REPORT 4 89/10/10

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

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POST : 610-SAN FRANCISCO

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

FOLLOW-UP WITH SAN FRANCISCO APPAREL MARKET AND CANADIAN EXHIBITORS ON POSSIBILITY OF SIMILAR FOCUS PROMOTION OF FALL FASHION WEAR FOR MARCH 89 PREVIEW MARKET WEEK.

MEET W/MAJOR INT'L ARCHITECTURAL DESIGN FIRMS IN TERRITORY TO UPDATE ON MARKET DIRECTIONS.

VISIT INDUSTRY MARKET EXHIBITIONS AND PROMOTIONS TO IDENTIFY NEW SALES REPRESENTATIVES AND ACCESS NEW AVENUES FOR MARKETING CANADIAN CAPABILITIES.

ANTICIPATED RESULTS:

TO STRENGTHEN CDA SMALL, BUT WITH POTENTIAL TO GROW, SHARE OF MARKET & ENCOURAGE CDN DESIGNERS TO MARKET ON A CONTINUED BASIS.

OFFER CURRENT INFORMATION TO CDN EXPORTS ON CHOICE OF PRODUCTS APPROPRIATE TO MARKET SECTOR.

TO IDENTIFY POSSIBLE NEW MARKET NICHES, TRADE FAIRS AND INTEREST US REPS IN CANADIAN PRODUCTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 APPAREL:SFRAN SHOW ANALYSIS OF PRESENT MKT OPP FOR CDN EXPORT RECOGNISING UNIQUE OPPORTUNITY/ TIMIMH TO PROMOTE CDN PROD IN N.CALIF HOME FUR-NISHINGS:WORKED ONE-ON-ONE WITH CDN MFRS TO PLA-CE LINE.

QUARTER: 2 Apparel: coordinated plans & recruited for SFran Mission Oct. 21-24/88. 2. IIDEX '88 recruit des-2. IIDEX '88 recruit designer/specifiers invitees. Plan factory showroom tour.

QUARTER: 3 Apparel Rep Locator Mission,Oct.21-24,1988, San Francisco - Participated in coordination of 8 Cdn manufacturers attendance at market week to obtain sales representation.

QUARTER: 4 Much responsive activities. Coordinated and originated Contract Furniture & IIDEX promotional dinner for sales reps and design specifiers.

QUARTERLY RESULTS REPORTED:

SUBMITTED REPORT HIGHLIGHTING MKT POTENTIAL FOR OVERALL EXP OF SFRAN MKT & UNIQUE OPP UNDER PRESENT CONDITIONS FOR CDN APPAREL MFRS TO GAIN A FOOTHOLD. FURNITURE MFRS PRESENTLY IN NEGOTIATIONS WITH SALES REPS INTRODUCED BY POST.

8 co. recruited, itinerary finalized w/cooper of Nor Cal Rep Assoc. 2. Pres. recruiting & appears post will have more than expected 10 invitees, using earlier allocation to get cheaper fares & early lead time for better recruitment.

1 mfr obtained local sales rep,another looking for"right"rep,3rd mfr recognises potential but won't enter mkt until"it's time for company".

Other mission members didn't have suitable prod. or weren't committed to export effort nec.to suc

Project has received tremendous support and enthusiasm from trade; Post's FY 89/90 supported activities