

PD-AAU-149

SUMMARY REPORT

ATLANTA MARKET CENTER
GIFT/HANDICRAFT PROJECT

in

SIX CARIBBEAN BASIN COUNTRIES

January, 1984 - July, 1984

- Findings and Recommendations -

Project Funded By:

US/AID Washington
Contract #LAC-0619-C-00-4011-00
January 25, 1984

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Report Date:

August, 1984

EXECUTIVE SUMMARY

AMC/USAID GIFT/HANDICRAFT PROJECT in SIX CARIBBEAN BASIN COUNTRIES

PROJECT SCOPE

Conducted from January, 1984 - July, 1984, in six Caribbean Basin countries - Jamaica, Costa Rica, Haiti, Dominican Republic, Honduras, Guatemala. Purpose was to develop and implement an effective export promotion program for the sale and promotion of Caribbean Basin gift and handicraft products in the U.S.

PROJECT ACTIVITIES

Major project activities: in-country field work including product development and modification; sales training; extensive advertising and promotion campaign; display preparation; and on-site sales assistance.

Activities culminated in six country trade exhibit entitled "Caribbean Collection" held in conjunction with National Gift Market at the Atlanta Market Center, July 7-11, 1984.

RESULTS

Total sales of participants amounted to approximately \$270,162. 79 companies participated. 61 companies received orders for over 300 different product or product lines. Only 22 had exported to the U.S. previously. Development work was extensive and well received.

FUTURE NEEDS

Countries would benefit from receiving further production and design assistance in order to properly ship orders taken at the July exhibit on a timely basis.

Needs also exist to develop further credibility in the marketplace, implement on-going design, modification, and production assistance, teach more merchandising and sales techniques, and acquire more experience in the export process.

RECOMMENDATIONS

As soon as possible, (January, 1985) countries should participate in another Atlanta Market Center Show. Further participation in a July, 1985 market is recommended. After July, 1984, countries and/or companies should participate in Atlanta shows with no assistance.

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I. INTRODUCTION

A. ORGANIZATION OF THE REPORT

This report is organized into five sections including an Annex.

Section I provides appropriate background information on the Project including overall objectives, goals, and limitations.

Section II recaps and describes the major activities of the Project.

Section III summarizes overall results of the Project.

Section IV delineates conclusions for the Project and includes recommendations for subsequent marketing/product development initiatives in the Caribbean Basin.

Section V is the Annex which includes exhibits and supplementary material of the Report.

B. PROJECT BACKGROUND

1. The Atlanta Market Center

The Atlanta Market Center (AMC) is a for-profit organization whose principal activity is the business of bringing buyer and seller together for the purpose of promoting the sale and distribution of consumer products in the national and regional markets of the United States. AMC provides product display space on a permanent as well as a seasonal or temporary basis. In addition, it annually organizes and promotes some 50 specialized markets and trade shows to facilitate the buying and selling process. Over the past four to five years, AMC has broadened its business involvements to include major marketing activities in the international arena. Product development and/or promotional efforts have been undertaken in cooperation with government and industry leaders in the People's Republic of China, the Philippines, Korea, Malaysia, Singapore, Indonesia and throughout Europe. A full time staff of more than 150 professionals is equipped and organized to provide marketing, technical and product design assistance in addition to the many services and activities needed for the staging of market events and the operation of the wholesale facility. The 3.7 million square foot AMC complex annually attracts some 300,000 retail buyers who generate an estimated eight billion dollars of sales.

2. Atlasia International

Atlasia International is an Atlanta based trade and consulting firm which works on a project basis in conjunction with the Atlanta Market Center. Atlasia consultants have had extensive exper-

ience in consumer product design and development in many areas and countries of the world including the People's Republic of China, Southeast Asia, and Central America. In addition Atlasia has provided general business consulting to firms attempting to export to the U.S. and to companies wishing to export from the U.S. as well. Further, Atlasia principals provide display and design assistance to domestic and foreign firms participating in U.S. consumer markets on both a temporary and permanent basis.

3. Preliminary Discussions and Agreements

Because of its central role in the wholesale marketing of consumer goods in the southeastern part of the United States and as a result of its unique experience in successfully assisting international businesses and government agencies develop and introduce products into the U.S. marketplace, AMC was contacted to explore ways in which market opportunities for Caribbean Basin gift/handicraft products would be expanded. Preliminary discussions resulted in an invitation by AMC to USAID Caribbean Basin Missions to send a delegation of private and public sector representatives on July 9-11, 1983, to tour AMC and discuss possible joint marketing efforts.

As a result of these discussions, it was determined that an initial field survey be conducted to ascertain the feasibility of a Caribbean Basin exhibit of appropriate gift/handicraft products at the AMC's July 1984 "Gift Show". Arrangements for such a survey were initiated with full support of both AID/Washington and participating USAID Missions. The AMC survey team activity was funded under the LAC/DR Private Sector Initiatives project (598-0619). Consultants were selected to conduct the initial survey during August and September, 1983, in the following countries: Jamaica, Costa Rica, Haiti, Dominican Republic, Honduras, and Guatemala.

4. The Caribbean Field Survey

The survey team traveled to six countries in the Caribbean visiting company representatives and viewing products to evaluate their attractiveness for the U.S. market. They found a sufficient number of products which had good U.S. market potential with little or no modification. After reporting their findings to AID officials in a written report (copies available upon request) and in person at a debriefing meeting held at the Atlanta Market Center in October 1983, it was decided that a Caribbean exhibit at the AMC's July 1984 Gift Show was a feasible way to introduce Caribbean handicraft/gift products into the U.S. market.

After the debriefing meeting, plans for Phase II of the project were finalized and a proposal was submitted to AID for approval. The formal contract for Phase II was signed in January, 1984.

C. PROJECT OBJECTIVE

The primary purpose of the Phase II effort was to develop and implement an effective export promotion program for the sale and promotion of Caribbean Basin gift and handicraft products in the United States by July, 1984.

The opportunities which have evolved from the staging of a joint Caribbean Gift/handicraft Show are significant for those producers seeking to gain a foothold in the U.S. market. Beyond the obvious potential of generating direct sales, participants gain firsthand knowledge of how the marketplace functions and what the buyer needs and expects. The educational value of the experience cannot be overstated. In addition, contacts are made, the possibility of successful agency relationships enhanced, and future sales are facilitated by virtue of exposure to U.S. buyers.

D. PROJECT GOALS, LIMITATIONS

Several important factors which are implicit in the development of the Project need to be underscored at the outset:

1. The effort was purposely designed with a short term focus so that products which were ready or near-ready for U.S. distribution could be accommodated and results quickly realized and evaluated;
2. The Project had a purposely narrow focus (gift/handicraft products which appeared to have immediate sales potential, showcased within a major regional U.S. market in July of 1984) to maximize exposure of tailor-made and selected products;
3. The Project must be evaluated with a clear understanding that it is just one part of a broader and much needed marketing strategy which should include follow-up sales and promotional efforts in Atlanta and other regions of the U.S., further design and marketing assistance for other products which have longer range U.S. sales potential and an evaluation of product development opportunities where existing raw material, production, equipment or technology problems exist;
4. The results of the Project should not be measured solely on the dollar amount of sales generated at the Show. The educational value of the undertaking, the heightened awareness of Caribbean products, the number and quality of contacts made and the future sales potential of products displayed all need to be considered; and

5. The strength and effectiveness of the effort was a function of the commitment of key organizations and individuals within each country. It was essential that all appropriate organizations be fully appraised of plans and progress so that financial, manpower, political, and logistical support could be counted upon.

E. ACKNOWLEDGEMENTS

The Atlanta Market Center wishes to acknowledge with thanks the cooperation and invaluable assistance received over the course of the Project from:

All in-country USAID officials, government, and private sector coordinators whose work and support during the course of the Project made it feasible;

Peter Bittner, AID-Washington who provided critical insight into the organizational and procedural aspects of this Project at its inception; and,

Mike Deal, AID-Washington who supervised the Project from inception to conclusion and whose input and assistance were invaluable.

II. PROJECT ACTIVITIES

The support activities determined to be necessary for the success of the Project were identified after the field survey debriefing meeting. They were included in the Phase II proposal as Key Tasks, Activities and Responsibilities and finalized in the contract in Article I, C as Scope of Work (See Annex). A description of the activities undertaken by the Atlanta Market Center to satisfy the requirements under the contract is provided below.

A. Field Work

The AMC initiated field work with Atlasia International in January, 1984. Atlasia development teams had extensive experience consulting with foreign handicraft manufacturers on product modifications for the U.S. market.

The teams provided their services in a series of trips to each of the countries. After studying photographs and information on the products available after the Phase I field survey, the teams traveled to countries to meet with participating producers and advise them on product modifications, merchandising plans, and overall sales strategies. After allowing producers a reasonable time to incorporate the modifications into products and production processes, the teams returned to the countries to review their work. Additional advice was then given and, if it appeared necessary, a third trip was made to finalize the process. Guatemala was the only country where a third trip was necessary.

In evaluating and selecting products Atlasia teams, in conjunction with local coordinators, made assessments of quality of workmanship, suitability of design, color, texture, packaging, and pricing. When time and schedule permitted, results were supported by analyzing production capacity, quality control mechanisms, and overall company marketing and business capability. Information on the producers visited and the product modifications suggested, appear in the exhibits of each country. A total of 139 man-days were spent in-country providing development assistance.

In addition to the visits by the consulting teams, trips were made by the Atlanta Market Center project coordinator and officials of Atlasia International to assist the producers and coordinating organizations with logistical issues and to insure that the project progressed smoothly.

By May 1984, the teams had identified an adequate number of products based on the criteria mentioned above from among those originally surveyed as ready for participation in the "Caribbean

Collection" Gift Show. This special name was given to the Show to amplify the "collection" aspect of products from the region, thus enhancing the promotional campaign. The producers were then notified to begin preparations for shipment of appropriate samples to Atlanta for the Show.

B. Sales Training

To prepare potential participants for the exporting and sales processes involved in the Project in particular and in selling to the U.S. market in general, and to promote the involvement of the country representatives in the coordination of the Project, the Atlanta Market Center hosted a three-day sales seminar in Atlanta during the March Gift Show, March 17-19, 1984. In attendance were producers and other representatives from the six participating countries (see Annex for list of names of participants, a schedule of the seminar program, and copies of training materials).

The Seminar program was designed to help the producers learn ways to successfully enter the U.S. market with their products. Presentations were made on various aspects of transporting products to the Market Center for the Show, on the importance of product display, on the various sales techniques that are common to the marketplace, and on the characteristics and nature of the gift industry. In addition, considerable emphasis was placed on the need to develop and maintain good buyer relationships in order to initiate and expand business in the regional market. Items such as the importance of timely delivery, quality control, cost control, production planning and pricing strategy were also discussed.

Experts were used to address subjects in detail. A representative from an international bank made a presentation on the key aspects of export financing and others discussed the process of packaging and shipping of merchandise both to the Show and to prospective buyers.

So that attendees could review and study the information which was presented to them, AMC provided each with written materials which supplemented the discussions. A list of pertinent publications available from the U.S. Government Printing Office was provided with instructions as to how the publications could be obtained.

While the March gift market does not play as large a role in the distribution of gift and handicraft products as the July market, the visiting participants benefited substantially from the exposure to a market. They viewed and evaluated large numbers of products and gained valuable experience watching the interaction

of buyer and seller. The importance of display design to overall product appeal and the importance of competitive pricing was also noted and was critical in the pre-show preparation process. After the seminar a package of materials was assembled and mailed to each of the seminar participants. It contained a list of the names and addresses of each of the seminar participants, a photo of the group, a personalized Certificate of Participation, a list of the speakers at the seminar with their addresses, and a copy of the local news coverage of the event. A list of the subscription addresses of the major gift industry trade journals was included in response to requests from many of the participants who wanted to know more about trade shows in the U.S., and a copy of a paper on Negotiating International Sales Contracts was included as a summary of many of the topics presented during the seminar. Finally, a questionnaire was included to give the participants a chance to comment on the seminar (see Annex for copy of questionnaire and summary of responses).

C. ADVERTISING AND PROMOTION

1. Advertisements

Two separate advertisements were placed in industry publications to announce the Caribbean Collection. One of the ads was designed especially for the Show and was placed in the May and June issues of Gift & Decorative Accessories and in the June issue of Giftware Business. These are the two major national trade magazines for the gift industry. This four-color ad highlighted one of the products selected from among the six countries for display with a colorful background to attract the reader's eye.

The second ad announced the National Gift Market, with a special reference to the Caribbean Show included. Among the items displayed in the ad are two pieces selected from Caribbean producers. This ad ran in the May and June issues of Gift and Decorative Accessories, Giftware Business, and Giftware News. (Copies of each of the advertisements can be found in the Annex.)

The AMC advertising department also produced a four-color, four page brochure to be used in a direct mail campaign and as on-site promotional material. The brochure was designed to highlight each country's involvement in the program, giving reference to each country's history and culture, and showing photos of a variety of products.

To obtain photos of suitable quality for the brochure, several samples of products were brought to Atlanta during the March seminar and photographed in a studio setting. In addition a professional photographer was sent with a member of the AMC advertising department to three countries to photograph additional selected products on-site. Resultant photos were then incorporated into the brochure (see Annex).

2. Direct Mail Program

To further insure that qualified buyers were made aware of the program, a two-part direct mail campaign was undertaken. First, the brochure produced by the advertising department was mailed to a selected buyer audience of 20,000 whose names were included in major Gift industry mailing lists on file at AMC. Another mailer, used to promote the overall National Gift Market, made special mention of the Caribbean Collection and was also sent to this same list.

3. Directory

To provide the buyer attending the Caribbean Collection with a complete list of participating exhibitors and the address at which they could be contacted after the Show, a Show directory was prepared by the AMC advertising department. This consisted of an insert listing the information incorporated into 10,000 copies of the Caribbean Collection advertising brochure. These were distributed to buyers on-site as they registered for the Gift Show. In addition, the regular directory for the National Gift Market included a listing of the Caribbean manufacturers and the products they had on display with a diagram of the exhibit area.

4. Travel Promotion

To encourage buyers to come to Atlanta during the Gift Show, AMC offers discount air fare and hotel rooms and assists buyers in making reservations. This service was emphasized in all materials and activities used to promote the Caribbean Collection (see the toll-free number included in all advertisements and promotional brochures).

5. Telemarketing

Prior to the Show, the AMC's buyer services department telephoned prospective Show attendees. The buyers were chosen from a list of U.S. importers. Over 450 firms from 18 states were contacted over a one month period and asked a series of questions about the Show (see Annex for copy of script used by telemarketers). They were given additional information on the program and were sent a brochure if they had not already received one. Thirdly, they were given information about the discounts available on airfare and hotels for buyers coming to see the Caribbean Collection.

6. Media Promotion

The AMC's public relations department kept the local and industry media informed about the Caribbean Collection through press releases, phone calls, and personal visits. The results of their efforts can be seen in the press clipping booklet that accompanies this report where copies of all articles written on the Show can be found. In addition, the clipping book has a schedule of television coverage of the event and, briefly, a media equivalency report which places a value on all the exposure given to the event.

Throughout the Gift Show a press room was made available where members of local and industry press could go to obtain information on Show developments. Representative from the AMC's Public Relations department were available in this room to answer questions and provide special press kits which focused on the Caribbean Collection.

7. Key Buyer Visits

Important buyers, those from department stores and major chains, commanded special attention from the AMC. A representative from the Buyer Services Department with extensive experience in the Gift Industry spent two months before the Show traveling through six states to contact these buyers and stimulate interest in the Caribbean Collection.

D. DISPLAY PREPARATION

The Caribbean Collection was held in the Atrium of the Atlanta Apparel Mart, a separate facility connected by a bridge to the Atlanta Merchandise Mart and one floor above the 80,000 square feet of temporary gift show space where over 350 10x10 booths are set up to display gift products. The seven story terraced Atrium provides an excellent area in which to highlight a special display, but the AMC and Atlasia faced a dual challenge in the design of the exhibit in which the Caribbean products were displayed. The dual challenge was: 1) to create excitement and add to individual product appeal, 2) to give each country individual identity while still taking full advantage of the combined strength of the six countries.

To meet this dual challenge a special design was created which made use of several display and promotional techniques.

1. Design- Goals and Methods

Atlasia International designers developed a Caribbean market motif for the exhibit area. The 5,000 square feet area of the Atrium floor was divided into six sections, one for each participating country. An entrance to each of the areas was constructed, consisting of two twelve foot pillars with an arch at the top placed at both ends of the country's designated area. Panels were connected to the outside edges of the pillars, with the name of the country represented in the area attached in large white letters. Special lighting was used to highlight each entrance. Different coloring was used to maintain continuity within each country's area, and to differentiate the countries. Several different types of plants were used to fill spaces and to make the area more appealing (see Annex for photos of display). The overall theme of the exhibit maintained continuity through posters, pedestals, specially designed shelving and display units, and coordinated product arrangements, etc.

