

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 603-CLEVELAND

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	INSTIGATE MARKET STUDY ON OUTERWEAR TO SUPPORT NEEDED IN-HOUSE OUTERWEAR SHOW WITH VARIOUS CANADIAN MANUFACTURERS -CLEVELAND	IDENTIFY DISTRIBUTORS/BUYERS.
	VISIT MAJOR DEALERS AND REPS IN TERRITORY TO SEEK MARKET DATA RE: MARKETING OF CANADIAN RESIDENTIAL FURNITURE.	UP-DATED INFO ON NATURE OF MARKET.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	A. INCOMING BUYERS MISSION TO INTERNATIONAL FUR FAIR. INCOMING BUYERS MISSION TO RESIDENTIAL FURNITURE SHOW. POST TO PARTICIPATE IN PITTS- BURG & CLVND BUSINESS AFTER HOUSE WITH INFO BOOTH.	A. RECRUITMENT NIL DUE LAST MINUTE WITHDRAWAL OF INVITEE. B. ONE BUYER RECRUITED. ON-SITE SALES TOTALLED \$10,000. C. ACTIVITY CANCELLED DUE TO STAFF REDEPLOYMENT.
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	-----	