

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 :611-SEATTLE

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INCOMING BUYERS TO VANCOUVER FURNITURE SHOW - MAY 88

INTRODUCE 12 RETAILERS.

TWO NEBS MISSIONS

INTRODUCE 40 COMPANIES TO THE MARKET.

INTRODUCE CANADIAN FASHION EXPORTERS TO TERRITORY.

INTRODUCE 3 NEW BUYERS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECRUITMENT - VANCOUVER FURNITURE SHOW - MAY 88

4 BUYERS RECRUITED - FOLLOWING UP ON SALES RESULTS.

QUARTER: 2 Participation of new Canadian companies in August Seattle Gift Show.
N.E.B.S. group from Vancouver, B.C. - July 12, 1988.

10 New participants on-site orders=\$24,800 US estimated 6 mo. sales=\$201,200;6 agents/distributors appointed; 82 new accounts opened. 15 new companies introduced to market place.

QUARTER: 3 IIDEX Show - Toronto

Recruited 16 commercial interior designers and architects to attend IIDEX Show. Organized factory and showroom tours to 7 Canadian office furniture manufacturers.

QUARTER: 4 1. TORONTO FOOTWEAR EXPOSITION
2. MONTREAL WOMEN'S WEAR SHOW
3. N.E.B.S. CONSUMER4 PRODUCTS MISSION

SEATTLE PROVIDED GOOD POTENTIAL BUYERS TO BOTH SHOWS IN CANADA AND BUSINESS IS PROJECTED IN EXCESS OF \$ 1.2 MILLION. 25 NEW EXPORTERS VISITED THE SEATTLE POST FROM ALBERTA.