

REPORT 4  
88/03/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 87  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 604-DALLAS

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

EXPAND CONTACTS WITH AGENTS AND DISTRIBUTORS ON BEHALF OF  
CANADIAN FIRMS.

ESTABLISHMENT OF FIVE LOCAL REPRESENTIVE  
DISTRIBUTORS.

JEWELRY & GIFTWARE

INTRODUCE 8 NEW CANADIAN EXPORTERS TO THE MARKETPLACE.

5 SALES, 5 NEW AGENCIES ESTABLISHED.

PARTICIPATION WITH PRODUCT INFORMATION BOOTH IN NATIONAL SPA AND  
POOL INSTITUTE SHOW.

INTRODUCTION OF 10 EXPORTERS TO THE U.S.  
MARKETPLACE.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 EXPAND CONTACT WITH LOCAL SALES REPRESENTATIVES  
AND DISTRIBUTORS.

ENCOURAGE 2 BUYERS TO ATTEND MONTREAL INTERNAT-  
IONAL FUR FAIR. DISCUSSED APPAREL MARKETING APPR-  
OACH WITH CDN COYS & DALLAS MARKET CENTER. ENCOU-  
RAGE 3 NEW CDN COYS TO VISIT TERRITORY & EXPLORE  
OPPORTUNITIES.

QUARTER: 2 EXPAND CONTACTS WITH LOCAL SALES REPRESENTATIVES  
AND DISTRIBUTORS.

A MAJOR MAILING OF THE "CANADIAN CHIC" ARTICLE  
WAS MADE TO RETAILERS AND SALES REPS IN THE  
TERRITORY. SEVERAL SALES REPS HAVE EXPRESSED  
INTEREST IN CARRYING CANADIAN LINES.

QUARTER: 3 FURNITURE: RECRUITMENT FOR IIDEX  
APPAREL: EXPAND CONTACTS WITH RETAIL ORGANIZA-  
TIONS AND MANUFACTURERS SALES REPS.

-13 BUYERS VISITED IIDEX TORONTO.  
-MET WITH 10 SALES REPS & RETAIL ORGANIZATIONS  
TO DISCUSS REPRESENTATION/SALES IN SOUTHWEST OF  
LADIES DESIGNER CLOTHING.

QUARTER: 4 -----