

REPT4D
90/06/26

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

35

POST :603-CLEVELAND

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SOLO FOOD SHOW - PITTSBURGH (1990)
\$3 MILLION (12 MONTHS).

BRITISH COLUMBIA INCOMING WINE TOUR
\$150,000 (12 MONTHS).

OHIO GROCER'S ASSOCIATION 10/89

FARM MACHINERY SHOW 2/90

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A. Ohio Grocers Association Expo-Columbus, OH
B. National Farm Machinery Show-Louisville, KY
C. British Columbia Incoming Wine Mission-
Pittsburgh, PA
D. Solo Food Show-Pittsburgh, PA

A. Space confirmed & recruiting commenced by Post & OTT. B. Visited-will have natl stand in 1990
C. This was BC govt initiative but not followed thru. D. PBURG office worked w/Ontario govt at their recent solo show in Pittsburgh.

QUARTER: 2 A. Solo Food Show - Pittsburgh
B. British Columbia Incoming Wine Tour

Events A & B were held concurrently in two locations Kaufmann's Department Store and Joseph Horne's in conjunction with fashion shows featuring fur & leatherwear. Ten companies participated. See Special Activities #9.

QUARTER: 3 A. Ohio Grocer's Association

A. Organized Cdn Pavilion with 21 exhibitors & reception featuring exhibitors products. Twelve month sales projections total \$1M.

QUARTER: 4 National Farm Machinery Show, Louisville KY,
Feb. 16-18.

Organized the first Canadian pavillion at this event. Three companies exhibited at the pavillion and reported potential sales of \$750,000. As pavillion was such a success, the Mission has recommended it be expanded next year