

REPORT 4
88/10/21

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 : 610-SAN FRANCISCO

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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.

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

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----