

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 : 608-NEW YORK, CONSULATE GENERAL

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AEROSPACE & MARINE

FOLLOW-UP ON IIDEX, TORONTO, NOVEMBER 1987 BY INTERVIEWING THOSE 20 DESIGNERS WHO WILL BE ATTENDING FOR THE FIRST TIME.

GREATER AWARENESS OF CANADIAN PRODUCTS AND CAPABILITIES WHICH WILL LEAD TO EXPANDED EXPORT SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECRUIT U. S. BUYERS AND ATTEND THE MONTREAL FURNITURE MARKET, JUNE 18TH - 22ND.

RECRUITED 22 BUYERS (OBJECTIVE WAS 20) TO PARTICIPATE IN SHOW. BUYERS WERE IMPRESSED WITH QUALITY OF FURNITURE AND POTENTIAL BUSINESS IN THE RANGE OF \$6 MILLION SHOULD BE WRITTEN IN THE NEXT 12 MONTHS.

QUARTER: 1 PARTICIPATE IN FIRST PRIVATE LABEL TRADE SHOW IN NEW YORK AT JACOB JAVITS CONVENTION CENTER, JUNE 1ST - 4TH.

CDN APPAREL CENTER OF CNGNY HAD 400 SQ. FT. BOOTH/SHOWROOM/INFO CENTER WITH OVER 200 SAMPLES REPRESENTING PRIVATE LABEL CAPABILITIES OF OVER 70 CDN COS ACROSS CDA. SHOW ATTRACTED HIGH LEVEL BUYING CONTACTS FROM ACROSS THE U. S. A.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----