

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 : 610-SAN FRANCISCO

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

DIRECT FURNITURE MANUFACTURERS TO HOSPITAL/HOME CARE ORIENTED  
MARKETS, TRADE SHOW OPPORTUNITIES.

WORK WITH CANADIAN NEW CONTRACT FURNISHINGS MANUFACTURERS TO  
OBTAIN SALES REPRESENTATION AND INCREASE MARKET SHARE FOR CANADA.

ANTICIPATED RESULTS:

INCREASED SALES TO AREA - \$1,000,000 OVER  
NEXT 3 YEARS.

4 NEW SALES AGENCY AGREEMENTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 WOOD HEATING ALLIANCE SHOW, RENO, POST, ATTENDED.  
COY PARTICIPATION WITH PEMD.

QUARTER: 2 CANADIAN PROMOTION HELD AT RESIDENTIAL FURNITURE  
MARKET WEEK

QUARTER: 3 PLAN PROMOTION OF CDN WOMEN'S BETTER FASHION  
APPAREL IN CONJUNCTION WITH SAN FRANCISCO MART  
TO COINCIDE WITH THEIR FALL MARKET WEEK.

QUARTER: 3 ACCOMPANY 13 FURN. SPECIFIERS TO IIDEX & TOUR OF  
SHOWROOMS ARRANGED BY POST TO HIGHLIGHT OUT-  
STANDING CDN FURNITURE & THOSE MFRS REPRESENTED  
LOCALLY. MEET WITH CONTACTS-OLD & NEW-FOR FURTHER  
EXPORT ACTIVITY.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

CDN FIRMS GAINED INCREASING FOOHOLD IN WESTERN  
US MKT.

OVER 100 BUYERS/DESIGNERS PARTICIPATED IN A CDN  
PROMO DRAW FOR 1 ROUND-TRIP ECONOMY AIRFARE TO  
ATTEND IIDEX '87 IN TORONTO 19-21 NOV. NINE  
LOCAL SALES REPS EXHIBITED PRODUCTS.

FINALIZED PROMO. WHEREBY SAN FRAN. APPAREL MART  
IS ESSENTIALLY HIGHLIGHTING CDN FASHION & SUP-  
PORTING OUR EFFORTS FINAN. & PROMOTIONALLY WITH  
THEIR FALL MKT THEME "CDA FSHION FOCUS-FALL".  
PERSONALLY CONTACTED PERSPECTIVE WOMEN'S APPAREL

US/S. FRAN. DESIGNERS LEFT IIDEX WITH ACCOLADES  
FOR CDN MFRS. CDN MFRS IMPRESSED WITH CALIBRE OF  
DESIGNERS SFRAN INVITED (FROM INT'L ARCHITEC-  
TURAL DESIGN FIRMS)& MANY ASKED TO BE INCLUDED  
IN POST ARRANGED AUXILLIARY SHOWROOM TOURS IN 88