

REPORT 4
88/03/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 603-CLEVELAND

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INSTIGATE MARKET STUDY ON OUTERWEAR TO SUPPORT NEEDED IN-HOUSE
OUTERWEAR SHOW WITH VARIOUS CANADIAN MANUFACTURERS -CLEVELAND

IDENTIFY DISTRIBUTORS/BUYERS.

VISIT MAJOR DEALERS AND REPS IN TERRITORY TO SEEK MARKET DATA RE:
MARKETING OF CANADIAN RESIDENTIAL FURNITURE.

UP-DATED INFO ON NATURE OF MARKET.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INCOMING BUYERS MISSION TO INTL. FUR FAIR.
INCOMING BUYERS MISSION TO RESIDENTIAL FURNITURE
SHOW. POST TO PARTICIPATE IN PITTSBURG & CLVND
BUSINESS AFTER HOUS WITH INFO BOOTH.

RECRUITMENT NIL DUE LAST MINUTE WITHDRAWAL OF
INVITEE. ONE BUYER RECRUITED. ON-SITE SALES TATA-
LLED \$10,000. ACTIVITY CANCELLED DUE TO STAFF
REDEPLOYMENT.

QUARTER: 2 A) RECENT BUYERS FOR TORONTO JEWELRY SHOW.
B) ORGANIZE SOLO SPORTING GOODS SHOW.

A) CANCELLED BY UTW (REF: UTW0194 JUNE 9)
B) CANCELLED DUE TO POSITION REDEVELOPMENT

QUARTER: 3 A. RECRUIT BUYERS FOR IDEX. B. RECRUIT BUYERS FOR
THE INT'L FOOTWEAR EXDPO.

RECRUITED 9 BUYERS. SALES RESULTING FROM SHOW TO
DATE TOTAL \$500,000. B. RECRUITING PROGRAM CAN-
CELLED.

QUARTER: 4 -----