

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

POST : 608-NEW YORK, CONSULATE GENERAL

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE & MARINE

FIND REPRESENTATION FOR FOUR NEW FURNITURE EXPORTERS IN THIS
TERRITORY.

INCREASE EXPORT SALES OF CANADIAN FURNITURE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECRUIT BUYERS TO ATTEND MONTREAL FURNITURE SHOW
JUNE 14-16
ORGANIZED AND PLAN EXHIBITION FOR KEILHAUER
CONTRACT SEATING AT CONSULATE APRIL 8-9.

SUCCESSFULLY RECRUITED 19 BUYERS TO ATTEND SHOW.
ON SITE ORDERS AND SALES WERE IN RANGE OF \$5MIL-
LION. EXHIBITION ATTRACTED 200 INTERIOR DESIG-
NERS.

QUARTER: 2 ORGANIZATION AND COORDINATION OF CANADIAN PARTI-
CIPATION AT THE SPORTING GOODS MANUFACTURERS
ASSOCIATION (SGMA) SEPT. 20-22ND.

OVER \$100,000 ON SITE SALES GENERATED WITH OVER
\$1 MN POTEN'L DURING NEXT 2 YRS. OVER 100 PRODS
FM 40 CDN SUPPLIERS WERE DISPLAYED IN POST
MANNED INFORMATION BOOTH, GENERATING IN EXCESS
OF 200 ENQUIRIES.

QUARTER: 2 RECRUITMENT OF INTERIOR DESIGNERS, SPECIFIERS,
AND FACILITIES MANAGERS FOR THE IIDEX SHOW,
TORONTO, NOVEMBER, 1987, AS WELL AS WORKING WITH
U. S. TRADE PRESS TO COVER THIS EVENT.

NEWSDAY IS CURRENTLY WORKING ON ARTICLE ON THE
RESIDENTIAL FURNITURE MARKET IN CANADA WHICH
WILL BE PUBLISHED WITHIN THE NEXT TWO WEEKS.

QUARTER: 3 -----

QUARTER: 4 -----