

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

POST : 533-SYDNEY

013-CONSUMER PRODUCTS
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ONGOING PROGRAM TO IDENTIFY IMPORTERS AND THEN DEMONSTRATE
CANADA'S CAPACITY TO SUPPLY COMPETITIVE PRODUCTS.

INCREASE SOURCING ENQUIRIES FROM LOCAL
IMPORTERS.

MONITOR NEW CANADIAN PRODUCT DESIGN AND MARKETING INVESTIGATE
WILLINGNESS OF PRODUCER TO MARKET IN AUSTRALIA AND POTENTIAL FOR
PRODUCT IN AUSTRALIA.

INTRODUCE UNIQUE PRODUCTS TO AUSTRALIAN
MARKETPLACE.

PREPARE MARKET POTENTIAL STUDIES ON JEWELLERY, TOYS & GIFTWARE,
AND FURNITURE; CIRCULATE TO CDN COMPANIES.

INTEREST CDN COMPANIES IN AUSTRALIAN MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PEMD SALES MISSION FROM THE PROVINCE OF QUEBEC
PLANNED TO PRIMARILY PROMOTE CONSUMER GOODS.

AS A RESULT OF MISSION, TWO COMPANIES HAVE MADE
SIGNIFICANT SALES TO THE AUSTRALIAN MARKET AND
THREE OTHERS ARE HOPEFUL OF APPOINTING AGENTS IN
THE NEAR FUTURE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----