

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 : 612-WASHINGTON

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ESTABLISH A DATABASE OF PRODUCT-SPECIFIC APPAREL RETAILERS, BUYERS IN TERRITORY, IE. SHOES, LINGERIE, MENSWEAR, FURS, ACCESSORIES, ETC.

ASSIST CANADIAN MANUFACTURERS TO PENETRATE MARKET THROUGH QUALIFIED CONTACTS.

ARRANGE BUYERS LUNCHEON/RECEPTION AND SHOWROOM FOR SELECTED LINES , ACCESSORIES

PROMOTE AND SHOWCASE CANADIAN REGIONAL DESI-GNERS/MANUFACTURERS

FURNITURE & APPLIANCES

CONTACT TERRITORY FURNITURE REPS TO DETERMINE THEIR POTENTIAL INTEREST/CAPABILITY TO HANDLE CANADIAN LINES.

ASSIST CANADIAN MANUFACTURERS TO PENETRATE MARKET AND PROMOTE PRODUCTS

ESTABLISH COMPUTERIZED DATABASE OF TERRITORY FURNITURE REPRESENTATIVES QUALIFIED/ABLE TO HANDLE CANADIAN LINES.

INCREASE NUMBER OF REPRESENTATIVES IN TERRITORY ABLE TO PROMOTE AND GENERATE SALES FOR CANADIAN MANUFACTURERS.

ARRANGE POST-INITIATED INCOMING FACTORY TOUR FOR TERRITORY AGENTS /DISTRIBUTORS

INCREASE AWARENESS OF CANADIAN PRODUCT AND POTENTIAL FOR EXPANDED SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 EXTEND CONTACT LISTS OF SECTOR-SPECIFIC RETAILERS, REPS, ETC, IE APPAREL; ASSIST TERRITORY BUYERS IN IDENTIFYING CDN FURNITURE SUPPLIERS.

PURCHASED APPAREL DIRECTORIES & DEvised BUYER PROFILE QUESTIONNAIRE FOR PURPOSE OF ESTABLISHING DATABASE ON CDN INDUSTRY PRESENCE IN POST MARKETPLACE (MAILING NEXT QTER); RECRUITED 7 COS FOR MTL FURN. SHOW RESULTING IN 6 BUYING CONNECT-

QUARTER: 1 PROVIDING MARKET INFO TO CDN INDUSTRY; FURNISHING REGULATORY/CUSTOMS ASSISTANCE AS REQUIRED.

BRIEFED FURNITURE INDUSTRY PARTICIPANTS ON MITT NEBS MISSION RE. U.S. COUNTRY OF ORIGIN MARKING REGS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----