

REPORT 4
88/10/21

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 : 618-MINNEAPOLIS

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

FOLLOW UP WITH 1987 FESTIVAL OF CDN. FASHION WITH DIRECT MAIL CAMPAIGN TO KEY CLOTHING BUYERS AND SHOW F. O. C. F. VIDEOTAPE.

INCREASE BUYER AWARENESS OF CDN. FASHION.

CANADIAN FASHION IN-STORE PROMOTION AT CEDRIC'S (OCT. 15 THROUGH NOV. 15, 1987).

PROMOTE SALES OF CDN. FASHION AND FURS TO CONSUMERS.

RECRUIT BUYERS FOR 1988 FESTIVAL OF CANADIAN FASHION (TORONTO, MARCH, 1988).

PROMOTE SALES OF CDN. CLOTHING (ESPECIALLY "DESIGNER" FASHION).

WORK IN COOPERATION WITH NY CONGEN TO INFORM KEY BUYERS IN MNPLS. TERRITORY OF CDN. SHOWROOMS AND REPS BASED IN NY.

EXPAND MARKETING RANGE FOR CDN. CLOTHING EXPORTERS. PROMOTE SALES OF CDN. FASHION.

ASSESS FEASIBILITY OF APPAREL NEBS MISSIONS AND CDN. FASHION EXHIBIT AT CONSULATE.

PROVIDE CDN. CLOTHING MFCTRS. WITH MULTIPLE WAYS TO START EXPORTING.

GENERATE DIRECTORY OF RETAILERS IN MNPLS. POST TERRITORY.

PROVIDE LIST TO DISTRIBUTE TO CDN. MFCTRS. LOOKING TO SELL IN TERRITORY. ALSO, USE FOR TARGETED MAILINGS BY POST.

LEISURE PROD. TOOLS HARDWARE

DIRECT MAIN CAMPAIGN TO KEY HARDWARE BUYERS TO PROMOTE CDN. HARDWARE TRADE SHOW IN TORONTO (FEB. 1988)

PROMOTE EXPOSURE AND SALES OF CDN. HARDWARE PRODUCTS TO LOCAL TRADE.

DIRECT MAIL/TELEPHONE CAMPAIGN TO KEY SPORTING GOODS BUYERS TO PROMOTE CSGA SHOW (MONTREAL, FEB. 1988). ALSO RECRUIT BUYERS FOR INCOMING MISSION.

INCREASE SALES OF CDN. SPORTING GOODS RELATED PRODUCTS IN POST TERRITORY.

COMPILE DIRECTORY OF HARDWARE RETAILERS IN POST TERRITORY.

SINGLE SOURCE OF REFERENCE FOR POST'S USE AS WELL AS THAT OF NEW AND ESTABLISHED CDN. EXPORTERS.

MEET INDIVIDUALLY OR AS A GROUP WITH HARDWARE/HOUSEWARE KEY CONTACTS (REPS AND BUYERS) TO ACCESS MOST EFFECTIVE METHOD OF REACHING THE LOCAL TRADE.

WILL TREMENDOUSLY HELP OUR EFFORTS IN PLANNING HARDWARE/BUILDING PRODUCTS REP LOCATOR.

FURNITURE & APPLIANCES

IN COLLABORATION WITH THE WINNIPEG FURNT. WEST ORGAN., DEVELOP A COMPREHENSIVE PROG. TO ADVANCE THE EXPORT READINESS OF WESTERN CDN. RESIDENTIAL FURNT. MFGRS. OVER THE NEXT 5 YRS. TO INCLUDE SURVEYS, SEMINARS, NEBS MISS., INCOMING BUYERS, TRADE SHOWS.

ENHANCED COMPETITIVENESS, PENETRATION OF NW U. S. MARKET.