

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 :602-CHICAGO

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

| PLANNING: | ACTIVITIES PROPOSED IN POST PLAN:  | ANTICIPATED RESULTS:                  |
|-----------|--|---------------------------------------|
|           | APPAREL (CLOTH, FUR, SHOES) TEXT   |                                       |
|           | FOLLOW UP TO PREV INITI, CONTINUE TO RESPOND TO TRADE INQUIRY ACTION 30 CANADIAN/60 LOCAL INQUIRIES FOR MARKET | ASSISTANCE.                           |
|           | ATTEND 10 APPAREL RELATED TRADE SHOWS TO ASSESS MKT TRENDS DEVELOP PROFILE OF BUYERS AND AGENTS AS NEEDED TO   | DISTRIBUTE TO CANADIAN APPAREL MFG'S. |
|           | CULTURE INDUSTRIES   |                                       |
|           | AS FOLLOW UP TO PREV INITI, CONTINUE TO RESPOND TO TRADE INQUIRY ACTION 30 CANADIAN/15 LOCAL TRADE INQUIRIES.  |                                       |
|           | IDENTIFY & RESEARCH ART GALLERIES LOCATED IN CHICAGO MINI GUIDE PROFILING CHICAGO GALLERIES (COMPANY CONTACTS  | AND THEIR MERCHANDISING OPERATIONS).  |
|           | ATTEND CHICAGO INTERNATIONAL ART FAIR MAY 12-16, 1989 ENHANCED PROFILE OF CANADIAN CAPABILITIES.               |                                       |
|           | ATTEND NEW ART FORMS EXPO, OCTOBER 1989. ENHANCED PROFILE OF CANADIAN CAPABILITIES.                            |                                       |
|           | CONSIDER MAKING PIPP PROPOSAL TO MOUNT NAT STAND AT AME LIB THREE DISTRIBUTORS APPOINTED.                      |                                       |
|           | LEISURE PROD. TOOLS HARDWARE   |                                       |
|           | HARDWARE MARKETING SEMINAR, TORONTO, FEBRUARY 1989 BETTER EXPORTER AWARENESS.                                  |                                       |
|           | HOUSEWARES FREE TRADE SEMINAR FOR RETAILERS, JANUARY 1989 INCREASED RECEPTIVITY TO BUYING FROM CANADA.         |                                       |
|           | INCOMING BUYERS TO CSGA, FEBRUARY 1989 INCREASED RECEPTIVITY TO BUYING FROM CANADA.                            |                                       |
|           | AD CAMPAIGN PHASE II - APRIL 1989, SPORTING GOODS 400 LEADS GENERATED FOR 6 COMPANIES.                         |                                       |
|           | MARKETING SEMINAR - SPORTING GOODS, MAY 1989 6 COMPANIES WILL MEET MAJOR US RETAILERS                          |                                       |
|           | HARDWARE MARKETING GUIDE IMPROVED EXPORTER AWARENESS.  |                                       |