2. On-site promotion

Several methods were used to attract buyers registering for the Gift Show and make them aware of the Caribbean Collection and its location in the facility.

When buyers arrived to register for the Show they were given a copy of the brochure/directory. Buttons and "weepuls" announcing the Show were worn by all registration and Market Center employees, and were given out at random to the buyers. Signs were placed throughout the facility to help the buyers find their way to the Caribbean Collection. Specially designed bags were purchased from one of the participating producers which were given away to buyers as they entered the Atrium area. The bags were made of a burlap material with a colorful Caribbean Collection logo imprinted on the side.

The Show opened with a great deal of fanfare by a six member steel band which played Caribbean and other music in the Atrium. The music could be heard throughout the building, and was very effective in attracting buyers. To reach people in other parts of the AMC complex, the band would periodically stroll throughout the market to play for the enjoyment of the buyers and to pass out promotional material.

To maximize the number of promotional events at the Show, each country was encouraged to organize their own activities, such as give-away products or special trips. Two of the countries were able to put together trip packages to be given to a buyer selected from among those who registered in their exhibit, while others brought small items to give away to customers, including coffee packets, small bottles of rum, pot holders, and cigars.

A special reception was held on Saturday evening, July 7, in order to highlight the Show to the press and to key buyers. Over 800 special buyers, press representatives and dignitaries were invited to this event. Mayor Andrew Young of Atlanta, and Mr. Victor Revera from USAID/Washington participated in the welcoming ceremonies.

The reception was held in the exhibit area with the local steel band providing entertainment. This gave the invitees and the press an exceptional environment in which to view products and to discuss the Project with country representatives, USAID personnel, and others who had been involved with the program.

E. MISCELLANEOUS MARKET ARRANGEMENTS

Other arrangements were made to facilitate and assist the buy/sell process.

1. Trade Fair Status

To insure that all of the products sent to the Market Center for the exhibit were not delayed in passing through Customs, and to avoid the possibility that some of the producers would have to pay duty on products before the Show, the AMC applied for and obtained Trade Fair Certification from the U.S. Department of Commerce. This Certification allowed any products entering the U.S. solely for the purposes of display to enter duty free. This reduced the amount of time required for the goods to clear Customs, and prevented producers who displayed dutiable goods from having to make payments that would have been required without the Certificate.

2. Freight Forwarding and Banking Assistance

It was anticipated that one of the reasons some buyers might be reluctant to order products from countries in the Caribbean was that they would not know the cost and procedure involved in shipping goods and arranging for payment. To overcome this anticipated problem, a representative from a freight forwarding company and an international bank sat at designated tables in the sales area. They were available at scheduled times throughout the Show to answer any questions from buyers or participants themselves concerning packaging, shipping costs, delivery times, matters of credit, financing arrangements, etc.

3. Sales Assistants

Atlasia International provided six experienced individuals (one per country) to assist company representatives in transacting orders. These individuals were on-site during the entire Show and helped bridge informational gaps between buyers and sellers and facilitated the buy/sell process. Two of the individuals were fluent in Spanish.

F. ATLANTA CARIBBEAN CONFERENCE

The AMC has an excellent working relationship with the City of Atlanta. The City actively supported the Project, and held a concurrent Caribbean Conference in order to attract businessmen to Atlanta from the six participating countries who were involved in a wide spectrum of industries. Over fifty people attended the three days of seminars and meetings designed to show important aspects of the U.S. market and to make personal contacts with businessmen in the region interested in working with companies in the Caribbean Basin.

III. PROJECT RESULTS

A. SUMMARY

The overall success of this Project and the value of similar future projects can be assessed relative to several different criteria. This section will present information relative to those criteria.

Obviously it is important to know how much each of the companies and countries were able to sell at the Show. Also important is why some companies and countries were more successful than others, and whether the reasons for superior performance can be duplicated by others in the future.

The first part of this section presents the data on the companies and products which were surveyed and received design assistance before the Show. The second part presents the sales data gathered after the Show and relates it to annual company sales volume, previous export experience, the number of products or product lines exhibited, the terms of sale offered by the company, and the role played by the coordinator/sales entity. Finally, the responses of the participants themselves and the buyers who attended the Show are presented.

B. SURVEY AND DEVELOPMENT RESULTS

To facilitate the process of evaluating the products surveyed and to track modifications suggested, survey sheets were used by Atlasia International to record the information considered necessary. A copy of the survey sheets can be found in the Annex, along with information recorded over the term of the Project. The information used to make the charts and graphs in this section came from this collected data, and can be verified by reference to the worksheets found in the Annex and at the end of this section. The worksheets also list information not included in charts and graphs, such as individual product prices, the size of the companies surveyed, annual sales volumes, and the level of export experience attained by different companies.

As previously stated, the survey teams spent a total of 139 days in-country looking at products and meeting with manufacturers to assess their ability to participate in the Atlanta Market Center Gift Show. It was important that products be suitable for the U.S. market, or that proper modifications could be made in time to make them suitable. It was also important that the companies which sought to participate had adequate production processes, facilities and experience to insure that they could fill any orders that they might receive with quality products.

The charts below summarize the companies and products surveyed, by country. In total, the survey team visited 113 companies and gave assistance to 95 (84%) of them. 79 (70%) of the companies surveyed participated in the Show.

COUNTRY	COMPANIES SURVEYED	COMPANIES ASSISTED	NUMBER WHICH PARTICIPATED	NUMBER WHICH SOLD PRODUCTS OR LINES
Costa Rica	31	22	18	17
Dominican Republic	26	25	19	8
Guatemala	18	15	12	10
Haiti	15	13	10	8
Honduras	6	6	6	4
Jamaica	19	14	14	14
Totals	113	95	79	61

There are a number of different reasons why some of the companies surveyed and given assistance did not finally participate in the Show. Often they did not have suitable products, and though they tried, they could not successfully modify them in time to join the project. Others did not feel that they could successfully enter the export market, or did not have adequate resources, i.e.- people, products, capital, to attempt participation. Atlasia consultants in conjunction with in-country coordinators were responsible for the final decisions as to which companies were ready to participate.

As for products, the survey team viewed a total of 737 different products or product lines and suggested that modifications be made to 602 (82%) of them. 566 of the products were ultimately exhibited at the Show.

COUNTRY	PRODUCTS/LINES SURVEYED	NUMBER GIVEN DESIGN ASSISTANCE	NUMBER EXHIBITED	NUMBER SOLD
Costa Rica	101	76	71	52
Dominican Republic	160	132	106	37
Guatemala	136	99	112	50
Haiti	106	70	68	51
Honduras	82	82	82	35
Jamaica	152	143	116	28
Totals	737	602	566	320

C. SALES RESULTS

320 (56%) of the 566 products exhibited were ordered during the 5 day Show. 61 (79%) of the 79 participating companies sold products for a total sales value of \$270,162. There are now 43 new Caribbean manufacturers exporting to the United States as a result of this Project. Given the inherent difficulties of finding products, modifying them, bringing them to market, promoting them effectively, and of training the participants in the mechanics of selling to and producing for the U.S. market, the sales results are exceptional.

The summary chart on the following page provides a graphic summary of each country's and each company's sales results. The information graphed includes: how many companies from each country participated, the annual sales volume of each of the participating companies, whether the company had previously exported to the U.S., the number of products or product lines exhibited by the company and how many of those lines were ordered at the Show, and what each company's level of sales was at the Show. The smaller columns next to each country's set of information depicts to scale the level of total sales made by that country, with a figure similar to that used in each company's section to denote the number of products or product lines sold/ the total number exhibited.

The chart below each graph identifies the entity which served as the in-country coordinating unit, and who had sales responsibility at the Show. It also shows the sales terms used by the sales representative and, finally, cites the number of new companies exporting to the U.S. as a result of this Project.

DOMINICAN REPUBLIC
19

12/13	\$9000
1/5	500
1/9	500
7/7	500
5/13	4654
0/4	-0-
4/6	\$20,404
1/1	1500
2/2	250
0/1	-0-
0/4	-0-
0/3	-0-
0/2	-0-
0/3	-0-
0/6	-0-
0/3	-0-
0/23	-0-
0/1	-0-
0/0	-0-

32/106
\$37,310

COSTA RICA
18

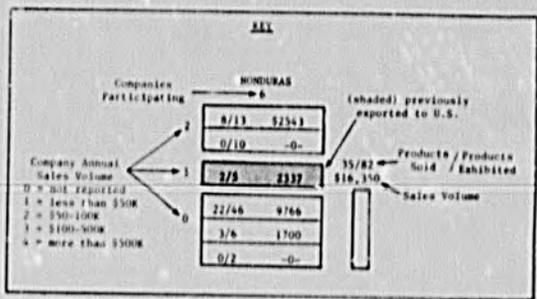
4/4	\$5627
3/3	7151
12/18	4974
2/2	2661
5/8	58,297
3/3	6018
2/2	3423
1/1	3243
1/	1456
4/5	1267
1/1	1200
1/4	742
3/4	448
3/3	236
0/6	-0-
4/6	1525
1/2	805
2/3	774

52/76
\$99,867

JAMAICA
14

11/15	\$1909
5/11	6673
15/15	5974
10/10	2265
14/18	1379
9/9	1282
6/8	4563
12/12	2733
10/11	2291
1/1	395
2/2	103
1/1	66
1/1	58
1/2	34

98/116
\$29,725



Coordinating Role	Gov't. Org.	Private Sector	Private Sector
Sales Role	Company Reps	Coordinator	Coord. & Company Reps
Sales Terms	F.O.B. Dom. Rep.	C.I.F. U.S.A.	F.O.B. Jamaica
New Exporters to US	7	12	11

GUATEMALA
12

2/8	\$3100
2/4	2500
6/16	8900
1/21	6000
11/12	2742
0/6	-0-
11/12	9000
9/13	3000
5/7	800
1/4	30
0/13	-0-
2/2	2176

50/118
\$38,250

HAITI
10

0/9	\$-0-
13/13	5300
0/2	-0-
5/5	15,000
6/7	14,500
9/11	3500
4/4	1660
6/6	4500
10/11	4200
3/3 (w/ Zin d'A)	

33/68
\$48,660

HONDURAS
6

8/13	\$2543
0/10	-0-
2/5	2337
22/46	9766
3/6	1700
0/2	-0-

35/82
\$16,350

Coordinating Role	Gov't. Org.	USAID	Gov't. Org.
Sales Role	Coord & Comp Reps	Company Reps	Coord. & Company Reps
Sales Terms	F.O.B. Guat.	F.O.B. Haiti	F.O.B. Honduras
New Exporters to US	4	6	3

The following paragraphs provide a general analysis of some of the pertinent evaluation criteria.

1. Annual Sales Volume

In the summary chart the companies from each country are grouped according to their annual sales volume (see key). The chart below summarizes the sales performance of companies compared to annual sales volume reported in the original survey. Companies in the 0 group did not report their annual sales volume, those in the 1 group reported \$1-50,000 in annual sales, etc.

Volume	0 no report	1 <50K	2 50-100K	3 100-500K	4 >500K
Number Companies	13	34	15	14	3
Show Sales	\$16,766	\$128,031	\$71,697	\$46,124	\$7581
of Total Companies	16%	43%	19%	17%	4%
of Total Show Sales	6%	47%	26%	17%	3%

There is no apparent correlation between the size of the company in terms of annual sales volume and its reception by the buyers at the Show. None of the sales volume groups sold significantly more or less than any of the other groups that participated. Smaller companies (<\$50,000 in annual volume) did receive a good portion of the sales.

2. Export Experience

Participating companies which had exported to the U.S. prior to the Show are indicated as shaded boxes in the summary chart. Of the 79 companies that participated in the Show, 22 (28%) had previously sold in the U.S. market. Total sales for this group were \$175,361, or 65% of the total for all of the companies. This is a significant amount. Even when the large sales figure of \$58,297 from one company from Costa Rica is excluded, the result shows that 27% of the companies were responsible for 43% of the sales. This indicates that previous export experience could be an important factor for success.

3. Pricing Methods Used

It had been emphasized in all training sessions and materials that buyers at the Show would be reluctant to make purchases unless they had a good idea what the products would cost at a final destination. Nevertheless, as the chart shows, all of the countries except Costa Rica quoted their prices F.O.B. home port (quoted price does not include freight and insurance). This meant that the salespeople had the extra burden of explaining and convincing buyers that the cost of shipping and insuring the goods would not be prohibitive.

Surprisingly, however, the buyers did not seem too concerned about purchasing F.O.B. foreign port. (The exceptional sales results of Costa Rica are more in line with those of the other countries if the success of one company is excluded.) If more C.I.F. pricing (price includes insurance and freight), results may have been even more impressive.

There are several possible reasons for this unexpected willingness of the buyer to order F.O.B. priced products. First, they could have felt that the prices were so favorable in the first place that the addition of shipping and insurance would not significantly affect their final cost. Second, they might have had enough experience themselves with importing to feel comfortable with F.O.B. terms. Third, the assistance provided by the freight forwarder on the floor of the Show may have allayed any fears.

A fourth and more likely reason is that they were simply placing test orders. Since most were dealing with new manufacturers from new countries, they had probably decided to place small orders for attractive products to judge whether there might be any reason to continue doing business with the companies on a larger scale in the future. Buyers were taking a chance with a new company in the first place, the additional risk of buying F.O.B. was not so significant as to change their mind about the purchase.

4. Coordination and Sales Entity Role

The coordinators in each of the countries played crucial roles for the success of their country's participants. In some cases they also performed or assisted in the sales process at the Show (see summary chart). This section will describe each country's coordination and sales activities individually (see Annex for list of people who came to the Show to sell or assist the participants).

COSTA RICA

The work of Banex Trading as in-country coordinator is to be commended. Given the difficult logistical problems of a project of this type, a strong central coordination role is very helpful. Further, having a designer on staff to follow up the work of outside consultants was very positive and bodes well for future projects.

Although Banex Trading served a coordination role in this Project very well and should continue to do so in future projects, it should be noted that there are drawbacks to having one private sector company act as coordinator and sales agent at the early stages of a Project such as this:

1. No other producers are able to participate in the sales training seminars prior to the market and no producers

are able to interact with the buyers at the market, thus eliminating some of the educational value of the Project.

2. Having one sales agent for producers frequently means higher prices for products exhibited, since entities performing services have to cover their own costs and earn a profit.

These two drawbacks are mentioned as reference only and no way reflect upon the work of Banex Trading.

Given the overall results of the Show and the strength of the Banex organization, the advantages to having a strong private sector coordinator act as a sales agent obviously outweighed the drawbacks in Costa Rica. However, before applying this model to other countries in the Caribbean, it should be studied carefully whether or not this sales agent designation should be made at the outset. Factors such as the educational objectives of the country, the strength of the private sector organization and the capabilities of the individual producer should be considered.

DOMINICAN REPUBLIC

The coordination role provided by Cedopex suffered somewhat by the late entry of the Dominican Republic in the Project. Given the timing and circumstances, Cedopex is to be commended.

The Dominican Republic was the only country besides Haiti which did not have the coordinator either acting as sales agent and/or selling its own products. This proved to be effective for the Dominican Republic. The late start probably accounted for perhaps too many companies being represented at the Show, since Atlasia and Cedopex scrambled to find participants in the early trips. More time would allow for the consultants, and coordinator, to be more selective in choosing products and participants for future projects.

GUATEMALA

The in-country logistical coordination and design follow-up provided by CORFINA was effective and commendable. CORFINA was the only example in the Project of a government organization acting as a coordinator and having sales responsibility as well. This can create a cumbersome situation for the coordinating unit; however, it did not logistically appear to hamper CORFINA's efforts.

CORFINA's potential as a marketing organization became evident in this Project, and perhaps CORFINA would benefit from a full time export manager. It should be noted that the pool of exper-

ience and knowledge within CORFINA has been broadened from its participation. This should make future export projects involving CORFINA even more effective.

HAITI

The coordination role provided by USAID Haiti was extremely beneficial to the success of Haitian participation in this Project. Haiti was the only country where AID played such a pivotal role in the overall coordination and the results were very effective.

Whereas in other countries a government organization or a private sector company was entrusted with coordination and may have had sales responsibility as well, the circumstances unique to Haiti made AID's role all the more important. AID's assistance and central support helped Haiti participate more effectively than other countries.

