

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-ADVANCED TECH. PROD. & 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 Attendance at an evaluation of the Fall Computer
Unix & Info Shows with a view to determining ap-
propriate level of Cdn.government sponsored par-
ticipation in future.

The Unix show was recommended for govt partici-
pation in 1989 & approval has been given for 8
booths. Approval is also being sought for govt
participation at the INFO show

QUARTER: 4 Provide post support for exhibitors and local
Value Added Resellers (VAR's) at Interface Trade
Show March 13-16th. Organize reception at
Consulate General

Several important business contacts were made
during the show and the reception. Evaluation
of business activity is presently being underta-
ken and local database updated.