**REPORT 4** 89/10/10

## OUARTERLY 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 : 619-ATLANTA

## 013-CONSUMER PRODUCTS & SERVICES UNITED STATES OF AMERICA

## ACTIVITIES UNDERTAKEN IN QUARTER: TRACKING:

OUARTER: 1 -----

- OUARTER: 2 A. Attend Southern Furniture Market and report. B. Attend National Association of Music Merchants and report.
- QUARTER: 3 Recruited 16 designers and 1 architect for IIDEX Toronto
- QUARTER: 4 A) Recruit buyers for Toronto Furniture Market A) 9 buyers attended Market and reported purcha-B) Recruit buyers for Cdn. International Womenswear Show, Montreal C) Organize .E.F. furniture display at Congen

QUARTERLY RESULTS REPORTED:

A. 27 Cdn. manufacturers exhibited. \$250K business written by small manufacturer exhibiting for first time.

> B. 12 Cdn. companies participated and reported excellent potential.

Reported sales of \$3.2 million in residential furniture and \$3.7 million in contract furniture

ses "in the millions"

B) 4 buyers attended Show

C)Met 5 major buyers and anticipate \$5 million in new business