HONDURAS

The in-country logistical coordination and design follow-up provided by CDI was very good and commendable. CDI's connection with producers made it a natural participant. In the Honduran example, having selected a government entity as coordinator seemed to be a good choice.

There did, however, appear to be confusion right up to and during the Show as to who would be the selling agent for CDI's and other participants' products. This created an awkward situation for CDI. Even though it did not seem to impact the overall effort and was perhaps unavoidable, major details such as these should be finalized prior to a show to avoid confusion.

JAMAICA

The work of Wisynco as in-country coordinator was very effective, especially after its late entry into the program. As stated, given the difficult logistical problems of a project of this type, a strong coordination role is very helpful. Further, having a designer on staff as did Wisynco to follow up the work of outside consultants was very positive.

However, having a private sector coordinator trying to serve as coordinator and as sales agent can cause some conflict with experienced companies or organizations, as was the case with Things Jamaican. This information is mentioned as reference only and no way reflects upon the work of Wisynco.

It should also be noted that Things Jamaican participation was welcomed from the outset of the Project, and should have come much earlier. Despite the late decision to participate, exper-

ience should be judged as successful and future projects will benefit from the active support and involvement of Things Jamaican.

E. PARTICIPANT RESPONSE

An informal poll was taken of all participants on the last day of the show. All who exhibited expressed satisfaction with the outcome. Those companies most impressed with the Show results were, not surprisingly, ones who had written the most orders for their products. They returned to their countries with a new challenge of filling export orders to the U.S.

Producers who sold little or no merchandise were also satisfied with their participation, and expressed a desire to return for another Show in the near future. They came away with a new understanding of the market place and the needs of the buyers, as well as many new contacts. They saw many competitive products and learned first-hand how they could make their products more suitable for the U.S. market, either through further modifications or through price adjustments. Each was able to practice and develop valuable sales skills. Everyone was confident that their experience would help them to better prepare themselves for a return visit to a similar market event.

F. BUYER RESPONSE

Two registration booths were set up adjacent to the Caribbean Collection exhibit areas. Buyers were not required to register at these booths, but those that did will be added to the AMC's international mailing list. Approximately 15,000 buyers registered for the overall market. 2,000 of these also registered for the Caribbean exhibit. More than 2,000 buyers attended the Show, but as stated registration was not mandatory and given the openness of the exhibit area it was not possible to monitor effectively the number of buyers. A review of registration cards shows that the people who took the time to register came from 34 different states in the U.S., with the majority having come from 7 states in the Southeast. Foreign representatives registered from Bermuda, Canada, England, the Grand Caymen Islands, Jamaica, Mexico, Uruguay and the Virgin Islands.

Using these cards and the master registration list from the National Gift Market, AMC conducted a telephone survey after the Show to determine the buyer response to the Caribbean Collection (See Annex for Buyer Survey Outline). A total of 123 companies were called, 78 of which were available to give information concerning their reactions to the Show. 63 of these actually went to the Caribbean Collection.

Of those who attended the Caribbean Collection, 55 said that they were very impressed with the overall exhibit and the products displayed. 30 actually purchased goods from the exhibitors, with 18 saying that they had made contacts with producers from whom they plan to buy in the future. All of those telephoned expressed interest in this type of show, and said that they would come to future international shows and buy if they found products suitable for their company.

Responses to telephone calls indicate that buyers who did not come to the Caribbean Show either did not have time to visit the exhibit, or knew that the types of products on display from the Caribbean were not suitable for their store. Typically these buyers come to Atlanta for 1-2 days to visit particular permanent exhibitors with whom they regularly do business. They knew before they arrived who they wanted to see and what they wanted to buy.

Other registrants expressed concern about importing from the Caribbean, a concern which was exacerbated when salespeople quoted prices FOB port of origin, and when shipping costs and procedures were not properly explained to the buyer during discussions. Some of the buyers found that there were not enough qualified sales people available to discuss the products and the various aspects of importing, which again may have added to their uncertainty and made them reluctant to purchase. Despite the amount of training and education which took place over the course of the Project, these buyer responses show that there are further needs for sales and merchandising training sessions.

In summary, the buyers reacted to the Show much as expected for a first time event. The majority liked the Show and were impressed by the products, and they look forward to more shows in the future. However, their own inexperience and uncertainty with importing from the Caribbean, when combined with an apparent inexperience on the part of the selling entity, created too much uncertainty for some to take a chance on making a purchase. This type of uncertainty can only be overcome over time by establishing a credible ongoing market relationship. Those who did buy viewed the attractive handicrafts and gift items as an opportunity to bring unique new products to their customers, but typically were willing only to place smaller test orders either due to lack of producer capacity or in order to evaluate the producers' ability to meet their demand.

COSTA RICA

COMPANY	SIZE	VOL	EXPORT		PROD LINES	LINES SOLD				SALES\$	
			YRS	US		0	1	2	3		TOT
ALFAR GILASOL	1	1	N								
ALICE QUIROS	0	1	N		1	1	0	0	0	1	3243
ARTE Y TRANS-	2	1	N								
ARTESANIA CHILE	1	1	Y								
AURORA FALLAS	0	1	N		1	1	0	0	1	0	1456
BARRY BIESANZ	0	0	N		6	6	2	4	0	0	1525
CERAMICA BONILLA	0	0	N		3	3	1	2	0	0	794
CERAMICA ORIGINAL	1	1	N								
CERAMICA OSSENBACK	1	1	N		4	4	1	3	0	0	448
CORDOBA, CHUIVIOS,	1	1	1								
CORP ARTISTICA	3	3	8	Y	3	3	0	3	0	0	7151
EMERALD HOUSE	1	1	N								
FABRICA DE MUEBLES	2	2	7	Y	2	2	0	1	0	1	2661
FERNANDO JIMENEZ	1	1	N								
GARCIA	2	1	N		6	5	1	1	2	1	1267
IMPARTADORO RAPA	2	2	N								
INCESA STANDARD	0	1	N		2	2	0	1	1	0	3423
JOSE MANUEL ALFARO	1	1	3	Y	3	3	0	2	0	1	6018
LA URUCA	0	1	N		3	3	0	3	0	0	236
M GONZALEZ	0	0	N		2	2	1	1	0	0	805
MARIO PARRA	0	0	N								
MEMBRE "EVE"	1	1	2	Y	8	8	3	5	0	0	58,297
MUEBLES DE CASTRO	3	2	N								
MUEBLES HERMES	1	1	N								
PACO	3	4	Y		5	4	0	1	3	0	5627
SOL & SOL	3	2	8	Y	20	18	6	6	6	0	4974
TAG	2	1	N		6	6	6	0	0	0	-0-
TIERRA EXTRORIA	1	1	10	Y							
URGELLES & PENON	0	0	N								
VACARI	2	1	N		4	4	3	1	0	0	742
VAL VERDE	0	1	N		1	1	0	0	0	1	1200
31 TOTAL			9	6	80	76	24	34	13	5	99,867

SIZE = Company size:

0 = unreported 2 = 11-25 workers
 1 = <10 workers 3 = >25 workers

VOLUME = Annual Sales Volume:

0 = unreported
 1 = <\$50,000
 2 = \$50,000-\$100,000
 3 = \$100,000-\$500,000
 4 = >\$500,000

LINES SOLD = Number Ordered of those exhibited:

0 = no sales 2 = 50-150 units
 1 = 1-50 units 3 = >150 units

COMPANIES MARKED WITH ----- DID NOT PARTICIPATE IN THE SHOW.

DOMINICAN REPUBLIC

COMPANY	SIZE	VOL	EXPORT		PROD LINES	LINES SOLD					SALES\$	
			YRS	US		0	1	2	3	TOT		
AFDC DESIGN	2	2	N		15	13	8	1	3	1	5	4656
ALBINA ALDAVE DE	1	1	N									
ARTESANIA BONSAI	3	3	N		10	5	4	1	0	0	1	500
ARTESANIA DOMINICANA	3	2	12									
ARTESANIA LIME	3	0	1	Y	7	PRODUCTS BROKEN IN TRANSIT						-0-
ARTESANIA STERLING	2	1	Y									
BORDADOS ARTESANALES	3	1	N		5	1	1	0	0	0	0	-0-
CARIBBEAN MARKETING	0	0	N									
CARLA	3	2	Y	Y	4	4	4	0	0	0	0	-0-
CENADARTE	3	1	N		4	4	4	0	0	0	0	-0-
CENTROLUX	0	1	N									
CORPORACION TECNICA	2	3	N		14	13	1	11	1	0	12	9000
DEMURALCO	2	0	N		9	6	6	0	0	0	0	-0-
DOMECO	2	1	1		4	3	3	0	0	0	0	-0-
ESTER PEREZ	1	1	N		2	2	0	1	1	0	2	250
FUNDACION DOM. DE	3	3	4	Y	9	9	8	0	1	0	1	5000
GIRASOLES	1	0	N		3	3	3	0	0	0	0	-0-
INSTITUTO AGRARIO	2	1	N		4	2	2	0	0	0	0	-0-
J.M. PACHECO	2	3	N		7	7	0	7	0	0	7	500
JOSEFUA BAUER	1	1	N		1	1	0	1	0	0	1	1500
JOYAS CRIOLLAS	3	3	3	Y								
LAS TRES HERMANAS	0	0	N		4	1	1	0	0	0	0	-0-
LUDAGO	1	1	N									
MULIERES APLICADAS	3	1	N		9	6	2	0	0	4	4	20,404
PROMOCIONES P & M	2	0	N		30	23	23	0	0	0	0	-0-
ROSA CABALLERO'S	2	1	N		3	3	3	0	0	0	0	-0-
26 TOTAL			7	4	144	106	74	22	5	5	32	37,310

SIZE = Company size:

- 0 = unreported
- 1 = <10 workers
- 2 = 10-25
- 3 = >25

VOLUME = Annual Sales Volume:

- 0 = unreported
- 1 = <\$50,000
- 2 = \$50,000-\$100,000
- 3 = \$100,000-\$500,000
- 4 = >\$500,000

LINES SOLD = Number Ordered of those exhibited:

- 0 = no sales
- 1 = 1-50 units
- 2 = 50-150 units
- 3 = >150 units

COMPANIES MARKED WITH ----- DID NOT PARTICIPATE IN THE SHOW.

GUATEMALA

COMPANY	SIZE	VOL	EXPORT		PROD LINES	LINES SOLD				TOT	SALES\$	
			YRS	US		0	1	2	3			
ALIANZA PARA	3	1	N		9	7	2	5	0	0	5	800
ARTESANIAS VILEMA	1	1	N									
BAZAR MONTUFAR	2	3	3	Y	9	8	6	0	1	1	2	3100
CENTRO NACIONAL DE	3	2	8	Y	21	21	20	0	0	1	1	6000
CERAMICA MONTIEL E	1	1	N									
COMERCIALIZACION	1	1	N		13	13	13	0	0	0	0	-0-
CORFINA	3	2	1	Y	14	12	1	11	0	0	11	2742
EL QUETZAL	1	1	3	Y	14	13	4	8	1	0	9	3000
GALERIA LA MONTANA	0	0	N		2	2	0	1	1	0	2	2176
LA YESERA	2	1	50		6	4	3	1	0	0	1	30
MODIANE "NEBAJ"	3	3	10		4	2	0	1	1	0	2	2500
NONA'S	2	2	8	Y	6	6	6	0	0	0	0	-0-
PALOPO	0	3	3	Y								
PARQUE ARTESANA	0	0	N									
POPOL VUH	0	0	N									
TIENDA POLOCHIC	0	0	7	Y								
UNICORNIO	3	1	4	Y	12	12	1	8	1	2	11	9000
ZOO	1	2	2	Y	21	16	10	3	2	1	6	8900
18 TOTAL			11	9	131	118	66	38	7	5	50	38,150

SIZE = Company size:

- 0 = unreported
- 1 = <10 workers
- 2 = 10-25
- 3 = >25

VOLUME = Annual Sales Volume:

- 0 = unreported
- 1 = <\$50,000
- 2 = \$50,000-\$100,000
- 3 = \$100,000-\$500,000
- 4 = >\$500,000

LINES SOLD = Number Ordered of those exhibited:

- 0 = no sales
- 1 = 1-50 units
- 2 = 50-150 units
- 3 = >150 units

COMPANIES MARKED WITH ----- DID NOT PARTICIPATE IN THE SHOW.

HAITI

COMPANY	SIZE	VOL	EXPORT		PROD LINES	LINES SOLD				TOT	SALES\$	
			YRS	US		0	1	2	3			
CARLOS	3	3	Y		14	13	0	7	6	0	13	5300
COHAN	3	2	10	Y	6	4	0	4	0	0	4	1660
DE VANDEGIES	1	1	N		11	11	1	10	0	0	10	4200
FOREIGN ACCENTS	3	4	5	Y	12	9	9	0	0	0	0	-0-
QAYRA POTTERY	3	2	1	Y	11	7	1	2	1	3	6	14500
GINGERBREAD	3	0	2	Y								
HAITI METAL	3	4	10	Y								
MORO	2	1	N		8	6	0	1	0	5	6	4500
MAPEX, S.A.	3	4	42	Y								
SOCIETE D'ARTISANAT	3	2	3		11	11	2	9	0	0	9	3500
SOHVA	3	4	8	Y								
TAGCART	3	3	8	Y	4	2	2	0	0	0	0	-0-
ZIN D'ART	0	2	N		12	5	0	4	0	1	5	15000
ZIN D'ART (MOUSSON)	0	0	N		5	3	Figures included in Zin d'Art figures (above)					
13 TOTAL			10	8	89	68	15	37	7	9	53	48,660

SIZE = Company size:

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- 1 = <10 workers
- 2 = 10-25
- 3 = >25

VOLUME = Annual Sales Volume:

- 0 = unreported
- 1 = <\$50,000
- 2 = \$50,000-\$100,000
- 3 = \$100,000-\$500,000
- 4 = >\$500,000

LINES SOLD = Number Ordered of those exhibited:

- 0 = no sales
- 1 = 1-50 units
- 2 = 50-150 units
- 3 = >150 units

COMPANIES MARKED WITH ----- DID NOT PARTICIPATE IN THE SHOW.

HONDURAS

COMPANY	SIZE	VOL	EXPORT		PROD LINES	LINES SHOWN	LINES SOLD				TOT	SALES\$
			YRS	US			0	1	2	3		
C.D.I.	0	0	N		46	46	24	17	4	1	22	9766
KELLY TOYS	1	0	N		2	2	2	0	0	0	0	-0-
LESANDRA	1	2	2	N	13	13	5	8	0	0	8	2543
PRODUCTOS ARTISTICOS	1	1	3	I	5	5	3	2	0	0	2	2337
TABOR INTERNATIONAL	0	0	N		6	6	3	3	0	0	3	1700
TALLORES LARDIZABAL	2	2	1	N	10	10	10	0	0	0	0	-0-
6 TOTAL			3	1	82	82	47	30	4	1	35	16,350

SIZE = Company size:

- 0 = unreported
- 1 = <10 workers
- 2 = 10-25
- 3 = >25

VOLUME = Annual Sales Volume:

- 0 = unreported
- 1 = <\$50,000
- 2 = \$50,000-\$100,000
- 3 = \$100,000-\$500,000
- 4 = >\$500,000

LINES SOLD = Number Ordered of those exhibited:

- 0 = no sales
- 1 = 1-50 units
- 2 = 50-150 units
- 3 = >150 units

COMPANIES MARKED WITH ----- DID NOT PARTICIPATE IN THE SHOW.

JAMAICA

COMPANY	SIZE	VOL	EXPORT		PROD LINES	LINES SHOWN	LINES SOLD				TOT	SALES\$
			YRS	US			0	1	2	3		
ACE WOODWORK	0	1	N		12	12	0	8	4	0	12	2733
ALLSIDES	3	3	N		20	18	4	14	0	0	14	1379
CRAFT COTTAGE	1	1	N		7	2	0	1	1	0	2	103
CRAFT MARKET	0	1	N									
FAIRWAY FURNITURE	0	2	N		8	8	2	4	2	0	6	4563
J.A.M.H.C.	0	1	N		11	11	1	7	2	1	10	2291
MAGIC HOME/MAGIC	2	3	5	Y	14	10	0	8	2	0	10	2265
ROPER CRAFTS CENTER	0	1	N		2	2	1	1	0	0	1	34
THINGS JAMAICAN	3	3	N		13	11	6	3	2	0	5	6673
WICKER WONDERLAND	3	3	5	Y	16	15	0	8	6	1	15	5974
WISYNCO	0	4	N		24	15	4	9	2	0	11	1909
WISYNCO (ALVIN)	0	1	N									
WISYNCO (BELLAND)	0	1	N		1	1	0	1	0	0	1	58
WISYNCO (EMBI)	0	1	N		1	1	0	0	1	0	1	66
WISYNCO (HELICON(A))	0	1	N									
WISYNCO (HUBERT)	0	1	N									
WISYNCO (MISS E.)	0	1	N									
WISYNCO (MONEY)	0	1	N		1	1	0	0	1	0	1	385
WOLFGANG HOWE LTD	2	2	5	Y	9	9	0	9	0	0	9	1282
19 TOTAL			5	3	139	116	18	73	23	2	98	29,725

SIZE = Company size:

- 0 = unreported
- 1 = <10 workers
- 2 = 10-25
- 3 = >25

VOLUME = Annual Sales Volume:

- 0 = unreported
- 1 = <\$50,000
- 2 = \$50,000-\$100,000
- 3 = \$100,000-\$500,000
- 4 = >\$500,000

LINES SOLD = Number Ordered of those exhibited:

- 0 = no sales
- 1 = 1-50 units
- 2 = 50-150 units
- 3 = >150 units

COMPANIES MARKED WITH ----- DID NOT PARTICIPATE IN THE SHOW.

