

REPORT 4  
89/10/21

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 : 608-NEW YORK, CONSULATE GENERAL

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

CONTINUE TO SEEK SUPPORT FOR ONGOING EVENTS PROGRAM AS OUTLINED IN POST STRATEGY THROUGH EXPANSION OF CANADA APPAREL CENTRE AND CANADIAN SELECTION EVENTS OF POST.

INCREASE IDENTIFIABLE BUSINESS INFLUENCE BY 20%.

CONTINUE MARKET & TRADE SHOW EVALUATION FOR SPECIALIZED CATEGORIES: PRIORITY CHILDRENS WEAR, PLUS BRIDAL, SPECIAL SIZES, PRIVATE LABELS, UNIFORMS, MEN'S CASUAL, ACTIVE WEAR WITH VIEW TO INCREASED TRADE SHOW PARTICIPATION.

INCREASE NUMBER OF EXHIBITORS IN APPROPRIATE SHOWS FROM 0-3 TO 5-10.

DISTRIBUTE 500 MARKETING HANDBOOKS AND EXPANSION OF RECIPIENT LIST EVERY TWO YEARS TO 1) NEWLY IDENTIFIED CO'S. 2) CDN FASHION PRESS AND REGIONAL OFFICES 3) NEW COMERS TO OFFICE 4) AS UPDATE TO COMPANIES IN PROCESS OF ESTABLISHING.

IDENTIFICATION OF THIRTY COMPANIES CAPABLE OF EXPORTING BUT NOT DOING SO. 2) PROVISION OF INFO NEEDED TO UPGRADE ANOTHER FIFTY WHO MAY ALREADY BE INTERESTED BUT NOT YET CAPABLE.

DEVELOP MEANS OF PROMOTING PROPOSED BOOKLET OR LIST OF RESOURCES OF LICENSING/CONTRACTUAL MANUFACTURING TO END USERS. USE NEW PRIVATE LABEL SHOWS AS VEHICLE.

INTRODUCE 10 COMPANIES WITH PRIVATE LABEL CAPABILITIES TO VIABLE USERS.

DEVE'T OF APPAREL SECTION IN WIN EXPORTS.  
ESTAB. PERSONAL CONTACT PROGRAM WITH BUYERS, AGENTS.

EST. 1000 COMPANIES, 500 CANADIANS  
50 BUYERS - 20 AGENTS.

IDENTIFY AND START TO RESOLVE LOGISTICAL PROBLEMS RELATED TO EXPORTING & SHIPPING APPAREL, E.G. CUSTOMS/BONDING, ETC. TIE-IN WITH NEBS.

ADD SECTION TO MARKETING GUIDE.

FURNITURE & APPLIANCES

CONTINUING TO FIND GOOD MANUFACTURERS' REPRESENTATIVES FOR NEW EXPORTERS, & TO MAINTAIN CONTACT WITH THOSE REPRESENTATIVES WHO ARE ALREADY WORKING WITH CANADIAN MFGRS., VISITING 20 LOCAL SHOWROOMS AT LEAST ONCE A QUARTER.

INCREASE THE MARKET FOR OFFICE FURNITURE IN THIS AREA BY APPROXIMATELY 10%.

INTRODUCE 4 NEW EXPORTERS IN THE CANADA ROOM TO SHOW THEIR NEW PRODUCTS TO THE ARCHITECTURAL, AND INTERIOR DESIGN COMMUNITY.

CREATE A HIGHER PROFILE FOR CDN PRODUCTS BOTH WITH THE SPECIFIER AND THE END-USER.

MAINTAINING CONTACT WITH THE ARCHITECTURAL & INTERIOR DESIGN TRADE MAGAZINES & WITH "FURNITURE TODAY", THE ONLY WEEKLY FURNITURE NEWSPAPER. THERE ARE 6 IMPORTANT PUBLICATIONS BASED HERE REQUIRING CONTACT EVERY OTHER MONTH.

MUCH BETTER COVERAGE IN THE MAGAZINES & THE NEWSPAPERS FOR NEW CANADIAN PRODUCTS & TRADE SHOWS IN CANADA.

ONGOING PROGRAMS OF INTRODUCING NEW MANUFACTURER'S PRODUCTS, BY VISITING REPRESENTATIVES SHOWROOMS IN THE CITY & AT THE NEW CENTRE IN LONG ISLAND CITY, NY.

INCREASE EXPORTS WHICH, IN TURN, WILL HELP TO IMPROVE THE PRODUCTIVITY OF THE CANADIAN INDUSTRY.