

REPORT 4A
90/01/24

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89

LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES
WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

POST :603-CLEVELAND

1. Recruited 6 buyers for the incoming mission to the Canadian International Womenswear Show.
2. Organized visit of Canadian Ambassador to Cleveland and Columbus.
3. Participated in auto strategy meeting and organized ISTC visit to auto parts suppliers for Toyota and Honda.
4. Recruited two buyers for the incoming mission to the biotechnology conference, Canbiocon '89.
5. Recruited exhibitors for the Lawn, Garden & Power Tool Expo. 4 companies exhibited. Estimated 12 month sales, \$3M.
6. Made presentation of capabilities of WIN & electronics directory to MCR purchasing dept. Presentation well received
7. Participated in Construction and Utilities Show with province of Ontario. Twelve companies exhibited at event.
8. Completed reports on automotive parts & equine industries and exporter's manual for Pennsylvania and West Virginia.
9. Organized 2 solo fashion shows featuring fur and leather garments. Onsite sales, \$110K & 12 month estimates, \$75K.
10. Organized trunk show featuring leather designer, Lindzon of Toronto. Twelve month sales estimated at, \$20,000.