

REPORT 4  
89/02/06

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 :612-WASHINGTON

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ESTABLISH A DATABASE OF PRODUCT-SPECIFIC APPAREL RETAILERS,BUYERS  
IN TERRITORY, IE. SHOES, LINGERIE, MENSWEAR, FURS, ACCESSORIES,  
ETC.

ASSIST CANADIAN MANUFACTURERS TO PENETRATE  
MARKET THROUGH QUALIFIED CONTACTS.

ARRANGE BUYERS LUNCHEON/RECEPTION AND SHOWROOM FOR SELECTED LINES  
, ACCESSORIES

PROMOTE AND SHOWCASE CANADIAN REGIONAL DESI-  
GNERS/MANUFACTURERS

FURNITURE & APPLIANCES

CONTACT TERRITORY FURNITURE REPS TO DETERMINE THEIR POTENTIAL  
INTEREST/CAPABILITY TO HANDLE CANADIAN LINES.

ASSIST CANADIAN MANUFACTURERS TO PENETRATE  
MARKET AND PROMOTE PRODUCTS

ESTABLISH COMPUTERIZED DATABASE OF TERRITORY FURNITURE REPRESEN-  
TATIVES QUALIFIED/ABLE TO HANDLE CANADIAN LINES.

INCREASE NUMBER OF REPRESENTATIVES IN TERRI-  
TORY ABLE TO PROMOTE AND GENERATE SALES FOR  
CANADIAN MANUFACTURERS.

ARRANGE POST-INITIATED INCOMING FACTORY TOUR FOR TERRITORY AGENTS  
/DISTRIBUTORS

INCREASE AWARENESS OF CANADIAN PRODUCT AND  
POTENTIAL FOR EXPANDED SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 EXTEND CONTACT LISTS OF SECTOR-SPECIFIC RETAI-  
LERS,REPS,ETC, IE APPAREL;ASSIST TERRITORY  
BUYERS IN IDENTIFYING CDN FURNITURE SUPPLIERS.

PURCHASED APPAREL DIRECTORIES & DEvised BUYER  
PROFILE QUESTIONNAIRE FOR PURPOSE OF ESTABLI-  
SHING DATABASE ON CDN INDUSTRY PRESENCE IN POST  
MARKETPLACE(MAILING NEXT QTER);RECRUITED 7 COS  
FOR MTL FURN.SHOW RESULTING IN 6 BUYING CONNECT-

QUARTER: 1 PROVIDING MARKET INFO TO CDN INDUSTRY;FURNISHING  
REGULATORY/CUSTOMS ASSISTANCE AS REQUIRED.

BRIEFED FURNITURE INDUSTRY PARTICIPANTS ON MITT  
NEBS MISSION RE. U.S.COUNTRY OF ORIGIN MARKING  
REGS.

QUARTER: 2 Providing mkt info to Cdn industry; furnishing  
regulatory/customs assistance as required

Notified EXTOTT of pending GDA proced. for per-  
ishable sampling & persuaded FDA to ppone implem  
of this proced. for 30 days to permit Cdn export  
concerns re NTB to be resolved; assisted 18 co.  
with advice on food labeling

QUARTER: 3 -----

QUARTER: 4 -----