

POST : 618-MINNEAPOLIS

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

PLAN FIVE PRODUCT INTRODUCTION EVENTS FOR INDIVIDUAL APPAREL MANUFACTURERS WHO WILL NOT BE PARTICIPATING IN GROUP SHOWS.

LEISURE PROD. TOOLS HARDWARE

PRODUCT INTRODUCTION/ DEMONSTRATION FOR SHEPHERD PRODUCTS, ONTARIO (GAS BARBECUES & FIREPLACE DOORS.)

CONTINUE TO INVESTIGATE PRODUCT LIABILITY ISSUE WHICH HAS PROVEN TO BE A BARRIER FOR SMALL CANADIAN EXPORTERS IN THIS SECTOR.

PLAN ADDITIONAL PRODUCT INTRODUCTIONS FOR INDIVIDUAL CANADIAN MANUFACTURERS TO INTERFACE WITH LOCAL REPS AND BUYERS.

IN COOPERATION WITH MANITOBA AND ONTARIO, PERFORM NEBS ACTIVITIES WITH NEW EXPORTERS OF SPORTING GOODS AND HARDWARE PRODUCTS.

FURNITURE & APPLIANCES

WORK WITH FURNITURE WEST ORGANIZATION, WINNIPEG, TO DEVELOP EDUCATIONAL SEMINARS ON U. S. EXPORT MARKETING FOR RESIDENTIAL FURNITURE MANUFACTURERS.

ORGANIZE NEBS VISIT FOR MANITOBA/PRAIRIES RESIDENTIAL FURNITURE MANUFACTURERS TO ATTEND IMS FURNITURE MART, PARTICIPATE IN MARKETING SEMINAR AND TOUR RETAIL STORES.

ORGANIZE INFORMATION BOOTH AT AMERICAN SOCIETY OF INTERIOR DESIGNERS REGIONAL SHOW, MPLS. ENCOURAGE PARTICIPATION BY HIGH-END CONTRACT AND RESIDENTIAL MANUFACTURERS.

ANTICIPATED RESULTS:

ESTABLISH REPRESENTATION AND NEW BUYING CONNECTIONS.

INCREASE CANADIAN EXPORT SALES.

PROVIDE INFORMATION AND GUIDANCE TO CANADIAN EXPORTERS TO EASE MARKET ACCESS.

ESTABLISH LOCAL REPRESENTATION AND INCREASE SALES.

INCREASE SALES IN SECTOR BY EDUCATING NEW EXPORTERS AND HELPING TO LOCATE SALES REPS. AND BUYERS.

EXPORTERS BETTER PREPARED AND MORE COMPETITIVE IN NORTHWESTERN US MARKET.

INTRODUCTION OF 6 NEW EXPORTERS TO MARKET, PROVIDED WITH EXTENSIVE INFORMATION.

PROMOTION OF WIN EXPORT SOURCING CAPABILITY, INCREASE MARKET PENETRATION OF HIGH-END MANUFACTURERS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 APPAREL/TEXTILES: RECRUIT U. S. BUYERS TO FESTIVAL OF CDN FASHION; ASSIST OTT WITH OUTERWEAR MKT. STUDY INFO PLAN PROD INTRO FOR 5 CO; HOLD APPAREL REP LOCATOR. FURNITURE MANUS. ORGANIZE PARTICIPATION IN ASIDMSALA REGIONAL SHOW.

QUARTERLY RESULTS REPORTED:

RECRUITED SIGNIFICANT BUYER FOR F. O. C. F., RESULTING IN \$200,000(CDN) INITIAL SALES; ASSISTED OTT IN REPORTING ON OUTERWEAR MKT; HELD APPAREL REP LOCATOR WITH MANITOBA. FURNITURE PLANNING FOR NEBS MISSION UNDERWAY IN CONSULTATION WITH DRIE/PROV.