

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 :619-ATLANTA

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 A. Attend Southern Furniture Market and report.
B. Attend National Association of Music Merchants and report.

A. 27 Cdn. manufacturers exhibited. \$250K business written by small manufacturer exhibiting for first time.
B. 12 Cdn. companies participated and reported excellent potential.

QUARTER: 3 Recruited 16 designers and 1 architect for IIDEX Toronto

Reported sales of \$3.2 million in residential furniture and \$3.7 million in contract furniture

QUARTER: 4 A) Recruit buyers for Toronto Furniture Market
B) Recruit buyers for Cdn. International Women-swear Show, Montreal
C) Organize .E.F. furniture display at Congen

A) 9 buyers attended Market and reported purchases "in the millions"
B) 4 buyers attended Show
C) Met 5 major buyers and anticipate \$5 million in new business