IV. CONCLUSIONS AND PRELIMINARY RECOMMENDATIONS FOR SUBSEQUENT MARKETING/ PRODUCT DEVELOPMENT INITIATIVES IN THE CARIBBEAN BASIN

A. CONCLUSIONS

As referenced previously, a number of benefits tangible and instructive accrued to each participating country and manufacturer. The most significant result is the enhanced ability over time of each participating producer to effectively and independently participate in the U.S. marketplace. The program's specific focus on individualized design and marketing assistance is critically important. Other benefits include:

- Specific product design assistance for both short and long-term sales efforts.
- Improved awareness of U.S. sales and marketing practices.
- Heightened buyer awareness of Caribbean Basin products and capabilities.
- Business contacts for future sales.
- Possibility of development of U.S. sales representation.
- Cost effective entry into an established U.S. marketplace.
- Investment in a technique which can be used to expand market penetration beyond the Southeast.

It should be noted that while the volume of on-site sales can be significant and is certainly an important barometer of success, the size of immediate sales should not be over-emphasized. A great number of variables such as economic conditions, the strength of the dollar, product quality, price points of products, buyer reaction, and regulatory issues affect total sales.

The impact of participation in the Project can be judged in many ways. Promotion, display, organization, design development work, and on-site salesmanship are all just a few of the factors which contributed to the success, or lack thereof, of participants.

Overall, pricing policies which made it easier for buyers to purchase merchandise and therefore be more assured of final landed prices proved to be more successful for most participants. In addition, on-site selling flexibility (price, quantity, etc.) aided everyone's efforts.

The impact of design work can only be partially reflected in the amount of products and companies assisted and the sales results of these products and companies. Of course, other factors such as pricing, logistics, experience of companies, quality, etc. also impact the relative appeal of individual products.

In summary, the sales results show that the export experience of participants will considerably be enhanced by this Project. This is apparent in comparing the size of orders to the annual sales volumes and export experience of individual companies (See Chart).

The relative size of orders may be small, but that is due more to buyers testing credibility of product and producers in a first time market event. Market buying is seasonal, cyclical, and ever changing. Buyers will be waiting to see if producers will be shipping good quality products on a timely basis before large orders will be placed. Building effective market credibility is the key success factor.

As important as credibility is, so too is the educational aspect of the Project. Participants in this first-time program were exposed to many new concepts and ideas in a very short period of time. This education process, learning how to export, needs to be continued and reinforced. Much was accomplished in this area, and participants now have a good foundation, but further work in product development, merchandising, and overall salesmanship needs to be done. There is no substitute for bringing well-prepared, energized participants to a Show to experience the dynamics of the marketplace and to interact with buyers.

The ultimate success of a project such as this can only be judged when participants 1) recognize what they have to do to export effectively to the U.S. market and 2) then carry out their export plans. The first objective will only be accomplished over time in the appropriate forum and with the proper experiences. The second objective, involves creating the proper opportunities for companies in the developing countries to pursue markets that would otherwise be outside their reach.

It is recommended below that all countries participate in future shows in the AMC. This will allow for the continued establishment of these companies and countries as reputable suppliers in the eyes of the U.S. buyers, eventually reaching a self-sustaining stage where assistance from AID, the AMC and Atlasia International is no longer necessary. Contacts must be pursued and credibility established effectively in the gift industry over a proper period of time. Time will allow for new companies and products to be tested in the marketplace. From all indications, participation in this project was a success; it should be built upon in the future.

B. RECOMMENDATIONS

Given the above conclusions, all six countries should participate together in a January, 1985 Gift Show in the Atlanta Market Center. This will allow producers to establish further credibility in the marketplace quickly and also allow for ongoing production and design assistance on orders recently taken at the July, 1984 Show and on prospective products for future shows. At this writing, it is felt that this January, 1985 effort should involve the same six Caribbean Basin countries.

In addition, all countries should participate in the July, 1985 Gift Show. Participation would not necessarily be a part of a six country effort, unless a January, 1985 collective effort is not possible.

Further, after July, 1984 all countries should continue to participate in Atlanta shows but not necessarily as part of a six country effort.

It is further recommended that the AMC, Atlasia International, USAID and proper officials in each country explore similar types of projects for other industries.

The approximate cost of the recommended program would depend on the level of support from USAID Washington and participation from the six countries.

V. ANNEX

ANNEX

- I. Scope of Work - AMC/USAID CONTRACT
- II. Seminar Materials
 - A. Welcome Letter and Schedule
 - B. List of Participants
 - C. Training Materials
 - D. Questionnaire and Response
 - E. Seminar Participation Certificate
- III. Advertisements
- IV. Brochure
- V. Telemarketing Campaign Script
- VI. Photos of Display
- VII. Survey Sheets and Information Print-outs
- VIII. List of Participants
- IX. Buyer Survey Outline
- X. Press Clip Book

AMC/USAID CONTRACT

ARTICLE I - STATEMENT OF WORK

A. Background:

The Atlanta Market Center performed a survey of 106 giftware and handicraft product categories producer by six Caribbean Basin countries for the purpose of promoting the export of such products to United States markets, under Contract No. 598-0169-C-00-3071-00, August 15, 1983.

B. Purpose:

The objective of this contract is to promote the export of Caribbean Basin giftware and handicraft products to the United States at the Atlanta Market Center annual gift show.

C. Scope of Work

In fulfillment of the above objective, the Contractor shall provide technical assistance and facilities to promote giftware and handicraft products from Caribbean Basin countries; specifically Costa Rica, Honduras, Jamaica the Dominican Republic, and Haiti; in a "Caribbean Show" in connection with the annual National Gift Market Show held by the Contractor in Atlanta, GA in July, 1984.

The Contractor shall field a design team in each of the above countries to advise manufacturers of those products identified in the above survey which would benefit from some design modification prior to the export to U.S. markets. Follow-up field trips shall be made as required, to provide additional assistance to manufacturers, as needed, and to review design modifications made, make final product selection and advise on product shipping and logistical issues.

The Contractor shall host a marketing seminar in its Atlanta, GA facilities to prepare the producers and brief host country representatives for sales activities at the National Gift Market Show. The participants shall be given on intensive review of sales, export, display, and distribution issues relevant to participating in the show.

As part of a pre-market promotion campaign, the Contractor shall (a) undertake two major direct mail efforts directed towards a 20,000 buyer audience; (b) prepare a four color show prospectus; (c) mail special invitations to key buyers; (d) undertake two months of direct calls to buyers in the Southeastern U.S.; (e) undertake a one month telemarketing campaign; and (f) provide related public relations support, including press releases, press kits, press receptions, a visit to New York City industry publication editors, local media contacts and clip books.

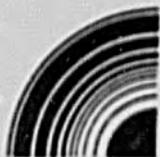
During the July Gift Market Show itself, the Contractor shall provide up to 5,000 square feet of display space plus a professionally designed "Caribbean Show" which shall respect individual country identities. The Contractor's support for the "Caribbean Show" shall include, but not be limited to, the following: pass out materials; signage; banners; directory; lighting; refreshments; furnishings; product preview for dignitaries and key buyers; key buyer orientation/reception; five on-site sales coordinators to assist in order taking and the facilitating of buyer contact; press conference and press room; computerized buyer registration; 24-hour security; set-up/tear-down of display; packing and unpacking of materials; house-keeping and clean-up; and other on-site labor (electrician, material runner, etc.) as needed.

The AID Missions in Costa Rica, Haiti, the Dominican Republic, Jamiaca and Honduras will be responsible for developing the local organizational structure and providing the necessary support to plan, implement and coordinate the local activities required to comply with the time frame set by the Contractor. Participating manufacturers and country sales representatives will be required to invest the necessary time and resources to develop sample products for the July Gift Market and they will be expected to attend the Contractor sponsored marketing seminar and Gift Market Show itself in Atlanta at their own expense. Participating manufacturers will also be required to invest the necessary time and resources to develop the appropriate quantity and quality production capacity needed to respond promptly to anticipated orders from the Gift Market Show.

D. Reports

A final report shall be submitted by September 30, 1984 (fifteen copies shall be sent to each of the participating countries and 30 copies should be sent to AID/Washington). The report shall include a shall review and evaluation of project activities and results as they relate to the stated purpose and terms of reference, including: copies of all training and promotion materials, the press clip book and a complete buyer registration printout (to be made available under separate cover as soon as possible to each participating manufacturer). The final report shall also include the results of a Contractor survey of buyers attending the Caribbean Show to ascertain interest, awareness and future intent. Finally, the report shall recommend a plan of action for expanded sales effort by participating manufacturers.

Atlanta Market Center



Atlanta
Apparel Mart



Atlanta
Merchandise Mart



Atlanta Decorative
Arts Center

Greetings and Welcome to Atlanta

We have organized what we feel will be an informative and enjoyable three day program to help familiarize you with the Atlanta Market Center and the procedures for selling through the Gift show. It is our hope that by the end of the program everyone will know exactly what they must do over the next few months to insure that the activities in July will be a great success.

In this information packet you will find:

Two Brochures describing the Atlanta Market Center;

A map of the city and the downtown area, with the Hotel and the Market Center highlighted in yellow;

A schedule of activities for the program;

A directory for the gift show and the temporary exhibits, similar, though much smaller, than the one to be produced in July. Please note that inside the directory is a floor plan of each of the floors where gifts are displayed as well as of the Apparel Mart where the Caribbean exhibit will be set up in July;

A program of activities which the Market Center sponsors for buyers attending the Gift Show, which you may attend where it does not conflict with our program;

A timetable for the individual consultations;

A list of information booklets on aspects of exporting which may be reviewed and ordered during the individual consultations Sunday afternoon and Monday morning;

A listing of the types of products included in the gift industry;

We will be preparing a list of participants and speakers to be distributed during the show. To help compile this list, please bring one of your business cards to the first meeting of the seminar on Saturday morning. Also, if you have brought any samples of your products please bring them along to this meeting. It would be helpful if you attached a business card to each sample you have.

I am the project coordinator for the Atlanta Market Center. If you have any questions or problems, please do not hesitate to ask.

Edwin Lochridge

Edwin Lochridge.
Director of International Development

SCHEDULE

AMC/US-AID MARKETING SEMINAR

March, 1984

<u>DATE & TIME</u>	<u>ACTIVITY</u>	<u>PLACE</u>
FRIDAY, MARCH 16	Participants check in, Peachtree Plaza Hotel. Review information package received on arrival.	
<u>SATURDAY, MARCH 17</u>		
8:30 a.m.	Meet Edwin Lochridge at Hotel Registration Desk on the 5th floor for walk to meeting room.	
9:00 a.m.	<u>Welcome</u> , introduction of speakers and participants. Review of seminar schedule.	Bordeaux Room, 22 floor - Atlanta Merchandise Mart
9:15 a.m.	<u>What is the AMC/AID Project?</u> Review of the project from its inception. We will discuss the goals of the project and the benefits that we feel will result to those involved. Then we will review the three phases of the project, and discuss the progress we've made to now.	
9:45 a.m.	<u>What is the Atlanta Market Center?</u> Here we will outline the function of the Atlanta Market Center and discuss its structure, including the types of products sold through the Center and the types of services provided to both buyers and sellers by the Center's Management.	
10:05 a.m.	<u>Break</u>	
10:20 a.m.	<u>The Gift Industry.</u> A discussion of the gift industry in the U.S., including the types of products typically sold as gifts, the size of the market, the cycles and seasons in which most of the gifts are purchased, and the ways that gifts are presented to the buyer. This discussion is to prepare the participants for a tour of the Market Center.	

<u>DATE & TIME</u>	<u>ACTIVITY</u>	<u>PLACE</u>
11:00 a.m.	<u>Tour.</u> This will include a look at a typical furniture display floor and a typical floor covering display floor before proceeding through the gift floors and exhibits of the Gift show in progress. We will finish with a tour of the area in the Apparel Mart where the Caribbean gifts will be displayed at the show in July.	
12 noon	<u>Lunch.</u>	Jonathans 22 floor AMM
1:30 p.m.	<u>Key Issue Review.</u> We will review relevant Sales, Export, Distribution and Display issues to prepare for the show in July.	
1:35 p.m.	Production - Edwin Lochridge will review the need for production consistency and cost analysis.	
1:45 p.m.	Financing - Ms. Barbara Kennedy of Manufacturers Hanover will discuss the methods exporters use to finance their sales transactions.	Bordeaux Room
3:00 p.m.	<u>Break.</u>	
3:15 p.m.	Transportation - Mr. Carlos Martel of The Multi-source Groups will discuss the issues involved in transporting the finished product from your facility to the buyers door, and how the costs must be incorporated when calculating sales price.	Bordeaux Room
4:15 p.m.	<u>Review.</u>	
5:00 p.m.	Reception, World Trade Club	World Trade Club
6:00 p.m.	<u>Adjourn.</u>	
<u>SUNDAY, MARCH 18</u>	Concentration on Sales Strategy issues relating to the July Show specifically.	
8:00 a.m.	Breakfast on your own.	

<u>DATE & TIME</u>	<u>ACTIVITY</u>	<u>PLACE</u>
9:00 a.m.	<u>The Buyers.</u> A description of the different categories of buyers - who they represent, what type of order they will place, and what they expect from you, the seller.	
9:45 a.m.	<u>Sales Strategy.</u> Details about the transaction with buyer - Terms and conditions, delivery expectations, purchase forms, credit, etcetra.	Bordeaux Room
10:30 a.m.	<u>Break.</u>	
10:45 a.m.	<u>Checklist for Phase III.</u> We will outline the tasks we all face in preparation for the July Show.	Bordeaux Room
11:45 a.m.	<u>Lunch</u> - on your own.	
12:45 p.m.	We will spend the afternoon in individual consultations with each individual group to discuss problems or questions relating to the project. While not in consultation the groups should tour the on-going gift show to learn as much as possible about product presentation and buyer/seller interaction. It would also be helpful to tour some of the local retail establishments to see how the product reaches the final consumer.	
<u>MONDAY, MARCH 19</u>		
9:00 a.m.	Continue consultations and facility tours.	
10:30 a.m.	Mike Deal, Project Coordinator, USAID, Washington, P.C.	Bordeaux Room
11:00 a.m.	Plans for Caribbean Week. Richard Stogner, Chief, Economic Development, City of Atlanta.	
11:30 a.m.	<u>Meet the Press.</u> News and Trade Press will meet with participants and hear presentations by Mike Deal, Richard Stogner, and Sam Williams.	

