

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'N (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 -----

QUARTER: 3 -----

QUARTER: 4 -----