REPT4D
90/01/23

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

POST :601-BOSTON

013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

FOLLOW-UP REPORTING ON 1988 CDN FESTIVAL OF FASHION
FOUR LOCAL STORES NEWLY BUYING CDN PRODUCTS

FOLLOW-UP REPORTING ON 1988 MONTREAL PRET
TWO LOCAL STORES NEWLY BUYING CDN PRODUCTS

PROM INCREASED PARTICIPATION BY INCOMING BUYERS IN CDN SHOWS
ADDITIONAL 20 FIRMS INTRODUCED TO CDN SUPPLIERS

JEWELERY & GIFTWARE

FOLLOW-UP 1988 NEBS COMPANIES
10 CDN COMPANIES BEGIN EXPORTING

FOLLOW-UP CDN CONPANIES IN TERRITORY 1988 TRADE SHOWS
5 CDN COMPANIES BEGIN EXPORTING

FOLLOW-UP ON TOUR OF N.S. CRAFTS
PROSPECT 5 COMPANIES FOR NEW ENGLAND MKT

CDN CRAFTS INCOMING SOLO MISSION JAN. 1990
EXPOSE 15 COMPANIES TO NEW ENGLAND MKT

FURNITURE & APPLIANCES

FOLLOW-UP US BUYERS TO IIDEX 1988
$3M SALES VOLUME

PROSPECT CDN FIRMS
INCREASE KNOWLEDGE OF CDN FIRMS

INCOMING SOLO CONTRACT FURNITURE SHOW - JAN. 1990
INTRODUCE 10 FIRMS TO MKT

EXPAND NUMBER OF US BUYERS TO IIDEX 1989
INCREASE SALES VOLUME FROM IIDEX