INDIVIDUAL CONSULTATIONS

SUNDAY, MARCH 18

1:30	All Project Coordinators
2:00	Honduras
2:45	Dominican Republic
3:30	Haiti
4:15	Guatemala

MONDAY, MARCH 19

9:00	Jamaica
9:45	Costa Rica

Caribbean Marketing Seminar

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March 1984

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March 1984

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TRAINING MATERIALS

PRODUCT CATEGORIES COMMON TO THE
UNITED STATES GIFT INDUSTRY

1. Wall Decor - this category includes items used in a home for decorative purposes that would adorn a wall. By price or size some items in this category would be considered gifts and some items would be considered the furniture industry.
 - . pictures
 - . baskets
 - . wall sculpture
 - . wall hangings/textiles
2. Lamps - this category is defined as gifts when price, styling, or function separates lighting from the furniture industry or the office supply industry.
3. Glassware - almost any item made from glass can be a gift item. The category would "overlap" or duplicate many of the following categories.
 - . art glass (a specific and precise form of artistry most closely associated with the 1880-1920 period, recently revived, and identified with the original Lalique and Tiffany family artisans).
 - . artware (those collectible and artistic endeavors without utilitarian function and whose craftsmanship transcends the commonplace)
 - . housewares (glassware of low quality and cost which is usually used in kitchen and/or food purposes, i.e.: canisters, glass dinnerware, inexpensive stemware, etc.).
 - . barware (stemware specifically designed for cocktail purposes rather than dining purposes).
 - . stemware (goblets, wine glasses, etc. for use on the table).
4. Collectibles/Statuary/Figurines - that merchandise which has no functional purposes and is purchased for aesthetic appeal and/or resale value. Most merchandise within this category would be glass, ceramics/china/porcelain, and metal sculptures.
5. Housewares/Gourmet - that merchandise that is used for food preparation, food service, or actual specialty foods. It is not a gift item if it is strictly utilitarian. It is not a gift if it is an appliance. It must be of high style and/or adornment and/or quality to be part of the gift industry and removed from the basic housewares industry.
 - . cutlery (knives, etc. used for food preparation)

Page - 2 -
Product Categories
Gift Industry

- . gadgets (all kitchen non-appliance food preparation utensils)
 - . woodenware (cannisters, salad bowls, wooden spoons, cutting boards, recipe boxes, etc.).
 - . better cookware
 - . utilitarian glassware
 - . specialty food/spices (there is specific division between the gift industry and the fancy food industry. Gift industry foods are usually marketed under known designer labels or other high-visibility names).
 - . barware/ice buckets
6. Handicrafts
7. Fashion Accessories - a category that overlaps the apparel industry and could be considered either gifts or apparel.
- . totebags
 - . briefcases/attaches
 - . umbrellas
 - . key chains
 - . costume jewelry
 - . leather goods (wallets, cigarette cases, key cases, eyeglass cases, etc.)
8. Metalware
- . brassware (which could include better brass hardware).
 - . copper (almost anything made in copper would be a gift item).
 - . silver/silverplate (all items)
 - . pewter (all items)
9. Floral Supply - those items used regularly by florists for resale in existing states or for use in combination with other items to make floral arrangements.
- . dried plants and flowers
 - . fabric flowers
 - . cache pots
 - . jardinières
 - . baskets
 - . vases
 - . other containers
10. Trim-a-tree - the category of goods taht involves specifically seasonal merchandise both for use to decorate a Christmas tree and to decorate the home.
- . Christmas tree ornaments

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Product Categories
Gift Industry

- . (Christmas tree lights
- . outdoor lights
- . other miscellaneous seasonal decorations

11. Stationery

- . everyday greeting cards/notes
- . Christmas greeting cards
- . gift wrap
- . ribbon
- . social stationery (that stationery which is intended for personal use rather than that which is intended for business purposes)
- . candles
- . candle accessories (wick-trimmers, snuffers, bobeches, etc.)
- . souvenir/resort/novelty merchandise

12. Hobbies/Toys/Games

13. Tabletop - everything that goes on top of the table for eating purposes)

- . stemware (glassware which is used for drinking purposes)
- . dinnerware (ceramic, stoneware, ironstone, cl. bone china, and porcelain dishes and holloware)
- . flatware (silver, silverplated, pewter, and stainless steel eating utensils other than cutlery).
- . table linens (placemats, napkins, and runners)

14. Bed/Bath/Linen - a category of goods that can be gifts, furniture, or textiles depending upon the function, style, price, exclusivity, etc.

- . house scents/potpourri
- . pomanders (the containers for potpourri)
- . fingertip/guest towels
- . dish towels
- . soaps
- . soap dishes
- . toiletries
- . vanity trays/plateaus
- . wicker items (other than furniture, specifically for the bathroom or dressing area)

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Product Categories
Gift Industry

- . quilts/afghans/bedspreads/canopies (where price exclusivity and styling separates these from the furniture industry or the textile industry. It usually implies one-of-a-kind, handmade items to be gift items.)

ATLANTA MARKET CENTER



**MANUFACTURERS HANOVER INTERNATIONAL
BANKING CORPORATION**

SUITE 1800, 230 PEACHTREE STREET, N.W. ATLANTA, GEORGIA 30303 U.S.A.

METHODS OF PAYMENT

Presentation to

US-AID MARKETING SEMINAR

March 17, 1984

by

Barbara N. Kennedy, Vice President and Deputy Manager

Nerv White-Spunner, Assistant Vice President and Operations Manager

METHODS OF PAYMENT

**RISK FACTORS
RISK MATRIX**

- I. CASH IN ADVANCE**
- II. LETTERS OF CREDIT**
- III. DOCUMENTARY COLLECTIONS**
- IV. OPEN ACCOUNT**



Every transaction involves a buyer and a seller, a suitable product, credit or payment terms and shipping details.

Aspects to be considered when choosing a method of payment:

COMMERCIAL RISK: CREDIT risk of individual, corporation, or institution (Bank).

POLITICAL RISK: Exchange control, Restrictive Policies, Expropriation, War, Riots, Civil Commotions (Currency: Licensing, Dollar Reserves Convertability of Currency, Fluctuation of Exchange Rates)

WHEN DOES THE SELLER GET PAID?

WHEN DOES THE BUYER TAKE POSSESSION OF GOODS?

WHAT RISKS DO THE SELLER AND BUYER TAKE?

A RISK MATRIX FOR INTERNATIONAL TERMS OF PAYMENT

<u>METHOD</u>	<u>USUAL PAYMENT TIME</u>	<u>GOODS AVAILABLE TO BUYER</u>	<u>RISK TO SELLER</u>	<u>RISK TO BUYER</u>
<u>CASH IN ADVANCE</u>	BEFORE SHIPMENT	AFTER PAYMENT	NONE	<u>COMM'L</u> : MUST RELY ON SELLER TO SHIP AS ORDERED <u>POLITICAL</u> : COUNTRY FROM WHICH SHIPMENT IS BEING MADE
<u>LETTERS OF CREDIT</u> CONFIRMED BY BANK	AFTER SHIPMENT- UPON PRESENTATION OF DOCUMENTS TO BANK	SAME	<u>COMM'L</u> : MINIMAL. DEPENDS ON CONFIRMING BANK <u>POLITICAL</u> : COUNTRY OF CONFIRMING BANK	<u>COMM'L</u> : ASSURES SHIPMENT IS MADE BUT RELIES ON INTEGRITY OF SELLER FOR GOODS SHIPPED <u>POLITICAL</u> : NONE
UNCONFIRMED	SAME	SAME	<u>COMM'L</u> : DEPENDS ON OPENING BANK <u>POLITICAL</u> : COUNTRY OF OPENING BANK	SAME
<u>DOCUMENTARY COLLECTION</u> <u>SIGHT DRAFT</u> (DOCUMENTS AGAINST PAYMENT) (D/P, CAD)	ON PRESENTATION OF DRAFT/DOC. TO BUYER	AFTER PAYMENT TO PRESENTING BANK	<u>COMM'L</u> : DEPENDENT ON BUYER TO PAY <u>POLITICAL</u> : COUNTRY OF BUYER	SAME AS ABOVE UNLESS BUYER CAN INSPECT GOODS BEFORE TAKING UP DOCUMENTS
<u>TIME DRAFT</u> (DOCUMENTS AGAINST ACCEPTANCE) (D/A)	AT MATURITY OF DRAFT	BEFORE PAYMENT, BUT AFTER ACCEPTANCE	<u>COMM'L</u> : DEPENDENT ON BUYER TO HONOR DRAFT <u>POLITICAL</u> : COUNTRY OF BUYER	SAME AS ABOVE
<u>OPEN ACCOUNT</u>	AS AGREED BETWEEN BUYER/SELLER- USUALLY BY INVOICE	BEFORE PAYMENT	<u>COMM'L</u> : DEPENDENT ON BUYER TO PAY HIS ACCT. <u>POLITICAL</u> : COUNTRY OF BUYER	NONE

CASH IN ADVANCE

USUAL PAYMENT TIME:	BEFORE SHIPMENT
GOODS AVAILABLE TO BUYER:	AFTER PAYMENT
RISK TO SELLER:	COMMERCIAL: NONE POLITICAL: NONE
RISK TO BUYER	COMMERCIAL: MUST RELY ON SELLER TO SHIP AS ARRANGED POLITICAL: COUNTRY FROM WHICH SHIPMENT IS BEING MADE.

I CASH IN ADVANCE

From the seller's point of view, cash in advance is by far the best and safest method of payment if the buyer's credit is doubtful. If the seller is having to fabricate a product especially for the buyer and front end costs are to be incurred, cash in advance is the best means of payment. Payments may be staggered (Progress payments) in time with the development of the product. This way the buyer has an "investment" in the product.

Also, cash in advance may be the only suitable means for the buyer if a strong "seller's market" exists. The traditional law of supply and demand puts the exporter in a favorable position. However, with today's competition, this form of payment is generally impractical.

From the buyer's point of view, cash in advance is the riskiest method of payment. Once payment has been made he takes the risk that the seller does not ship the goods ordered, or if prohibited by government restrictions, is not allowed to ship the goods.

Cash in advance is usually in the form of a BANK DRAFT or a CABLE/WIRE TRANSFER.

(SUGGESTION: WIRE TRANSFERS SHOULD BE USED FOR LARGE AMOUNTS, KEEPING IN MIND CABLE EXPENSES. DETERMINE FOR WHOSE ACCOUNT THESE CHARGES ARE IN THE SALES CONTRACT).

LETTERS OF CREDIT

CONFIRMED BY BANK

USUAL PAYMENT TIME:	AFTER SHIPMENT, UPON PRESENTATION OF DOCUMENTS TO PAYING BANK
GOODS AVAILABLE TO BUYER:	AFTER PAYMENT, UPON RECEIPT OF DOCUMENTS
RISK TO SELLER:	COMMERCIAL: MINIMAL, DEPENDS ON CONFIRMING BANK POLITICAL: COUNTRY OF CONFIRMING BANK
RISK TO BUYER:	COMMERCIAL: ASSURES SHIPMENT IS MADE BUT RELIES ON INTEGRITY OF SELLER FOR GOODS SHIPPED POLITICAL: NONE

UNCONFIRMED

USUAL PAYMENT TIME:	AFTER SHIPMENT, UPON PRESENTATION OF DOCUMENTS TO BANK
GOODS AVAILABLE TO BUYER:	AFTER PAYMENT, UPON RECEIPT OF DOCUMENTS
RISK TO SELLER:	COMMERCIAL: DEPENDS ON OPENING BANK POLITICAL: COUNTRY OF OPENING BANK
RISK TO BUYER	COMMERCIAL: ASSURES SHIPMENT IS MADE BUT RELIES ON INTEGRITY OF SELLER FOR GOODS SHIPPED POLITICAL: NONE

II LETTERS OF CREDIT

A Letter of credit is a letter from a bank addressed to a seller on behalf of a buyer. The letter tells the seller specific conditions with which he must conform in order to be paid. In a nutshell, the bank is substituting its creditworthiness for the buyer's creditworthiness.

A Letter of credit <u>IS NOT</u>	a blanket guarantee of payment.
A Letter of credit <u>IS NOT</u>	a specific amount of money set aside to pay the buyer.
A Letter of credit <u>IS NOT</u>	solely subject to the seller's compliance with terms and conditions of the <u>sales contract</u> .

Most Letters of credit are available on a sight draft basis. With a sight draft the seller would get paid as soon as documents are presented in order to the paying bank. (Giving the bank a reasonable period of time to examine the documents.) Credits can be available on a time basis, usually by means of a time draft. Most time drafts are for terms of 30, 60, 90, 120 or 180 days. If documents are presented in order, the draft would be accepted by the bank to mature on a fixed maturity date. At maturity the bank would remit funds to the seller

With an unconfirmed letter of credit the seller can look only to the opening bank for payment. There is no obligation on the part of any advising bank to make payment to the seller. The only responsibility the advising bank has to the seller is to take reasonable care in verifying the authenticity of the credit which it advises.

Under an unconfirmed letter of credit, the seller looks solely to the opening bank for payment, therefore the political risk to be considered is that of the country of the opening bank. Until the opening bank accepts the documents and payment is made by them there is always a risk that the opening bank will not, or may not be able to, honor the draft.

Under a letter of credit confirmed by a bank in the country of the seller, he has the additional engagement of the confirming bank to make payment. The exporter must consider the strength and capability of the confirming bank and additionally, the political risk of the country of the confirming bank.

From a Banker's standpoint the most important thing parties to a letter of credit need to know is that BANKS DEAL ONLY IN DOCUMENTS. In other words, if documents do not comply with the terms and conditions of the credit, then the drawing will not be honored. Even when the correct merchandise has been shipped and all the terms and conditions of the SALES CONTRACT have been met, if the documents do not evidence compliance with the LETTER OF CREDIT, the drawing will not be honored.

(SUGGESTION TO EXPORTERS: ALWAYS READ A LETTER OF CREDIT THOROUGHLY TO MAKE SURE THAT IT IS COMPATIBLE WITH THE SALES CONTRACT. IF IT IS NOT, THEN REQUEST THAT THE BUYER HAVE THE CREDIT AMENDED. REMEMBER, YOU DO NOT HAVE TO SHIP UNDER A LETTER OF CREDIT IF IT IS NOT TO YOUR SATISFACTION. IF THE BUYER WANTS THE MERCHANDISE, HE WILL AMEND THE CREDIT. ALSO, IF YOU CANNOT COMPLY WITH THE CREDIT TERMS, HAVE THE CREDIT AMENDED BEFORE SHIPMENT IS MADE. DO NOT RELY ON THE BUYER TO WAIVE THE DISCREPANCY(IES) AFTER DOCUMENTS HAVE BEEN PRESENTED TO THE BANK. AT THAT POINT IN TIME, THE BUYER MIGHT NOT BE CONTROLLING THE SITUATION. THE OPENING OR CONFIRMING BANK (IF ANY) MAY HAVE THE FINAL SAY AS TO WHAT AMENDMENTS ARE ALLOWED. REMEMBER THE LETTER OF CREDIT IS AN AGREEMENT BETWEEN BANK (OR BANKS) AND BENEFICIARY.)

When documents are presented that are not in compliance with the terms and conditions of the credit they are DISCREPANT. If documents contain a discrepancy, the credit is, in effect, invalidated. NO PAYMENT OR ACCEPTANCE has to be made. Documents can be returned for correction (if the discrepancy is correctable); sent on approval to the opening bank; or the negotiating/paying bank can cable the opening bank for authority to pay/accept the documents. Remember, once a discrepancy exists the seller looks to the buyer, opening bank and confirming bank (if applicable) to approve the discrepancy(ies). All parties must agree to any deviation from the credit terms.

Having a letter of credit does not preclude the need for both buyer and seller to know their customer. Is the customer an honest one and of sound moral principle? Don't think that by having a letter of credit the seller does not have to be concerned about the honesty and integrity of the buyer. Discrepant documents are more common than not, so the seller is looking to the buyer to authorize payment a major portion of the time. Therefore THE SELLER MUST KNOW THE BUYER.

Also, the buyer must know the seller. Banks are not liable for form, accuracy, or genuineness of documents. Nor are they responsible for quantity and quality of merchandise. The buyer must rely on the integrity of the seller to ship in accordance with the contract. THE BUYER MUST KNOW THE SELLER.

(SUGGESTION TO BUYER: IT IS VERY IMPORTANT TO ENSURE THAT THE LETTER OF CREDIT IS OPENED PROPERLY, REQUESTING DOCUMENTS THAT EVIDENCE COMPLIANCE WITH THE SALES CONTRACT. IF THERE IS A SPECIFIC CONDITION WITH WHICH YOU WANT COMPLIANCE, ASK FOR A DOCUMENT WHICH WILL EVIDENCE THIS COMPLIANCE.)

In order to buy and sell under letters of credit without complications both buyer and seller need to familiarize themselves with the *Uniform Customs and Practices 1974 Revision, ICC Publication 290. These are the customs and practices to which most banks make their credits subject. It is important for all parties to a letter of credit transaction to be knowledgeable of these regulations.

*Note: In October 1984 UCP 290 will be replaced by the new Uniform Customs and Practice for Documentary Credits, (1984 Revision) ICC Pub. 400.

A. TYPES OF CREDITS

1. IRREVOCABLE LETTER OF CREDIT

An irrevocable undertaking of the opening bank to the beneficiary, providing that the beneficiary meets all stipulations of the credit. The credit cannot be modified or cancelled without the express permission of the beneficiary, opening bank, and the confirming bank (if applicable).

2. REVOCABLE LETTER OF CREDIT

A revocable undertaking that can be modified or cancelled without notice to, or approval of, beneficiary. The essential characteristic of a letter of credit, the substitution of a bank's name for that of a merchant's is absent with a revocable credit. The main purpose of a revocable credit is to provide the seller with guidelines for shipment.

