

REPT4D

90/04/05

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 :602-CHICAGO

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

FOLLOW UP TO PREV INITI, CONTINUE TO RESPOND TO TRADE INQUIR
ACTION 30 CANADIAN/60 LOCAL INQUIRIES FOR MARKET

ASSISTANCE.

ATTEND 10 APPAREL RELATED TRADE SHOWS TO ASSESS MKT TRENDS
DEVELOP PROFILE OF BUYERS AND AGENTS AS NEEDED TO

DISTRIBUTE TO CANADIAN APPAREL MFG'S.

CULTURE INDUSTRIES

AS FOLLOW UP TO PREV INITI, CONTINUE TO RESPOND TO TRADE INQ
ACTION 30 CANADIAN/15 LOCAL TRADE INQUIRIES.IDENTIFY & RESEARCH ART GALLERIES LOCATED IN CHICAGO
MINI GUIDE PROFILING CHICAGO GALLERIES (COMPANY CONTACTS

AND THEIR MERCHANDISING OPERATIONS).

ATTEND CHICAGO INTERNATIONAL ART FAIR MAY 12-16, 1989
ENHANCED PROFILE OF CANADIAN CAPABILITIES.ATTEND NEW ART FORMS EXPO, OCTOBER 1989.
ENHANCED PROFILE OF CANADIAN CAPABILITIES.CONSIDER MAKING PIPP PROPOSAL TO MOUNT NAT STAND AT AME LIB
THREE DISTRIBUTORS APPOINTED.

LEISURE PROD. TOOLS HARDWARE

HARDWARE MARKETING SEMINAR, TORONTO, FEBRUARY 1989
BETTER EXPORTER AWARENESS.HOUSEWARES FREE TRADE SEMINAR FOR RETAILERS, JANUARY 1989
INCREASED RECEPTIVITY TO BUYING FROM CANADA.INCOMING BUYERS TO CSGA, FEBRUARY 1989
INCREASED RECEPTIVITY TO BUYING FROM CANADA.AD CAMPAIGN PHASE II - APRIL 1989, SPORTING GOODS
400 LEADS GENERATED FOR 6 COMPANIES.MARKETING SEMINAR - SPORTING GOODS, MAY 1989
6 COMPANIES WILL MEET MAJOR US RETAILERSHARDWARE MARKETING GUIDE
IMPROVED EXPORTER AWARENESS.