

REPT4D
89/12/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

102

POST :531-WELLINGTON

013-CONSUMER PRODUCTS & SERVICES
NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW UP ON NZ BUYERS TO CANADIAN HARDWARE SHOW (FEB 89)
ESTABLISH AGENCIES.

MEDIA RELATIONS: PROVIDE EDITORIAL MATERIAL TO SPECIALIZED M
IMPROVED AWARENESS OF CANADA AS SOURCE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Increase awareness of Canadian capability in
consumer goods distribution trades.

Successful participation in Buildex 89
(Hardware); in Auckland Boat Show (Sports Goods)
and in Christmas Merchandise Show (Giftware).

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----