(NOTE: ARTICLE 2 OF UCP 290 STATES THAT THE ISSUING BANK IS BOUND TO REIMBURSE A BRANCH OR OTHER BANK WHICH HAS MADE PAYMENT, ACCEPTANCE OR NEGOTIATION COMPLYING WITH THE TERMS OF THE CREDIT, IF THE ACTION WAS TAKEN PRIOR TO RECEIPT BY THE BANK OF NOTICE OF AMENDMENT OR CANCELLATION.)

3. STRAIGHT LETTER OF CREDIT

A Straight Letter of Credit is when the engagement of the opening and/or confirming bank extends ONLY to the beneficiary. Other banks and financial institutions may elect to negotiate (buy) the beneficiary's draft. However, the letter of credit conveys no legal undertaking to protect such intermediaries. The negotiating bank acts at its own risk relying on possible recourse to the beneficiary in case payment is refused by the paying or opening bank.

4. NEGOTIATION LETTER OF CREDIT

A Negotiation credit assures anyone who negotiates under the L/C that the negotiation will be honored by the opening bank provided all terms have been complied with. The beneficiary of a Negotiation credit may negotiate the drafts with any bank, unless a specific bank is nominated by the credit. When a bank negotiates the draft, it is buying the draft from the beneficiary (not paying). They therefor become a holder in due course. A holder in due course has recourse to any previous endorser(s).

(NOTE: ONLY THE OPENING BANK OR CONFIRMING BANK (IF ANY) DOES NOT HAVE RECOURSE TO THE BENEFICIARY.)

5. UNCONFIRMED LETTER OF CREDIT

An irrevocable unconfirmed Letter of Credit is one in which the advising bank acts merely as an intermediary and assumes NEITHER obligation nor responsibility to pay. The only bank which has an obligation to pay is the opening bank.

6. CONFIRMED LETTER OF CREDIT

A Confirmed Letter of Credit represents not only the undertaking of the opening bank but an additional undertaking of a bank usually in the exporter's locality who has added its obligation to the credit.

7. REVOLVING LETTER OF CREDIT

A Revolving Credit is one which facilitates continuous shipments. Instead of several credits, only one credit is issued with a fixed amount being available for a specified calendar period. After a drawing is made the amount will become available for the next drawing. Revolving credits may be cumulative or non-cumulative. When a credit is stated as being cumulative, any unused portion of a particular calendar period may be used in a subsequent period.

DOCUMENTARY COLLECTION

SIGHT DRAFT (DOCUMENTS AGAINST PAYMENT, CAD)

USUAL PAYMENT TIME:	ON PRESENTATION OF DRAFT/ DOCUMENTS TO BUYER.
GOODS AVAILABLE TO BUYER:	AFTER PAYMENT TO PRESENTING BANK
RISK TO SELLER:	COMMERCIAL: DEPENDENT ON BUYER TO PAY POLITICAL: COUNTRY OF BUYER
RISK TO BUYER:	COMMERCIAL: ASSURES SHIPMENT IS MADE BUT RELIES ON INTEGRITY OF SELLER FOR GOODS SHIPPED, UNLESS BUYER CAN INSPECT GOODS BEFORE TAKING UP DOCUMENTS POLITICAL: NONE

TIME DRAFT (DOCUMENTS AGAINST ACCEPTANCE, D/A)

USUAL PAYMENT TIME:	AT MATURITY OF DRAFT
GOODS AVAILABLE TO BUYER:	AFTER ACCEPTANCE OF DRAFT BUT BEFORE PAYMENT
RISK TO SELLER:	COMMERCIAL: DEPENDENT ON BUYER TO HONOR DRAFT POLITICAL: COUNTRY OF BUYER
RISK TO BUYER:	COMMERCIAL: ASSURES SHIPMENT IS MADE BUT RELIES ON INTEGRITY OF SELLER FOR GOODS SHIPPED, UNLESS BUYER CAN INSPECT GOODS BEFORE TAKING UP DOCUMENTS POLITICAL: NONE

III DOCUMENTARY COLLECTION

Probably the most commonly used method of payment in International Commerce is the documentary collection. The documentary collection is usually a draft accompanied by a collection letter (letter of instruction to the collecting bank) and shipping documents.

Documents are turned over to the buyer either against payment of a sight draft drawn on him by the seller (DOCUMENTS AGAINST PAYMENT) or against his acceptance of a time draft drawn on him by the seller (DOCUMENTS AGAINST ACCEPTANCE). Acceptances are for a stipulated time period such as 30, 60, 90, 120, or 180 days.

The RISKS involved with a DOCUMENTARY COLLECTION are:

TO THE SELLER

*The buyer may REFUSE TO ACCEPT THE MERCHANDISE. At this point, the merchandise is on the high seas or in a foreign port and will have to be returned (which usually means ADDITIONAL FREIGHT CHARGES), or sold to a new buyer for, more than likely, a reduced price, or a new price negotiated with the original buyer.

*With an acceptance transaction the seller is looking at the additional risk that after the draft has been accepted and merchandise released to the buyer, he might not honor the draft at maturity. (REMEMBER YOU ARE NOT DEALING WITH A BANKER'S ACCEPTANCE, (i.e. payment guaranteed by a bank.) BUT A TRADE ACCEPTANCE (drawn on the buyer). IF THE BUYER CANNOT OR WILL NOT HONOR THE DRAFT AT MATURITY, LEGAL ACTION MIGHT BE NECESSARY.)

TO THE BUYER

*Unless the buyer can inspect the merchandise before payment or acceptance (which is not a common practice), he must rely on the seller to ship the correct merchandise, quantity and quality.

OPEN ACCOUNT

USUAL PAYMENT TIME:	AS AGREED BETWEEN BUYER/ SELLER- USUALLY BY INVOICE
GOODS AVAILABLE TO BUYER:	BEFORE PAYMENT
RISK TO SELLER:	COMMERCIAL: DEPENDENT ON BUYER TO PAY HIS ACCOUNT POLITICAL: COUNTRY OF BUYER
RISK TO BUYER	NONE

IV OPEN ACCOUNT

Open account is a common method of payment and the least cumbersome . The products are shipped to the buyer. The seller sends him the title documents and an invoice which stipulates when payment is to be made.

Before shipping on open account the seller must determine the integrity and honesty of the buyer. Usually open account terms are granted to a subsidiary, branch, or customer whose ABILITY to pay is beyond question.

The seller must also determine that no political or economic condition exists which could prevent payment. (We are now experiencing costly foreign exchange delays in payments coming from Latin America.)

The buyer has a risk free method with open account. He can delay payment until after receipt of goods. Depending on the terms arranged by the buyer and seller, the buyer could even introduce the products into the market and collect his receivables before having to make payment to the seller.

AMC/US-AID MARKETING SEMINAR

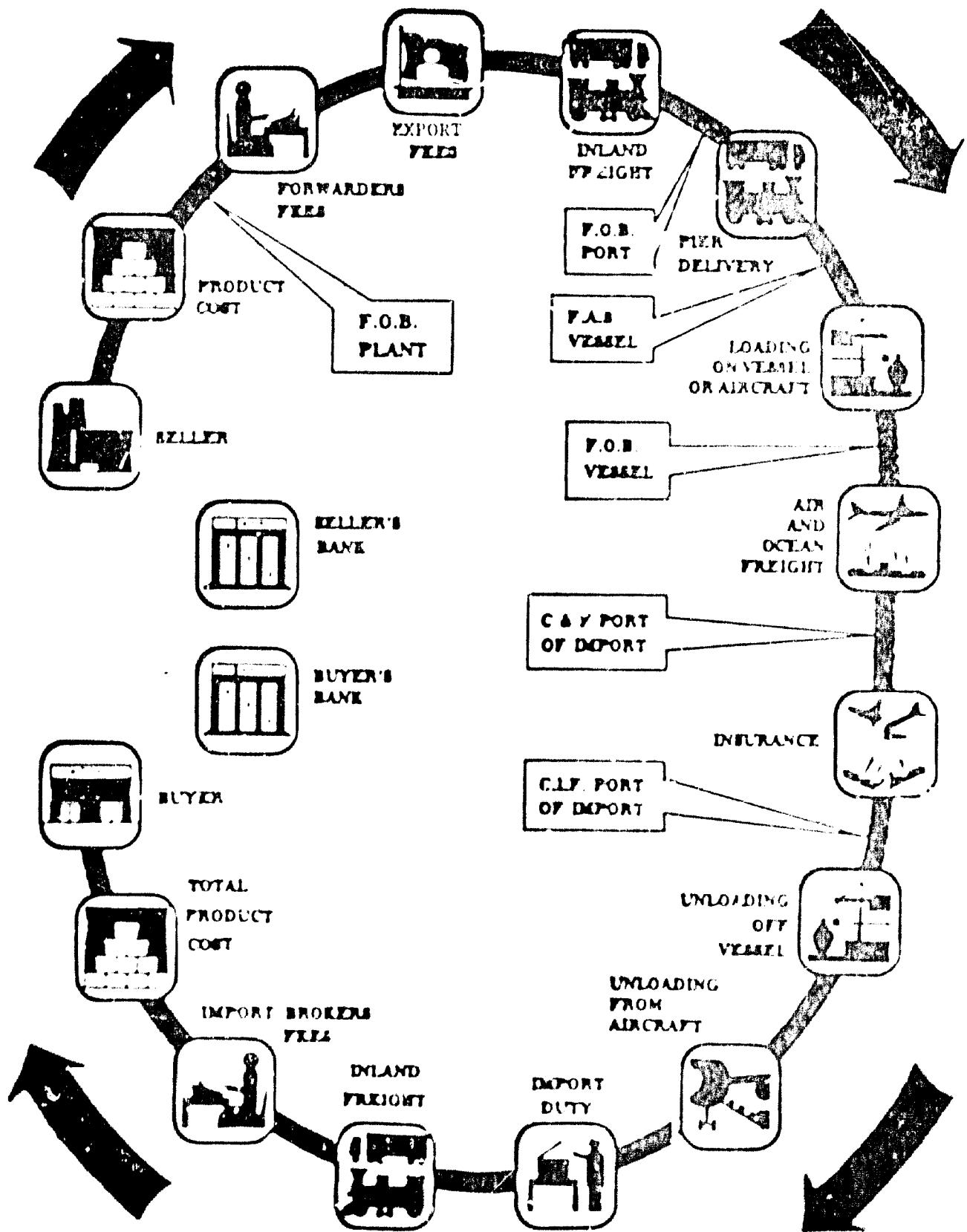
March, 1984

THE EXPORT PROCESS -- LOGISTICS OF THE EXPORT ORDER

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**THE EXPORT PROCESS -- LOGISTICS OF THE EXPORT ORDER
IN THE CBI EXPORTING COUNTRY**

<u>PRICE/TERMS OF SALE</u>	<u>POINT OF TRANSFER OF TITLE/RISK</u>	<u>DESCRIPTION OF SITUATION/ACTION</u>	<u>CHARGES INCURRED</u>	<u>REMARKS</u>
Factory Price		Finished products at your factory or warehouse		
FOB price your plant or warehouse	Shipping door at your plant or warehouse	Marking, export boxing and/or filling of containers at your factory or warehouse	Cost of crating or container stuffing	Preparation of commercial invoice and packing list (in English or with Engl. translation attached) and CBI certificate
FAS aircraft or vessel	Your country's airport or seaport	Inland transportation from your factory or warehouse to airport or seaport.	Inland freight costs	
		Your freight forwarder, if applicable, takes control of shipment and performs following tasks:		
		(1) Obtains export license, arranges payment of export tax, and complies with other local requirement needed.	Export tax, if required	
		(2) Reserves space on aircraft or vessel for your shipment.		
		(3) Coordinates loading of shipment and obtains signed airway bill or bill of lading.	Port handling and loading charges	
		(4) Performs other functions at your direction, for example:		
		a. Prepares drafts for presentation to banks.	Forwarder's handling charge	
		b. Notifies your customer or customs broker in U.S.	Insurance premium	
		c. Arranges for insurance.		
FOB aircraft or vessel at port of export	Your country's airport or seaport			

**T&E EXPORT PROCESS -- LOGISTICS OF THE EXPORT ORDER
IN THE CBI EXPORTING COUNTRY
(Continued)**

<u>PRICE/TERMS OF SALE</u>	<u>POINT OF TRANSFER OF TITLE/RISK</u>	<u>DESCRIPTION OF SITUATION/ACTION</u>	<u>CHARGES INCURRED</u>	<u>REMARKS</u>
FOB aircraft or vessel at port of export	Your country's airport or seaport	(5) Assembles shipping documents and sends them to you or, on your instructions, to your bank, to your customer (importer), or to his customs house broker. (6) Presents your invoice for disbursements made on your behalf (as above) plus forwarder's fees.	Freight forwarder's fees	
C&F aircraft or vessel	U.S. port of entry	Air or ocean transportation from airport or seaport in your country to U.S. port or airport	Air or ocean freight charges	Charges can be pre-paid by forwarder on your behalf or collect for importer's account
	OR			
CIF aircraft or vessel	U.S. port of entry			If insurance was arranged and paid by you or your forwarder

THE EXPORT PROCESS -- LOGISTICS OF THE EXPORT ORDER
IN THE UNITED STATES
(Continued)

<u>PRICE/TERMS OF SALE</u>	<u>POINT OF TRANSFER OF TITLE/RISK</u>	<u>DESCRIPTION OF SITUATION/ACTION</u>	<u>CHARGES INCURRED</u>	<u>REMARKS</u>
		(4) After customs clearance, customs house broker arranges for inland transportation to destination specified by importer.	Inland freight costs	Can be pre-paid by broker or sent collect for importer's account
		(5) If customs clearance is to be done at port other than port of entry, for example, Atlanta, customs house broker requests permission for in-bond movement of shipment (U.S. Custom Form 7512), arranges inland transportation to designated port where customs clearance is then performed as per No. 3 above.		
Landed cost importer's warehouse		(6) Customs house broker presents invoice for disbursements made on behalf of importer plus customs house broker's fees.	Customs house broker's fees	

ab

(2) Where a material is provided to the manufacturer without charge, or at less than fair market value, its cost or value shall be determined by computing the sum of:

(i) All expenses incurred in the growth, production, or manufacture of the material, including general expenses;

(ii) An amount for profit; and

(iii) Freight, insurance, packing, and all other costs incurred in transporting the material to the manufacturer's plant. If the pertinent information needed to compute the cost or value of a material is not available, the appraising officer may ascertain or estimate the value thereof using all reasonable ways and means at his disposal.

§ 10.197 Direct costs of processing operations performed in a beneficiary country or countries.

(a) *Items included in the direct costs of processing operations.* As used in § 10.195 and § 10.198, the words "direct costs of processing operations" mean those costs either directly incurred in, or which can be reasonably allocated to, the growth, production, manufacture, or assembly of the specific merchandise under consideration. Such costs include, but are not limited to, the following to the extent that they are includable in the appraised value of the imported merchandise:

(1) All actual labor costs involved in the growth, production, manufacture, or assembly of the specific merchandise, including fringe benefits, on-the-job training, and the cost of engineering, supervisory, quality control, and similar personnel;

(2) Dies, molds, tooling, and depreciation on machinery and equipment which are allocable to the specific merchandise;

(3) Research, development, design, engineering, and blueprint costs insofar as they are allocable to the specific merchandise and;

(4) Costs of inspecting and testing the specific merchandise.

(b) *Items not included in the direct costs of processing operations.* Those items which are not included within the meaning of the words "direct costs of processing operations" are those which are not directly attributable to the merchandise under consideration or are not "costs" of manufacturing the product. These include, but are not limited to:

(1) Profit and

(2) General expenses of doing business which are either not allocable to the specific merchandise or are not related to the growth, production, manufacture, or assembly of the merchandise, such as administrative

salaries, casualty and liability insurance, advertising, and salesman's salaries, commissions, or expenses.

§ 10.198 Evidence of country of origin.

