

REPT4D
90/04/05

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

POST :608-NEW YORK, CONSULATE GENERAL

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

FOLLOW-UP & EVALUATE CDN PARTICIPATION IN THE INT KIDS FASH \$100,000 ON SITE SALES WITH PROJECTION OF \$750,000. TWO NEW

AGENT AGREEMENTS

FOLLOW-UP & EVALUATE CDN PART'N IN THE SOURCE AMERICA PRIVAT THREE BUYING CONNECTIONS

FOLLOW-UP & EVALUATE CDN PARTICIP. IN THE PRIVATE LABEL EXPO FIVE NEW BUYING CONNECTIONS

BUYER MISSION FROM N.Y. TO DESIGNER LEATHER APPAREL EVENT TWO NEW BUYING CONNECTIONS. HEIGHTEN AWARENESS OF HIGH

QUALITY FASH LEATHER APPAREL RESOURCES IN CDA TO US MARKET.

DISSEMINATE & INPUT ON POST DATABASE-AJ200 NEW US CONTACTS BUILD UP LOCAL CONTACT BASE TO PROVIDE POTENTIAL LEADS &

CONTACTS TO CDN MFG INTEREST IN THE NY MKT.CONT TO ESTABLISH

FURNITURE & APPLIANCES

CONT TO HELP NEW EXPRTRS FIND THE RIGHT REP. IN THIS MARKET. INCREASE SALES OF CDN RESIDENTIAL FURNITURE BY APPROX 10%

PLACE BECAUSE OF PERSONAL CONTACTS WITH BUYERS

MAINTAIN GOOD WORKING RELA'NS W/THE IMP BUY IN THE LARGE ABLE TO INTRODUCE NEW PRODUCTS IN THIS VERY COMPETITIVE MKT

ONGOING PROGRAM OF EXHIBIT FURNITURE IN CANADA ROOM TWO NEW EXPORTERS WILL INTRODUCE PRODUCTS IN THE CANADA ROOM

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Cougar USA (wholly-owned subsidiary of Susan Shoe Industries, Ont.) reception/promotion at Congen celebrating 5 year anniversary of Cougar USA. Funded by company and organized by Post.

Event was very successful for company, drawing 130 business contacts (buyers, distributors and media) both new and established.

QUARTER: 3 a) Coordinated Canadian Pavilion and Fashion Shows at International Kids Show.
b) Three day presentation at CON GEN for Ma Poupee Inc.
c) Recruited 31 buyers and attended IIDEX '89.

a) Canadian exhibitors reported substantial sales and established buying connections.
b) Successfully introduced company to NY market.
c) This was the largest group from NY to attend annual event.

QUARTER: 4 -----