAN FURNITURE SHOW - MAY 88

INTRODUCE 2 NEW COMPANIES
INTRODUCE 40 COMPANIES TO THE MARKET
INTRODUCE 15 RECRUITERS

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

POST : 611-SEATTLE

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

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