(a) *Shipments covered by a formal entry—(1) Declaration of manufacturer or exporter.* Except as provided in paragraph (a)(7) of this section, the importer or consignee of a shipment of merchandise covered by a formal entry for which treatment under the CBI is claimed shall file with the district director with the entry summary a declaration of the manufacturer or exporter in substantially the following form:

Declaration of Manufacturer or Exporter

I, _____ (name), hereby declare (1) that the articles described below and identified by the letter P are wholly the

growth, product, or manufacture of _____ (country), and/or (2) that the articles described below and identified by the letter Y (a) were produced or manufactured in _____ (country) by means of processing operations performed in that country as set forth below and were also subjected to processing operations in the other beneficiary country or countries (including the Commonwealth of Puerto Rico and the United States Virgin Islands) as set forth below and (b) incorporate materials produced in the country named above or in any other beneficiary country or countries (including the Commonwealth of Puerto Rico and the United States Virgin Islands) or in the United States (other than the Commonwealth of Puerto Rico) as set forth below:

Marks of identification, numbers	Description of article and quantity	Processing operations		Materials produced in a beneficiary country or in the United States	
		Description of processing operations and country of processing	Direct costs of processing operations	Description of material and country of production	Cost or value of material

Date _____
 Address _____
 Signature _____
 Title _____

(2) *Endorsement by importer or consignee.* Except as provided in paragraph (a)(7) of this section, the importer or consignee of a shipment shall attach to the declaration described above an endorsement in substantially the following form:

Endorsement by Importer or Consignee

I declare that to the best of my knowledge and belief the attached declaration, and any other information submitted herewith, or otherwise supplied or referenced to, is correct in every respect and there has been compliance with all requirements specified for those goods for duty-free treatment under the Caribbean Basin Initiative.

Date _____
 Address _____
 Signature _____
 Title _____

(3) *Value added in Puerto Rico.* In a case involving materials incorporated in, or processing operations performed on, an article in the Commonwealth of Puerto Rico after final exportation of the article from a beneficiary country, a separate declaration and endorsement prepared by the appropriate parties shall be filed with the entry summary setting forth all details concerning the nature of, and cost or value of, such materials and processing operations.

(4) *Duplicate declaration or endorsement.* In the event of the loss, theft, or destruction of a declaration or endorsement, the district director shall accept in connection with the entry summary a duplicate declaration or endorsement prepared and signed by the appropriate party and marked with the word "duplicate" at the top thereof. The duplicate shall bear the date of issue of the original declaration or endorsement and will be effective from that date.

(5) *Release under bond.* If the required declaration or endorsement properly completed, or a duplicate thereof as described in subparagraph (4) of this paragraph, is not filed with the entry summary, the entry summary shall be accepted, subject to compliance with the requirements set forth in § 10.192 through § 10.197, only if the importer or consignee gives a bond on Customs Form 7551, 7553, or 7595 for the production of the declaration or endorsement. The bond shall be in the amount required under § 113.14 of this chapter. Within 60 days after filing the entry summary, or such additional period as the district director may allow for good cause shown, the importer or consignee shall deliver to the district director the declaration or endorsement. If the declaration or endorsement is not delivered to the district director within 60 days of the date of filing the entry summary or such additional period as

TARIFF SCHEDULES OF THE UNITED STATES ANNOTATED (1964)

SCHEDULE 2. - WOOD AND PAPER; PRINTED MATTER
 Part 2. - Cork and Cork Products; Bamboo, Rattan, Willow and Chip; Basketwork,
 Wickerwork, and Related Products of Fibrous Vegetable Substances

C S P	Item	Stat. Suf- fix	Articles	Units of Quantity	Rates of Duty		
					1	LDOC	2
	222.05		Bamboo or rattan sticks, in the rough, or cut into lengths suitable for sticks for umbrellas, parasols, sunshades, whips, fishing rods, or walking canes.....	Free		Free
		05	Rattan sticks, in the rough, 4 meters or more in length.....	No.			
		90	Other.....	X			
A	222.10		Rattan (except whole rattan) and webbing made therefrom.....	3.4% ad val.	3.1% ad val.	20% ad val.
		20	Webbing.....	Sq. ft.			
		40	Other.....	X			
	222.15	00	Split bamboo.....	Lb.....	Free		1.25c per lb.
			Willow:				
	222.20	00	Prepared for basket makers' use.....	Lb.....	8.5% ad val. 1/2		35% ad val.
	222.25	00	Other.....	Lb.....	2.5% ad val. 1/2		10% ad val.
	222.28	00	Chip and chip roping.....	Lb.....	Free		Free
A	222.30	00	Woven or partly assembled material of unspun fibrous vegetable materials, suitable for use in making blinds, shutters, curtains, screens or shades: Of one or more of the materials bamboo, rattan, or willow.....	X.....	9.6% ad val.	7% ad val.	45% ad val.
A	222.32	00	Of chip.....	X.....	8.8% ad val.	6.6% ad val.	35% ad val.
A	222.34	00	Of raffia.....	X.....	3.5% ad val.		25% ad val.
A	222.36	00	Other.....	X.....	4.1% ad val.	3.5% ad val.	25% ad val.
A	222.40	00	Baskets and bags, of unspun fibrous vegetable materials, whether lined or not lined:				
A	222.41	00	Of bamboo.....	No.....	10% ad val.		50% ad val.
A	222.42	00	Of willow.....	No.....	7.4% ad val.	5.8% ad val.	50% ad val.
A	222.44	00	Of rattan or of palm leaf.....	No.....	15.6% ad val.	10% ad val.	50% ad val.
			Other.....	No.....	4.5% ad val.		50% ad val.
A	222.50	00	Blinds, shutters, curtains, screens, and shades, all the foregoing, of unspun fibrous vegetable materials, with or without their hardware.....	X.....	8% ad val.		50% ad val.
A	222.55	00	Floor coverings, of unspun fibrous vegetable materials:				
A	222.57	00	Of common China, India, or Japan straw.....	X.....	1.1% ad val.	Free	16% ad val.
			Other.....	X.....	3.2% ad val.		40% ad val.
A	222.60	00	Articles not specially provided for, of unspun fibrous vegetable materials: Of one or more of the materials bamboo, rattan, willow, or chip.....	X.....	8.8% ad val.	6.6% ad val.	45% ad val.
A	222.62	00	Of raffia.....	X.....	3% ad val.		25% ad val.
A	222.64	00	Other.....	X.....	3% ad val.		25% ad val.

1/ Duty temporarily reduced. See item 94.17 in part 2, Appendix to the Tariff Schedules.
 2/ Duty temporarily reduced. See item 94.18 in part 2, Appendix to the Tariff Schedules.

Note: For explanation of the symbol "A" or "A" in the column entitled "C.S.P.", see general heading 3(c).

TARIFF SCHEDULES OF THE UNITED STATES ANNOTATED (1984)

SCHEDULE 2. - WOOD AND PAPER; PRINTED MATTER
Part 1. - Wood and Wood Products

2 - 1 - C, D
203.10 - 204.30

C S P	Item	Stat. Suf- fix	Articles	Units of Quantity	Rates of Duty		
					1	LDOC	2
Subpart C. - Densified Wood and Articles Thereof							
Compression-modified or densified wood, whether or not impregnated with synthetic resin, and articles of such wood:							
A	203.10	00	Blocks, plates, sheets and strips.....	Lb.....	7.4% ad val.	5.8% ad val.	50% ad val.
A	203.20	00	T-nail handles including knife, fork, and spoon handles, and handles and backs for brooms, mops, and brushes.....	Lb.....	6.7% per lb. + 5.4 ad val.	4.5% per lb. + 3.5% ad val.	50c per lb. + 40% ad val.
A	203.30	00	Other.....	Lb.....	6.7% per lb. + 5.4% ad val.	4.5% per lb. + 3.5% ad val.	50c per lb. + 40% ad val.
Subpart D. - Wooden Containers							
<u>Subpart D headnote:</u>							
1. The provisions of this subpart do not cover --							
(i) luggage, handbags, or flat goods (see part 1D of schedule 2);							
(ii) furniture (see part 4A of schedule 2);							
(iii) cases for musical instruments (see part 3B of schedule 2);							
(iv) cases or containers imported and classifiable with articles provided for in part 2E of schedule 6 or in part 2 of schedule 7; or							
(v) cases suitable for pipes or for cigar or cigarette holders (see part 9B of schedule 2).							
A	204.05	00	Baskets, of wood.....	No.....	11.2% ad val.	7.7% ad val.	50% ad val.
Cases, barrels, hogsheads, other cooper's products, and parts thereof, all the foregoing of wood:							
A	204.10	00	Cases, barrels, and hogsheads.....	No.....	3.1% ad val.	2.8% ad val.	15% ad val.
A	204.15	00	Staves and hoops; light barrelheads of soft-wood.....	K.....	Free		Free
A	204.20	20	Other.....		6.2% ad val.	5.1% ad val.	33-1/3% ad val.
A	204.20	40	Coopers' products.....	K			
A	204.20	40	Other.....	K			
Complete packing boxes, cases, and crates, and other containers and holders chiefly used for packing, transporting, or marketing merchandise, all the foregoing (except baskets and cooper's products) of wood, whether wholly or partly assembled or not assembled:							
A	204.15	00	Packing boxes and cases with solid sides, lids, and bottoms.....	No.....	Free		15% ad val.
A	204.27	00	Containers designed for use in the harvesting of fruits and vegetables.....	No.....	Free		Free
A	204.30	00	Other.....	No.....	16-2/3% ad val.		33-1/3% ad val.

Note: For explanation of the symbol "A" or "A" in the column entitled "CSP", see general headnote 3(c).

TARIFF SCHEDULES OF THE UNITED STATES ANNOTATED (1984)

SCHEDULE 3, - WOOD AND PAPER; PRINTED MATTER
Part 1, - Wood and Wood Products

C S P	Item	Stat. Suf- fix	Articles	Units of Quantity	Rates of Duty		
					1	LDPC	2
			Jewelry boxes, silverware chests, cigar and cigarette boxes, microscope cases, tool or utensil cases, and similar boxes, cases, and chests, all the foregoing of wood:				
A	204.35	00	Cigar and cigarette boxes.....	No.....	3% ad val.		60% ad val.
			Other:				
A*	204.40	00	Not lined with textile fabrics.....	No.....	10.5% ad val.	6.7% ad val.	33-1/3% ad val.
	204.50	00	Lined with textile fabrics.....	Lb.....	1.4¢ per lb. * 3.3% ad val.	1¢ per lb. * 2.9% ad val.	5¢ per lb. * 20% ad val.
Subpart E. - Miscellaneous Products of Wood							
A	206.30	20 40	Wood doors with or without their hardware..... Flush doors..... Other.....	No..... No. No.	7.5% ad val.		33-1/3% ad val.
			Forks and spoons, of wood:				
A	206.45	00	Of mahogany (<i>Eurycoccus</i> spp. or <i>Ehaya</i> spp.).....	X.....	5.4% ad val.	4.5% ad val.	33-1/3% ad val.
A*	206.47	00	Other.....	X.....	5.3% ad val.		33-1/3% ad val.
			Tools; tool bodies; tool handles, including knife, fork, and spoon handles; handles and backs for brooms, mops, and brushes; all the foregoing of wood:				
A	206.50	00	Broom and mop handles, 3/4 inch or more in diameter and 38 inches or more in length.....	No.....	1.5% ad val.	Free	33-1/3% ad val.
A	206.52	00	Paint brush and paint roller handles.....	X.....	1.5% ad val.	Free	33-1/3% ad val.
A	206.53	00	Brush backs.....	No.....	5.2% ad val.	4.4% ad val.	33-1/3% ad val.
L	206.54	00	Other.....	X.....	8% ad val.		33-1/3% ad val.
A*	206.60	00	Picture and mirror frames, of wood.....	X.....	6% ad val.		33-1/3% ad val.
			Wood blinds, shutters, screens, and shades, all the foregoing, with or without their hardware:				
A	206.65	00	Consisting of wooden frames in the center of which are fixed louver boards or slats, with or without their hardware.....	X.....	16-2/3% ad val.		33-1/3% ad val.
	206.67	00	Other.....	X.....	8% ad val.		50% ad val.
			Toothpicks, shavers, candy sticks, ice cream sticks, tongue depressors, drink mixers, and similar small wares, all the foregoing of wood:				
	206.85	00	Toothpicks.....	X.....	5.1% ad val.	4.2% ad val.	35% ad val.
	206.87	00	Other.....	X.....	8% ad val.		33-1/3% ad val.
			Household utensils and parts thereof, all the foregoing not specially provided for, of wood:				
A	206.95	00	Of mahogany (<i>Eurycoccus</i> spp. or <i>Ehaya</i> spp.).....	X.....	7% ad val.		33-1/3% ad val.
	206.96	00	Other:				
A*	206.98	00	Coat and garment hangers.....	X.....	4.2% ad val.	5.1% ad val.	33-1/3% ad val.
			Other.....	X.....	5.1% ad val.		33-1/3% ad val.

Note: For explanation of the symbol "A" or "A*" in the column entitled "CSP", see general heading 3(c).

TARIFF SCHEDULES OF THE UNITED STATES ANNOTATED (1984)

Page 2-12

SCHEDULE 2. - WOOD AND PAPER; PRINTED MATTER
Part 1. - Wood and Wood Products

2 - 1 - F

207.00 - 207.01

C S F	Item	Stat. Suf- fix	Articles	Units of Quantity	Rates of Duty		
					1	LDOC	2
			Subpart F. - Articles Not Specially Provided For, of Wood				
			<u>Subpart F headnote:</u>				
			1. This subpart covers all products of wood which are not provided for elsewhere in the tariff schedules.				

A	207.00		Articles not specially provided for, of wood.....		6.2% ad val.	5.1% ad val.	33-1/3% ad val.
		20	Wood carvings.....	X			
		25	Shoe lasts, shoe trees and shoe stretchers.....	X			
		35	Pencil slats.....	Cross			
		45	Complete window and door casings.....	X			
		55	Window units and sash, of wood, whether or not knocked-down, open, or glazed.....	X			
		60	Fabricated structural wood members.....	X			
		65	Prefabricated buildings, panel assemblies and three-dimensional assemblies for prefabricated buildings.....	X			
		70	Ladders and scaffolding.....	X			
		80	Other.....	X			
	207.01	00	If Canadian article and original motor-vehicle equipment (see headnote 2, part 88, schedule 6).....	X.....	Free		

Note: For explanation of the symbol "A" or "A*" in
the column entitled "CSP", see general headnote 3(c).

Business

The Atlanta Journal

New building going up here for Customs

By Maria Saporta
Staff Writer

Because of Atlanta's growing importance as an "inland port," the U.S. Customs Service is building a facility near Hartsfield Airport.

"This is the first inland model port to be built in the United States," said John Deegan, Atlanta port director for the Customs Service. "Atlanta is one of the largest inland ports in the U.S. because of the amount of traffic and the direct international flights."

The Customs Service will consolidate its staff, now located in four different locations in Atlanta, under one roof at 700 Atlanta Drive in Hapeville near the old airport. About 70 people will work out of the 12,000-square-foot building when it is completed in April.

"We will have our customs inspectors, our classification-of-value employees, our U.S. Customs agents, and we will have the U.S. Customs patrol operators all in one building," Deegan said.

The new customs center will permit a more rapid check of international cargo coming to Atlanta from seaports around the country.

Currently, truckers bring their load of foreign goods to a truck terminal in Atlanta, unload the freight, and then wait two or three days for it to be inspected by a customs officer. After it has been cleared, the importer can distribute the product.

With the new facility, the trucker would drive directly to the customs center to one of three docks where the merchandise could be inspected immediately without having to unload the freight.

"Right now we have approximately 15 bonded carriers a day coming to Atlanta. Chances are this could really increase our traffic," Deegan said.

The Customs Service also is initiating a computerized method of checking cargo.



NICK ARROYO/SJ

DEEGAN: Expects quicker check of international cargo.

