REPT4D
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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 :612-WASHINGTON

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
APPAREL (CLOTH,FUR,SHOES) TEXT		
	SURVEY OF TERR RETAIL/BUY TO DETERMINE MKT POTENTIAL FOR CDN ASSIST CDN MFRS TO PENETRATE MARKET THROUGH QUALIFIED	CONTACTS.
	MAJOR PROMO'N (FASH.SHOW)& SHOWROOM FOR TERR. RETAIL/BUYERS PROMOTE & SHOWCASE CDN DESIGNERS TO INCREASE EXPORT SALES,	BUYER AWARENESS.
FURNITURE & APPLIANCES		
	ESTABLISH DATABASE OF FURN REPS QUALIFIED TO HANDLE CDN LINE INCREASE NUMBER OF REPS IN TERRITORY ABLE TO PROMOTE	PRODUCT & GEN
	INDUSTRY PRESENTATIONS/SEMINARS TO TERRITORY BUYERS INCREASED AWARENESS OF CDN PRODUCT, INCREASED DISTRIBUTION	AND SALES.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	Reception hosted by Ambassador in support of Cdn natl stand at ABA, major natl trade show for publishers/booksellers. 12 buyers recruited for Mtl Furn. Market. Response to over 250 consumer products inquiries for supplier/buyer assistance	Raised profile of Cdn publishing industry, enhanced industry/fed.govt relations; est.sales in excess of $2.5M. On-site sales at Montreal Furniture Market $0.090M; est. sales $0.5M. Established buy.connections and resources.
QUARTER: 2	Over 250 sourcing inquiries and requests for marketing assistance actioned. Eight buyers recruited by post to CIWS in Montreal (IM). Washington Gift Show liaison. Cdn Intl Footwear Expo mailing to 50 buyers on behalf of ind.assn.	A number of buying connections established for Cdn industry and new resources identified for U.S. buyers. Over $40,000 in orders placed by post buyers to Cdn International Womenswear Show in Montreal.
QUARTER: 3	Exp. market/product sourcing assistance in response to over 350 inquiries. Assistance to 18 companies at Exp.Mktplace. Promotion and/or buyer recruitment for IIDEX; Tor.FurnMkt; CIFE; Leathermark, Atlantic Crafts Show.	$450,000 est.sales,$3-5M projected from post buyers to IIDEX. Results from Tor.Furn.Mkt, Leathermark, ACTS next quarter.
QUARTER: 4	-----	