

POST :602-CHICAGO

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	FURNITURE & APPLIANCES	
	CONTINUE MONITORING/SUPPORTING ANY CANADIAN INTEREST IN RESTAURANT/INTERIOR DESIGN SHOW, MARCH 1989.	TO BE DETERMINED
	SUPPORT INCOMING BUYERS PROGRAM FOR CONTRACT FURNITURE (IIDEX 11/88 - TORONTO) AND RESIDENTIAL MONTREAL FURNITURE FAIR 6/88.	RECRUIT 10 BUYERS TO IIDEX. RECRUIT 6 BUYERS TO MONTREAL FURNITURE. INCREASE EXPOSURE TO CANADIAN CAPABILITY.
	ASSIST IN IMPLEMENTATION OF NATIONAL STAND AT NATIONAL CASUAL FURNITURE MARKET 9/88 AS DISCUSSED WITH H.W. GUY, JOANNE LEGAULT AND ANGELE LEDUC	APPOINT 20 AGENTS AND 40 NEW SALES AGREEMENTS AGGREGATING \$1 MILLION
	RECEPTION HOSTED BY CCG/CHICAGO EXHIBITORS AT NEOCON	INCREASE SALES BY RAISING OVERALL PROFILE. ASSIST AND PROMOTE OLD AND NEW INDUSTRY PLAYERS.

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TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 AD INSERT IN THE SPORTING GOODS DEALER. INCOMING BUYERS MISSION, MONTREAL FURNITURE FAIR 22-24 JUNE 88. ATTENDED NSGA MANAGEMENT CONFERENCE, 15-18 MAY, FOR RESEARCH ON MARKET STUDY ON SPORTING GOODS INDUSTRY.	6 CDN COMPANIES BOUGHT AD SPACE IN INSERT, TOTAL INSERT 16 PAGES, DISTRIBUTED TO 28,000 SPORTING GOODS RETAILERS. RECRUITED 6 BUYERS AND REPS TO ATTEND.
	QUARTER: 2 Mt1 Pret & Collections Int'l recep. 27 July 88 Incoming buyers mission, 2-4 Oct. 1988 - Apparel  National Hardware Show	56 buyers & press members attended - recvd press coverage in Chicago newspapers 2. Recruited 8 buyers 3. 27 co. exhibited in National Stand; 42 Cdn companies attended independently
	QUARTER: 3 National Stand:National Sporting Goods Assoc., World Sports Expo	22 coys exhibited;30 reps registered
	QUARTER: 4 Housewares Show, National Stand - 15 Cdn.coys exhibited. National Home Center Show, National Stand - 22 Cdn.coys exhibited.	20 reps registered;35 export leads generated; \$200,000 on site sales reported. 20 reps registered; 40 export leads generated; \$633,000 on site sales reported.