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

POST :613-BUFFALO

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
APPAREL (CLOTH,FUR,SHOES) TEXT		
	THROUGH ANNUAL SPONSORSHIP OF STORE BUYERS TO TORONTO & MONTREAL (INCLUDING TORONTO FASHION FESTIVAL), WE HOPE TO INCREASE OUR MARKET PENETRATION.	HOPE TO CONVINCE ONE DEPARTMENT STORE CHAIN/ YEAR TO START SOURCING IN CANADA.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	SENT 8 BUYERS TO THE MONTREAL FURNITURE SHOW, JUNE 19-22.	ON SITE SALES WORTH $35,100 CDN. HAVE BEEN REPORTED AND OUR PROJECTED 12 MONTH SALES IS ABOUT $100,000 CDN.
QUARTER: 1	QUEBEC NEBS TO PLATTSBURG, NEW YORK WITH 44 COMPANIES, JUNE 7/88.	NEBS IS AN EDUCATIONAL PROGRAM WITH SOME MONETARY RESULTS WHICH ONLY OCCUR SEVERAL MONTHS DOWN THE ROAD.
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	Toronto Boat International Show, January 12-13, 1989.	Eleven companies were represented from the Upstate New York Region with on-site sales of $191,000.