

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 :612-WASHINGTON

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

SURVEY OF TERR RETAIL/BUY TO DETERMINE MKT POTENTIAL FOR CDN  
ASSIST CDN MFRS TO PENETRATE MARKET THROUGH QUALIFIED

CONTACTS.

MAJOR PROMO'N (FASH.SHOW)& SHOWROOM FOR TERR. RETAIL/BUYERS  
PROMOTE & SHOWCASE CDN DESIGNERS TO INCREASE EXPORT SALES,

BUYER AWARENESS.

FURNITURE & APPLIANCES

ESTABLISH DATABASE OF FURN REPS QUALIFIED TO HANDLE CDN LINE  
INCREASE NUMBER OF REPS IN TERRITORY ABLE TO PROMOTE

PRODUCT & GEN

INDUSTRY PRESENTATIONS/SEMINARS TO TERRITORY BUYERS  
INCREASED AWARENESS OF CDN PRODUCT, INCREASED DISTRIBUTION

AND SALES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Reception hosted by Ambassador in support of  
Cdn natl stand at ABA, major natl trade show for  
publishers/booksellers. 12 buyers recruited for  
Mtl Furn. Market. Response to over 250 consumer  
products inquiries for supplier/buyer assistance

Raised profile of Cdn publishing industry,  
enhanced industry/fed.govt relations; est.sales  
in excess of \$2.5M. On-site sales at Montreal  
Furniture Market \$0.090M; est. sales \$0.5M.  
Established buy.connections and resources.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----