

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 :610-SAN FRANCISCO

SECTOR :013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:APPAREL (CLOTH,FUR,SHOES) TEXT

MEET WITH TORONTO APPAREL MFRS - FOLLOW UP WITH LOCAL REPS
ASSESSMENT OF PRODUCT FOR SPECIFIC MKT. MEETINGS ARE TO ASC-

ERTAIN INDIVIDUAL CO COMMITMENT TO EXPORT TO TERRITORY NOW.

APPAREL REP LOCATOR MISSION TO TERRITORY - 8-12 COMPANIES
NEW AGENT APPOINTMENTS WITH PROSPECTS FOR .3M-.7M ANNUAL

SALES WITH 2 YEARS PER COMPANY

SUB-SECTOR:CULTURE INDUSTRIES

WESTERN VISUAL MERCH SHOW,SFRAN,MAR 18-21/89 CDN PAVILLION
INITIATE SALES FOR APPROX.8 MFRS IN FOLLOWING YR.(MOST SALES

AFTER SHOW)TO EQUAL 3 MILLION FIRST YR.

WESTREN VISUAL MERCH SHOW,SFRAN-MAR 25-28/90 FAIR PARTICIP.
50% OF COYS SUCCESSFUL INITIATING &/OR FURTHERING SALES INTO

WSTRN U.S.& INTRO TO EASTERN ACCOUNT WHO VISIT W.COAST SHOW

SUB-SECTOR:LEISURE PROD. TOOLS HARDWARE

CONTINUE PUBLISHING SPORTING GOODS - RESEARCH (IN-HOUSE)
NOTIFY REPS, DISTRIBUTORS AND RETAILERS OF PRODUCTS FROM

CANADA

INT'L MARINE EXPO HELD IN CONJ W/GOLDEN GATE OPEN SAIL BOAT
CDN MANUFACTURERS WILL HAVE OPPORTUNITY TO DISPLAY GOODS TO

BIGGER CROWD THAN TYPICAL BOAT SHOWS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 IIDEX- initiate recruitment of 20 designer
specifiers to attend show. Develop factory/
showroom tour itinerary.
Worked with 2 contract furniture mfrs to find
sales representation.

Itinerary finalized- buyer recruitment excellent
Best response over past year & will meet goal.
Successful in both instances obtaining local
representation for two new mfrs to N. Cal.

QUARTER: 3 IIDEX 89 -Recruitment of Designers/Specifiers.
Planned & co-ordinated factory/showroom visits.
Attendance by 17 major N.Cal designer/specifiers
resounding success.

Expected to result in export sales in the
millions. Initiated recruitment for Toronto
Furniture Show & recruited buyer for buying
group.

QUARTER: 4 LEATHERMARK - FEB 12-14,1990 - TORONTO, ONTARIO

NEXUS MISSION TO DENVER INT'L WESTERN & ENGLISH
APPAREL & EQUIPMENT MARKET

SUCCESSFULLY RECRUITED MJR.BUYERS,INCL. MACY'S
CA,NORDSTROMS, AS WELL AS OUTSTDG SFRAN S/REP
W/A SHOWRM IN LA MART.
10 CDN MFRS REC.V. EXCELLENT INTRO INTO MKT. NO
IMMED. SALES, FLLW-UP W/POTENTIAL REPS CONTINUES