

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 :608-NEW YORK, CONSULATE GENERAL

005-COMM. & INFORM. EQP.& SERV  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

DEVELOP A MARKET INTRODUCTION PACKAGE TO ASSIST NEW CDN COMPANIES  
WISHING TO ENTER THE NYC AREA MARKETS.

INCREASE CONFIDENCE LEVEL OF NEW CDN ENTREPRE-  
NEURS BY PREPARING THEM FOR THIS MARKET AND  
INCREASING THEIR PROBABILITY OF SUCCESS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ASSISTANCE IN PLANNING AND ORGANIZATION OF PC  
EXPO NEW YORK, JUNE 21ST - 23RD.

10 CDN EXH. PARTICIPATED IN THIS WELL ATTENDED  
SHOW.SOME BUSINESS WAS WRITTEN ON SITE & PRO-  
JECTIONS ARE FOR \$10-15 MN \$ OF NEW BUSINESS IN  
THE NEXT 24 MTHS.RECEPTION HOSTED BY CNGNY WAS  
WELL ATTENDED BY TRADE & MANY VALUABLE NEW

QUARTER: 2 Compile a detailed guide to computer/software  
distributors & representatives in our territory  
(incl. breakdown by products handled, type of  
firm, accounts serviced, etc.)

Work completed and all data-base material re-  
viewed and cross-referenced. Information is  
being provided to Canadian exporters on request

QUARTER: 3 -----

QUARTER: 4 -----