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 :608-NEW YORK, CONSULATE GENERAL

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE & MARINE

FOLLOW-UP ON IIDEX, TORONTO, NOVEMBER 1987 BY INTERVIEWING THOSE 20 DESIGNERS WHO WILL BE ATTENDING FOR THE FIRST TIME.

GREATER AWARENESS OF CANADIAN PRODUCTS AND CAPABILITIES WHICH WILL LEAD TO EXPANDED EXPORT SALES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 RECRUIT U.S. BUYERS AND ATTEND THE MONTREAL FURNITURE MARKET, JUNE 18TH - 22ND.

QUARTER: 1 PARTICIPATE IN FIRST PRIVATE LABEL TRADE SHOW IN NEW YORK AT JACOB JAVITS CONVENTION CENTER, JUNE 1ST - 4TH.

QUARTER: 2 Promotion of Montreal "PRET". Post organized mailings, a reception and video presentation to heighten interest and recruit U.S. buyers

QUARTER: 3 Create major Cdn impact at the Int'l Kids Wear Show Oct 23-26th,by coordinating on site fashion show featuring childrenswear by 25 Cdn exhibitors.

QUARTER: 4 Recruit 20 residential furniture buyers to attend the Toronto Furniture Show, Jan 15-18.

QUARTERLY RESULTS REPORTED:

RECRUITED 22 BUYERS (OBJECTIVE WAS 20) TO PARTICIPATE IN SHOW. BUYERS WERE IMPRESSED WITH QUALITY OF FURNITURE AND POTENTIAL BUSINESS IN THE RANGE OF \$6 MILLION SHOULD BE WRITTEN IN THE NEXT 12 MONTHS.

CDN APPAREL CENTER OF CNGNY HAD 400 SQ. FT.
BOOTH/SHOWROOM/INFO CENTER WITH OVER 200 SAMPLES
REPRESENTING PRIVATE LABEL CAPABILITIES OF OVER
70 CDN COS ACROSS CDA. SHOW ATTRACTED HIGH LEVEL
BUYING CONTACTS FROM ACROSS THE U.S.A.

Show producers were very pleased with promotional activities which attracted 85 attendees (incl. media) from tri-state area

28 Cdn exhb.were represented in(9)fashion shows at event. 9 new cos were recruited. Video promotion & reception were successful and on-site sales were estimated in range of \$500,000(12 cos only)

Buyers were pleased with show and new products exhibited. We anticipate several million dollars in sales over the next six months. Buyers found cocktail reception hosted by Ext. Affairs a useful opport. to broaden Cdn contacts