

REPORT 4B
87/10/28

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST :602-CHICAGO

UNITED STATES OF AMERICA

QUARTER: 1

001-AGRI & FOOD PRODUCTS & SERVICE
INTRODUCTION OF MOLSON LIGHT BEER TO CHICAGO
MARKET THROUGH RECEPTION HOSTED AT CONGEN.

013-CONSUMER PRODUCTS
REGISTER AGENTS & DISTRIBUTORS AT CANADIAN
PRODUCTS SHOWCASE AT NATIONAL HOUSEWARES SHOW,
APRIL 5-9, 1987.

999-MULTIPLE SECTORS
PREPARE GUIDE TO WORKING WITH AGENTS TO
DISTRIBUTE TO CANADIAN COMPANIES.

999-MULTIPLE SECTORS
OBTAIN PROVINCIAL OFFICES' SUPPORT FOR
CUSTOMIZED PERMANENT BOOTH TO BE HOUSED IN
CHICAGO, AND CHOOSE AVENDOR.

013-CONSUMER PRODUCTS
COMPILE BASIC INFORMATION ON WOOD HEAT INDUSTRY
OBTAINED AT TRADE SHOW IN ST. LOUIS.

001-AGRI & FOOD PRODUCTS & SERVICE
MANITOBA TRADE MISSION/REP LOCATOR ACTIVITY FOR
11 COMPONENT SUPPLIERS. APRIL 28 - 30/87.

80 DEALERS ATTENDED, MANY NOW SELLING MOLSON
LIGHT.

25 NEW AGENTS REGISTERED AND IDENTIFIED FOR
CONSULATE FILES.
3 INVESTMENT LEADS IDENTIFIED \$15,000 ON SITE
SALES.

GUIDE NEARLY COMPLETE. PUBLICATION IMMINENT.

VENDOR CHOSEN AND WORK BEGUN; COST RESPONSIBILI-
TIES WORKED OUT WITH PROVINCES AND A SCHEDULE
FOR BOOTH USE ESTABLISHED, SAVINGS OVER USING
CGEC TO BE REALIZED IN THE TENS OF THOUSANDS
OF DOLLARS.

REPORT COMPLETED AND BEING SEND TO 2 RELEVANT
U.S. POSTS WHO WILL HOST WOOD HEAT SHOWS IN
NEXT YEAR.

5 REPS APPOINTED/DETAILS TO FOLLOW. SALES WILL
BE REPORTED SEPT. 87. REPEAT OF EVENT IN 1989 IS
BEING PLANNED FOR MILWAUKEE, WI. NUMBER OF
EXHIBITORS TO BE TRIPLED.