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 : 610-SAN FRANCISCO

013-CONSUMER PRODUCTS UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

FOLLOW-UP WITH SAN FRANCISCO APPAREL MARKET AND CANADIAN EXHIBI-TORS ON POSSIBILITY OF SIMILAR FOCUS PROMOTION OF FALL FASHION WEAR FOR MARCH 89 PREVIEW MARKET WEEK.

MEET W/MAJOR INT'L ARCHITECTURAL DESIGN FIRMS IN TERRITORY TO UPDATE ON MARKET DIRECTIONS.

VISIT INDUSTRY MARKET EXHIBITIONS AND PROMOTIONS TO IDENTIFY NEW SALES REPRESENTATIVES AND ACCESS NEW AVENUES FOR MARKETING CANADIAN CAPABILITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 APPAREL: SFRAN SHOW ANALYSIS OF PRESENT MKT OPP FOR CDN EXPORT RECOGNISING UNIQUE OPPORTUNITY/ TIMIMH TO PROMOTE CDN PROD IN N. CALIF HOME FUR-NISHINGS: WORKED ONE-ON-ONE WITH CDN MFRS TO PLA-CE LINE.

QUARTER: 2 ----

QUARTER: 3 -----

QUARTER: 4 -----

T WITH UPDAN TRANSIT OFFICIALS FROM ALAMEDA COUMTY TO DISCUSS.

MATH WIRKN TRANSIT OFFICIALS IN BALT LANE CITY TO DETERMIN R SHORT BANKE PLANE TOD ORDAN TRANSIT SVETEN.

POLICH-UP ON RECENT HOUMITAN URBAN ISANSII NIGBION TO VANCOUNER.

ACTIVITIES PROFOSCO IN POST PLAN

ANTICIPATED RESULTS:

TO STRENGTHEN CDA SMALL, BUT WITH POTENTIAL TO GROW, SHARE OF MARKET & ENCOURAGE CDN DESI-GNERS TO MARKET ON A CONTINUED BASIS.

OFFER CURRENT INFORMATION TO CDN EXPORTS ON CHOICE OF PRODUCTS APPROPRIATE TO MARKET SEC-TOR.

TO IDENTIFY POSSIBLE NEW MARKET NICHES, TRADE FAIRS AND INTEREST US REPS IN CANADIAN PRO-DUCTS.

QUARTERLY RESULTS REPORTED:

SUBMITTED REPORT HIGHLIGHTING MKT POTENTIAL FOR OVERALL EXP OF SFRAN MKT & UNIQUE OPP UNDER PRE-SENT CONDITIONS FOR CDN APPAREL MFRS TO GAIN A FOOTHOLD. FURNITURE MFRS PRESENTLY IN NEGOTIA-TIONS WITH SALES REPS INTRODUCED BY POST.

ALAHEDA 16 COMBIDERING LIGHT RAIL ALTERNATIVE 10 FART EXTENSION INFORMATION ON CANADIAN CAPABILITIES MAY INFACT ON DECISION MANUAL AND THE EARLY STACES.

AGSIBT CANADIAN FORONTERS WITH THEIR HANKE-

BUIL SYERE

HENDLULU IS BERIOUSLY COMPLOERING PURCHASE IN

ANTICIPATED RESULTS.

UNITED STATES OF MIERICA

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