

REPT4D
90/01/23

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :602-CHICAGO

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

LEISURE PROD. TOOLS HARDWARE

SPORTING GOODS MARKETING GUIDE
IMPROVED EXPORTER AWARENESS.

FURNITURE & APPLIANCES

FOLLOW UP TO PREV TRADE INITI, CONTINUE RESPOND TO TRADE INQ
ACTION 20 CANADIAN/10 LOCAL INQUIRIES.

REP. LOCATOR PROG TO MATCH CDN EXPORTERS W/AGENTS & DISTRIB.
7 NEW DISTRIBUTORS APPOINTED

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Montreal Furniture Fair - Mission
Identified new furniture buyers
Identified apparel buyers

Montreal Furniture - recruited 20 buyers.
Created company profiles on 49 furniture retail
buyers, reps. and distributors.
Apparel - 12 new buyers/reps. registered w/post.

QUARTER: 2 -National stand, Hardware Show - 22 coys.
-National stand, Sporting Goods Show-18 coys.
-Wrote "Hardware Market in U.S." guide.
-Montreal Pret/CIWE Show/Incoming Buyers Mission
-IIDEX/Incoming Buyers Mission/Recruitment

-68 agents pending - Hardware,\$1.5 M sales
-32 agents pending - Sporting Goods,\$.12 M sales
-Distributed Hardware Guide.
-Recruited 5 buyers to attend.
-Identified 130+ buyers,architects,designers,etc

QUARTER: 3 -----

QUARTER: 4 -----