

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 : 618-MINNEAPOLIS

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

HIGH PROFILE GALA EVENT FOR MPLS. AREA INTERIOR DESIGNERS PRIOR TO NEOCON TRADE SHOW.

INCREASED VISIBILITY FOR CDN. MANUFACTURERS AT NEOCDN AND IN LOCAL DESIGN COMMUNITY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 RECRUIT BUYERS FOR MTL FURNITURE SHOW, JUNE 89. COMPILE DIRECTORY OF HARDWARE RETAILERS. MEET WITH KEY HARDWARE CONTACTS TO PLAN LOCAL VENUE FOR CDN MARKETING. GENERATE DIRECTORY OF APPAREL RETAILERS IN TERRITORY.

RECRUITED BUYERS FOR MTL FURN. SHOW. COMPILED DIRECTORY OF HARDWARE/BLDG. PRODS RETAILERS IN TERRITORY & MET W/KEY CONTACTS TO PLAN SOLO SHOW ADDED CHILDREN'S CLOTHING & FURRIERS TO DIRECTORY OF LOCAL APPAREL RETAILERS.

QUARTER: 2 -----

QUARTERLY RESULTS REPORTED:

QUARTER: 3 -----

SUCCESSFULLY RECRUITED 12 PROCUREMENT AND ENGINEERING PERSONNEL FH PMC CORP., HONEYWELL, ROCKWELL INTL (COLLINS RADIO DIV.), AND UNITED TECHNOLOGIES. MET W/KEY CONTACTS TO PLAN SOLO SHOW ADDED CHILDREN'S CLOTHING & FURRIERS TO DIRECTORY OF LOCAL APPAREL RETAILERS.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

QUARTER: 1 COORDINATE CANADIAN EXHIBIT AT MIDWEST

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

ALL SUB-SECTORS

ACTIVITIES PROPOSED IN POST PLAN

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