

REPORT 4
88/10/21

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 : 611-SEATTLE

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INTRODUCTION OF CANADIAN BUILDING SUPPLY EXPERTISE TO TERRITORY.
ENCOURAGE SUPPLIERS TO PARTICIPATE IN ONE OF TWO HOME SHOWS IN THE SEATTLE/TACOMA AREA.

SIX COMPANIES INCREASE THEIR PENETRATION INTO THE NW MARKET.
SIX COMPANIES TO ENHANCE OR ESTABLISH THEIR MARKET POSITION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 -----
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

20 EXHIBITORS - \$50,000 SALES IN FIRST YEAR AS A RESULT OF PROMOTING STAFF
20 NEW COMPANIES INTRODUCED TO MARKET ONE YEAR AS A RESULT OF INTRODUCING NEW EXPORTERS TO TERRITORY
STRONG ATTENDANCE AND EXHIBITOR PARTICIPATION IN LOCAL SHOWS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER 1 -----
- QUARTER 2 -----
- QUARTER 3 -----
- QUARTER 4 -----

RESULTS
4 COMPANIES RECRUITED - PARTICIPATING IN NW MARKET

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

INTRODUCE CANADIAN FASHION EXHIBITORS TO TERRITORY AND WEST MISSIONS
INFORMING SUPPLIERS TO AMERICAN FURNITURE SHOW - MAY 88

INTRODUCE 3 NEW COMPANIES
INTRODUCE 40 COMPANIES TO THE MARKET
INTRODUCE 15 RECRUITERS

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN
AT MISSIONS ABROAD FOR FISCAL YEAR 88
NARRATIVE REPORT OF EXPORT PROMOTION PROGRAM