

REPORT 4
89/02/06

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 :601-BOSTON

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ASSESSMENT OF PARTICIPATION BY CONSUMER PRODUCT MANUFACTURERS IN
NEW EXPORTER EVENTS (NEBS)

INCREASED CONSUMER PRODUCT INITIATIVES IN
NEW ENGLAND MARKET.

PROFESSIONAL MARKET STUDY OF APPAREL INDUSTRY IN NEW ENGLAND.

PERMIT CDN COS WITH LITTLE CURRENT SUCCESS TO
ENHANCE OPPORTUNITIES. 10 COMPANIES AND \$1 M.

POST TO CONDUCT STUDY OF FURNITURE MARKET IN MASSACHUSETTS.

FACILITATE INCREASED MARKET PENETRATION BY
CANADIAN COMPANIES. EXPECT \$10M IN GROWTH.

POST TO ASSESS GIFTWARE AND CRAFTS OPPORTUNITIES IN NEW ENGLAND.

DEVELOP MARKETING STRATEGY INFORMATION FOR
THIS SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ORGANIZE 4 NEW EXPORTER TO BORDER STATES FOR RE-
PRESENTATIVES FROM PROVINCE OF QUEBEC, NEW BRUN-
SWICK, NOVA SCOTIA, PRINCE EDWARD ISLAND AND
NEWFOUNDLAND.

A TOTAL OF 107 PERSONS FROM CDA PARTICIPATED IN
THE 4 SEMINARS ORGANIZED BY POST. MAJORITY OF
COYS WERE IN CONSUMER GOODS SECTOR. ON BASIS OF
PREVIOUS NEBS EXPERIENCE, 50% OF COYS SHOULD BE
EXPORTING WITHIN 12 MONTHS.

QUARTER: 2 Organize two day seminar for New Exporters to
Border States in consumer goods sector.

35 company representatives from Nova Scotia
(mostly in consumer goods sector) participated
in two day event in Boston.

QUARTER: 3 -----

QUARTER: 4 -----