

REPT4D  
90/01/23

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

POST :612-WASHINGTON

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

PLANNING:                   ACTIVITIES PROPOSED IN POST PLAN:                   ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

SURVEY OF TERR RETAIL/BUY TO DETERMINE MKT POTENTIAL FOR CDN  
ASSIST CDN MFRS TO PENETRATE MARKET THROUGH QUALIFIED

CONTACTS.

MAJOR PROMO'M (FASH.SHOW)& SHOWROOM FOR TERR. RETAIL/BUYERS  
PROMOTE & SHOWCASE CDN DESIGNERS TO INCREASE EXPORT SALES,

BUYER AWARENESS.

FURNITURE & APPLIANCES

ESTABLISH DATABASE OF FURN REPS QUALIFIED TO HANDLE CDN LINE  
INCREASE NUMBER OF REPS IN TERRITORY ABLE TO PROMOTE

PRODUCT & GEN

INDUSTRY PRESENTATIONS/SEMINARS TO TERRITORY BUYERS  
INCREASED AWARENESS OF CDN PRODUCT, INCREASED DISTRIBUTION

AND SALES.

TRACKING:                   ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Reception hosted by Ambassador in support of  
Cdn natl stand at ABA, major natl trade show for  
publishers/booksellers. 12 buyers recruited for  
Mtl Furn. Market. Response to over 250 consumer  
products inquiries for supplier/buyer assistance

Raised profile of Cdn publishing industry,  
enhanced industry/fed.govt relations; est.sales  
in excess of \$2.5M. On-site sales at Montreal  
Furniture Market \$0.090M; est. sales \$0.5M.  
Established buy.connections and resources.

QUARTER: 2 Over 250 sourcing inquiries and requests for  
marketing assistance actioned. Eight buyers  
recruited by post to CIWS in Montreal (IM).  
Washington Gift Show liaison. Cdn Intl Footwear  
Expo mailing to 50 buyers on behalf of ind.assn.

A number of buying connections established for  
Cdn industry and new resources identified for  
U.S. buyers. Over \$40,000 in orders placed by  
post buyers to Cdn International Womenswear  
Show in Montreal.

QUARTER: 3 -----

QUARTER: 4 -----