

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

390

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: WASHINGTON

Market: UNITED STATES OF AMERICA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: SURVEY OF TERR RETAIL/BUY TO DETERMINE MKT POTENTIAL FOR CDN
Expected Results: ASSIST CDN MFRS TO PENETRATE MARKET THROUGH QUALIFIED CONTACTS.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: TORONTO FESTIVAL OF FASHION
Expected Results: INCREASED SALES

Activity: MONTREAL PRET
Expected Results: INCREASED SALES

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: MAJOR PROMO'N (FASH.SHOW) & SHOWROOM FOR TERR. RETAIL/BUYERS
Expected Results: PROMOTE & SHOWCASE CDN DESIGNERS TO INCREASE EXPORT SALES, BUYER AWARENESS.