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 : 602-CHICAGO

013-CONSUMER PRODUCTS UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

APPAREL (CLOTH, FUR, SHOES) TEXT

EXPLORE WITH LOCAL CHICAGO TRADE ASSOCIATIONS & CHICAGO APPAREL/ TRADE CENTER OPPORTUNITIES FOR THESE GROUPS TO ASSIST IN ESTABLI-SHING BUYER/AGENT CONNECTIONS

AS FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO TRADE INQUIRIES.

SUPPORT INCOMING BUYERS MISSION TO FESTIVAL OF FASHION TRADE SHOW MARCH 1988/TORONTO

INVESTIGATE OPPORTUNITY TO PRESENT SOLO OUTERWEAR SHOW. WILL CAN-VAS LOCAL MARKET RECEPTIVITY AND DETERMINE SUPPORT FROM UTW, DRIE AND CANADIAN MANUFACTURERS.

ATTEND 10 TRADE SHOWS HELD AT THE CHICAGO APPAREL CENTER TO ASSESS MARKET TRENDS, IDENTIFY POTENTIAL REPS & BUYERS FOR ALL APPAREL LINES.

LEISURE PROD. TOOLS HARDWARE

HAVE 1983 HARDWARE MARKET STUDY UPDATED AND ATTACH GUIDE TO BUYERS IN TERRITORY: SEARS, ACE, COTTER

FOLLOW UP ON INCOMING BUYERS MISSION TO CSGA SHOW, FEB. 88

FOLLOW UP TO 1987 PARTICIPATION IN: (A) HARDWARE SHOW; (B) HOME CENTER SHOW; (C) HOUSEWARES SHOW; (D) NATIONAL SPORTING GOODS SHOW, INCLUDING HANDLING RESPONSIVE WORKLOAD

WRITE/PRODUCE GUIDE TO HOUSEWARES DISTRIBUTION CHANNELS IN THE MIDWEST, ENTITLED "EFFECTIVE HOUSEWARES MARKETING"

COORDINATE AD INSERT FOR SPORTING GOODS INDUSTRY IN JULY ISSUE OF NATIONAL TRADE MAGAZINE.

FURNITURE & APPLIANCES

AS FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO TRA-

ANTICIPATED RESULTS:

APPOINT 3 NEW REPRESENTATIVES

ACTION 20 CDN/35 LOCAL INQUIRIES FOR MARKET ASSISTANCE.

RECRUIT 20 BUYERS. ESTABLISH ON-SITE SALES \$1.5 MILLION

ENSURE DUTERWEAR STUDY/STRATEGY IS PUT TO GOOD USE. IDENTIFY 100 NEW BUYERS. APPOINT 5 NEW REPRESENTATIVES.

DEVELOPMENT OF POST PROFILE OF BUYERS AND AGENTS FOR DISTRIBUTION TO CDN. MANUFACTURERS. 15 OUT CALLS.

INFORMATION FOR CANADIAN INDUSTRY.

3 SALES ARRANGEMENTS REPRESENTING INCREMENTAL SALES OF \$100,000

20 NEW AGENTS AND 20 NEW SALES CONNECTIONS WILL BE REPORTED

5 NEW COMPANIES WILL LOCATE AGENTS/DISTRIBUTOR AS RESULT OF DISTRIBUTION OF STUDY TO CANADIAN INDUSTRY.

INCREASED EXPOSURE OF CANADIAN PRODUCTS TO AN INFLUENTIAL AUDIENCE.

ACTION 15 CDN/10 LOCAL INQUIRIES 2 OUT CALLS