

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 604-DALLAS

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

EXPAND CONTACTS WITH AGENTS AND DISTRIBUTORS ON BEHALF OF
CANADIAN FIRMS.

ESTABLISHMENT OF FIVE LOCAL REPRESENTATIVE
DISTRIBUTORS.

JEWELRY & GIFTWARE

INTRODUCE 8 NEW CANADIAN EXPORTERS TO THE MARKETPLACE.

5 SALES, 5 NEW AGENCIES ESTABLISHED.

PARTICIPATION WITH PRODUCT INFORMATION BOOTH IN NATIONAL SPA AND
POOL INSTITUTE SHOW.

INTRODUCTION OF 10 EXPORTERS TO THE U.S.
MARKETPLACE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 EXPAND CONTACT WITH LOCAL SALES REPRESENTATIVES
AND DISTRIBUTORS.

ENCOURAGE 2 BUYERS TO ATTEND MONTREAL INTERNATIONAL FUR FAIR. DISCUSSED APPAREL MARKETING APPROACH WITH CDN COYS & DALLAS MARKET CENTER. ENCOURAGE 3 NEW CDN COYS TO VISIT TERRITORY & EXPLORE OPPORTUNITIES.

QUARTER: 2 EXPAND CONTACTS WITH LOCAL SALES REPRESENTATIVES
AND DISTRIBUTORS.

A MAJOR MAILING OF THE "CANADIAN CHIC" ARTICLE WAS MADE TO RETAILERS AND SALES REPS IN THE TERRITORY. SEVERAL SALES REPS HAVE EXPRESSED INTEREST IN CARRYING CANADIAN LINES.

QUARTER: 3 FURNITURE: RECRUITMENT FOR IDEX
APPAREL: EXPAND CONTACTS WITH RETAIL ORGANIZATIONS AND MANUFACTURERS SALES REPS.

-13 BUYERS VISITED IDEX TORONTO.
-MET WITH 10 SALES REPS & RETAIL ORGANIZATIONS TO DISCUSS REPRESENTATION/SALES IN SOUTHWEST OF LADIES DESIGNER CLOTHING.

QUARTER: 4 EXPAND CONTACTS WITH LOCAL SALES REPRESENTATIVES
AND DISTRIBUTORS.

RECRUITED 6 SALES REPTS TO ATTEND TORONTO FESTIVAL OF FASHION. SEVERAL SALES REP AGREEMENTS ARE "PENDING". ESTIMATED ANNUAL SALES ARE IN \$ 1 MILLION.