Atlanta's customs operations

	1982	1983	1984*
Entries	32,149	34,170	43,12
Duties	\$49.9 million	\$60.4 million	\$77.2 millio
Passengers	350,122	408,436	485,75
Mail parcels	290,001	384,629	480,78
Aircraft arrivals	3,520	4,232	4,68

*projected

Deegan increases offer for DC

Customs Publication No. 517

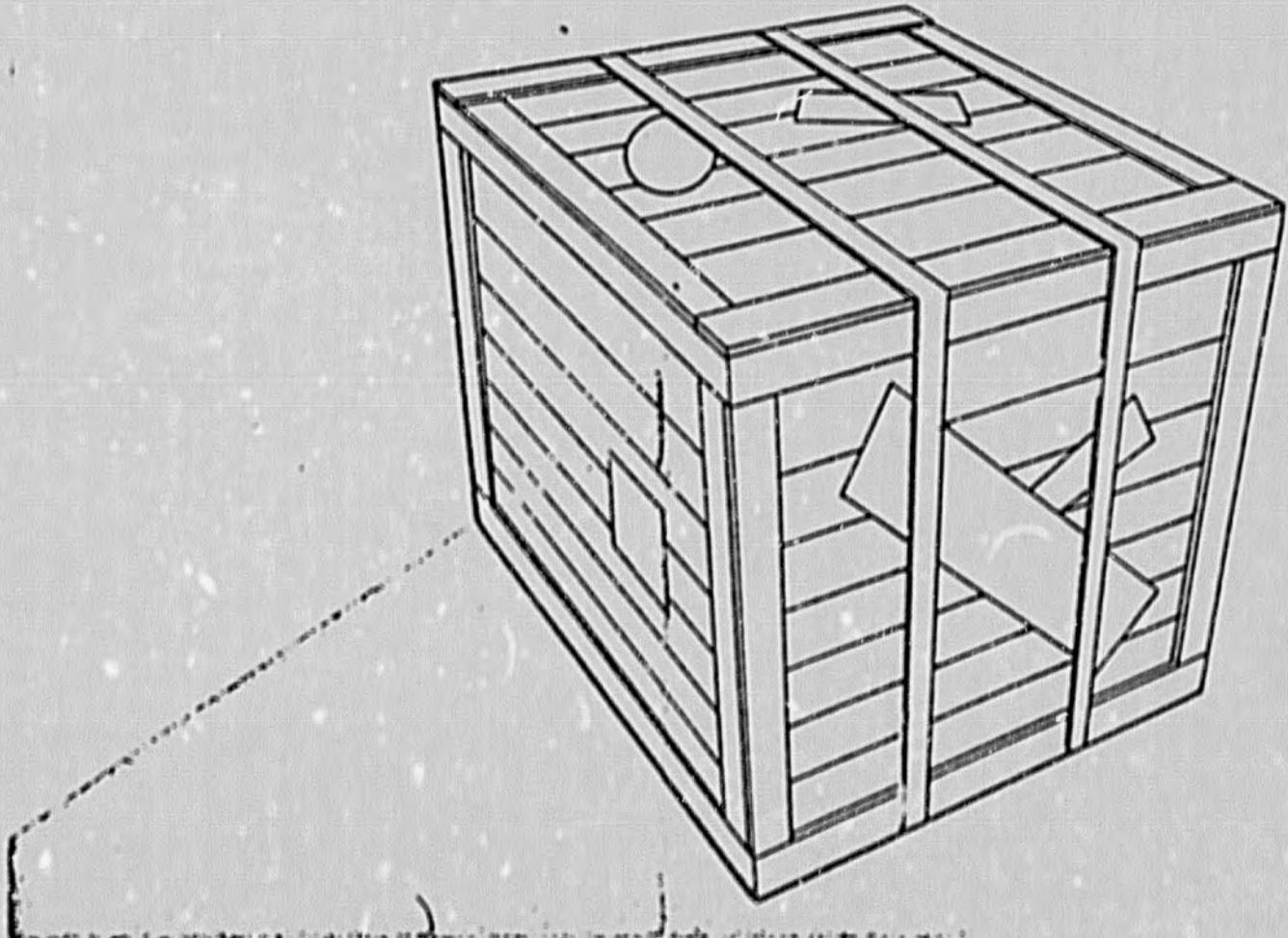
United States

Department of the Treasury
U.S. Customs Service
Washington, D.C. 20229



1980

IMPORT REQUIREMENTS



United States

Import Requirements

- 1.** An individual may make his own Customs clearance of goods imported for personal use or business.
- 2.** The U.S. Customs Service does not require an importer to have a license or permit. Other agencies may, however, require a permit, license, or other certification, depending on the commodity.
- 3.** All merchandise coming into the United States must clear through Customs and is subject to a customs duty unless specifically exempt from this duty by law. Clearance involves a number of steps—entry, inspection, valuation, appraisement, liquidation.
- 4.** Customs duties are, generally, an ad valorem rate (a percentage) which is applied to the dutiable value of the imported goods. Some articles, however, are dutiable at a specific rate of duty (so much per pound, gallon, etc.); others at a compound rate of duty (combination of both ad valorem and specific rates).
- 5.** The dutiable value of merchandise is determined by Customs. Several methods are used to arrive at this value. However, a new valuation system based on transaction value became effective July 1, 1980. Basically, transaction value is the price the buyer actually pays the seller in the transaction for the goods being imported.
- 6.** The Tariff Schedules of the United States (TSUS), issued by the International Trade Commission, prescribe the rates of duty and classification of merchandise by type of product; i.e. animal and vegetable products, textile fibers and textile products.
- 7.** Unless the item is free of duty, the tariff schedules provide three rates of duty for an item: the rate for most favored nations (Col. 1); the rate for Communist-bloc countries (Col. 2); and another column for least developed developing countries which shows a duty rate lower than that presently accorded most favored nations. Items which are accorded duty-free treatment under the Generalized System of Preferences are also indicated.

Message to Importers

This pamphlet is intended as a general explanation of import requirements for a person interested in going into an importing business or a person who may be importing something for personal use only, not for resale.

We, in Customs, want to help expedite the movement of goods in international trade. Constant review of methods and procedures, use of data processing, and enactment of new laws create constant change. We encourage you to obtain more specific import information from the customs officer at the port nearest your residence. A list of our district offices may be found on the last page of this booklet.

Arrival of Goods

Imported goods are not legally entered until after the arrival of the shipment within the limits of the port of entry and delivery of the merchandise has been authorized by Customs. This normally is accomplished by the filing of appropriate documents by you as the importer or your agent. Customs entry papers may be presented, however, at the customhouse before the arrival of the merchandise and receive the necessary preliminary examination.

The Customs Service does not notify you of the arrival of your shipment. Notification is usually made by the carrier of the goods. You should make your own arrangements to be sure you or your agent is informed immediately so that the entry can be filed and a delay in obtaining your goods is avoided.

Imported merchandise not entered through Customs within 5 days after its arrival, exclusive of Sundays and holidays, or any authorized extension, is sent by Customs to public stores or general order warehouse to be held as unclaimed. The importer is responsible for storage charges which incur while unclaimed merchandise is held at the warehouse. If it remains unclaimed at the end of 1 year, the merchandise is sold by auction.

You must make whatever entry is required at the first port of arrival. If you are unable to be there to prepare and file your entry, commercial brokers, known as customhouse brokers and licensed by the Customs Service, may act as your agent. Such brokers charge a fee for their services. A list of customhouse brokers may be obtained from your local customs office or classified telephone directory.

In the case of a single noncommercial shipment, you may appoint a relative or other individual to act as your agent for customs purposes. This person must have knowledge of the facts pertaining to your shipment and must be authorized in writing to act for you.

Customs employees are prohibited by law from performing these tasks for the importing public. They will advise and give information to importers about customs requirements.

Entry of Goods

To make or file a customs entry, the following documents are generally required:

1. A bill of lading, airway bill, or carrier's certificate (naming the consignee for Customs purposes) as evidence of the right of the consignee to make entry.
2. An invoice obtained from the seller for each shipment of merchandise. ~~The foreign seller or producer shipping goods to the United States usually completes a special customs invoice, Customs Form 5515. On small shipments not exceeding \$500 in value and certain classes of merchandise, this invoice is not required, but a regular "commercial invoice" which shows the value and description of the merchandise should accompany the goods.~~
3. Entry manifest (Customs Form 7533) or Application and Special Permit for Immediate Delivery (Customs Form 3461).
4. Packing lists, if appropriate, and other documents necessary to determine whether the merchandise may be admitted.

CF 5515 obsolete

At the time the entry is filed, the importer indicates the tariff classification, pays the estimated duty, if any, and posts a surety bond containing various conditions including a provision for payment of any increased duty that may be found later.

Other Types of Entry

Imported goods may be sent in-bond from the first port of arrival to another customs port. Arrangements for in-bond shipments should be made before the goods leave the country of export. In-bond entries postpone final customs formalities, including payment of duty, until the goods arrive at the other port.

Imported merchandise may also be sent to a bonded warehouse under a warehouse entry. Duties are not paid on warehoused merchandise until the goods are withdrawn for consumption. Storage fees are paid to the warehouse proprietor by the importer.

Customs Examination of Goods

In simple cases involving small shipments or certain classes of goods such as bulk shipments, examination may be made usually on the docks, at container stations, cargo terminal, or the importer's premises. The goods are then released to the importer. In other shipments, representative packages of the merchandise may be retained by Customs for appraisalment purposes and the remainder of the shipment released. These packages would also be released to the importer after examination has been completed.

Examination of goods is necessary to determine:

1. The value of the goods for Customs purposes and their dutiable status.
2. Whether the goods must be marked with the country of their origin or with special marking or labeling. If so, whether they are marked in the

manner required. Generally, imported merchandise must be legibly marked in a conspicuous place and in a manner to indicate the English name of the country of origin to the ultimate purchaser in the United States. Certain specific articles are exempt from this requirement.

3. Whether the goods have been correctly invoiced.
4. Whether the shipment may contain prohibited articles.
5. Whether requirements of other agencies have been met.
6. Whether goods in excess of the invoiced quantities are present or a shortage of goods exists.

If necessary, goods may be analyzed by a Customs chemist to determine proper valuation and appraisalment.

When examination and appraisalment of the goods by Customs reveals differences from the entered descriptions in quantity or value, or when Customs finds that a different rate of duty applies than the one indicated by the importer, an increase in duties may arise.

When all the information has been acquired, including the report of the Customs import specialist as to the Customs value of the goods and the chemist's report, if required, a final determination of duty is made. This is known as liquidation of the entry. At this time, any overpayment of duty is returned or underpayments billed.

Protest

If an importer desires, he may, within 90 days after the date of liquidation or other decision, protest the decision and secure administrative review. Notice of the denial of a protest, in whole or in part, will be mailed to the importer. The importer may then decide whether or not to litigate. If an importer wishes judicial review, he will be required to file a summons in the Customs Court.

Mail Shipments

Shipments by mail which do not exceed \$250 in value, whether commercial or noncommercial importations, are entered under a mail entry prepared by a Customs officer after the Postal Service submits the package for Customs examination. The parcel is delivered to the addressee by the post office and is released upon the payment of the duty due which is shown on the mail entry accompanying the package. A postal handling fee in the form of postage due stamps will be collected from the addressee at the time the package is delivered. This fee is not charged on packages sent through military mail channels.

A commercial mail shipment in excess of \$250 in value is forwarded to the Customs office nearest the addressee. Customs notifies the addressee of the arrival of the parcel and the location of the Customs office where Customs formalities may be arranged. Customs clearance will require the filing of an entry in the same manner as for shipments arriving by vessel or air freight.

Restricted Merchandise

Because our officers are stationed at all ports of arrival in the United States including Puerto Rico, they are called upon to enforce laws and regulations of other Government agencies.

A license or permit from the responsible agency is necessary to import:

- alcoholic beverages
- animals and animal products
- certain drugs
- firearms and ammunition
- fruits, nuts
- meat and meat products
- milk, dairy, and cheese products
- plants and plant products
- poultry and poultry products
- petroleum and petroleum products
- trademarked articles
- vegetables

Today, an increasing number of products or goods such as textiles, clothing, automobiles, boats, radios, television sets, and medical devices, are subject to special standards, declarations, certification, marking or labeling requirements.

Other merchandise must be examined for fitness of use, freedom from contamination, or may be subject to quotas on the quantity imported.

All these requirements must be met before the merchandise may be released by Customs.

Foreign Assets Control

The Foreign Assets Control Regulations prohibit the unlicensed importation of merchandise of North Korean, Cambodian, Vietnamese, or Iranian origin, including articles grown, produced, or manufactured therein. The unlicensed importation of goods of Cuban origin, articles containing Cuban components, and all goods imported from or through Cuba are prohibited. Goods of Chinese origin are authorized to be imported under a general license. Specific inquiries concerning these regulations should be made to the Office of Foreign Assets Control, Department of the Treasury, Washington, D.C., 20220.

Publications

Persons intent on going into the importing business will find the following publications invaluable. They may be purchased from the Superintendent of Documents, Government Printing Office, Washington, D.C., 20402. Prices are subject to change.

Customs Regulations of the United States (1980)

Loose-leaf volume containing regulations published for the purpose of carrying out customs, navigation, and other laws administered by the U.S. Customs Service. Price: \$37.50 includes revised pages for subscription year; \$46.25 foreign mailing (surface). Note: Customs Regulations are also con

tained in the Code of Federal Regulations, Title 19, Chapter I.

Customs Bulletin

A weekly pamphlet containing regulations, rulings, decisions and notices concerning Customs and related matters and decisions of the United States Court of Customs and Patent Appeals and the United States Customs Court. Price: \$65.00 a year, domestic mailing; \$81.25 a year foreign mailing.

Tariff Schedules of the United States (Annotated 1980)

A technical document for use in classification of imported merchandise for rates of duty and statistical purposes. Price: \$23 4th class mailing, \$28 1st class; \$28.75 for foreign mailing (surface). Price includes supplements for subscription year.

District Offices

Additional information may be obtained from District Director of Customs listed below or you may consult your telephone directory for a Customs port of entry closer to you as there are nearly 300 ports of entry. The listing will be under U.S. Government, Treasury Department.

Anchorage, Alaska 99501/620 E. Tenth Ave.
Baltimore, Maryland, 21202/103 S. Gay St.
Boston, Massachusetts 02109/2 India St.
Bridgeport, Connecticut 06609/120 Middle St.
Buffalo, New York 14202/111 W. Huron St.
Charleston, South Carolina 29402/200 E. Bay St.
Chicago, Illinois 60607/610 S. Canal St.
Cleveland, Ohio 44114/55 Erievue Plaza
Dallas/Fort Worth, Texas 75261/P.O. Box 61050
Detroit, Michigan 48226/477 Michigan Ave.
Duluth, Minnesota 55802/515 W. First St., 209 Fed Bldg.
El Paso, Texas 79965/Bldg. B, Room 134
Bridge of the Americas (PO Box 9516)
Galveston, Texas 77550/PO Bldg (POB 570)
Great Falls, Montana 59401/215 1st Ave., N.
Honolulu, Hawaii 96802/335 Merchant St.
Houston, Texas 77052/701 San Jacinto St.
Laredo, Texas 78040/Mann Rd & Santa Ana (POB 758)

Los Angeles/Long Beach/300 S. Ferry St.

Terminal Island, San Pedro 90731

Miami, Florida 33131/77 S.E. 5th St.

Milwaukee, Wisconsin 53202/628 E. Michigan St.

Minneapolis, Minnesota 55401/110 S. Fourth St.

Mobile, Alabama 36602/250 N. Water St.

New Orleans, Louisiana 70130/600 South St.

New York, New York

* New York Seaport Area, New York, New York 10048

Customhouse, 6 World Trade Center

* Kennedy Airport Area, Jamaica, New York 11430

Seaboard World Building, Room 178

* Newark Area, Newark, New Jersey 07114

Airport International Plaza

Nogales, Arizona 85621/International & Terrace Sts.

Norfolk, Virginia 23510/101 E. Main St.

Ogdensburg, New York 13669/127 N. Water St.

Pembina, North Dakota 58271/Post Office Bldg.

Philadelphia, Pennsylvania 19106/2nd & Chestnut Sts.

Port Arthur, Texas 77640/5th & Austin Ave.

Portland, Maine 04111/312 Fore St.

Portland, Oregon 97209/N.W. Broadway & Gisan Sts.

Providence, Rhode Island 02903/24 Weybosset St.

St. Albans, Vermont 05478/Main & Stebbins St.,

(POB 111)

St. Louis, Missouri 63105/120 S. Central Ave.

St. Thomas, Virgin Islands 00801/(POB 510)

San Diego, California 92188/880 Front St.

San Francisco, California 94126/555 Battery St.,

(POB 2450)

San Juan, Puerto Rico 00903/POB 2112

Savannah, Georgia 31401/1 East Bay St.

Seattle, Washington 98174/909 First Ave.

Tampa, Florida 33602/301 S. Ashley Dr.

Washington, D.C. 20041/POB 17423

Gateway 1 Bldg, Dulles Int. Apt., Chantilly, Va. 22021

Wilmington, North Carolina 28401/2094 Pok St.

* Area Director of Customs

Publications available for review and order at the individual consultation:

<u>TITLE</u>	<u>PRICE</u>
Business Basics (The Profit Plan)	\$ 4.50
Business Basics (Understanding Costs)	3.25
A Basic Guide To Exporting	6.50
Importing Into The United States	5.50
How To Build An Export Business	6.00

GIFT TRADE JOURNALS

Gift and Decorative Accessories
Geyer-McAllister
Box 1129
Dover, NJ 07801
201/366-0946

China, Glass & Tableware
Post Office Box 2147
1115 Clifton Avenue
Clifton, NJ 07015
201/779-1600

entree
7 East 12th Street
New York, NY 10003
212/741-4054

Giftware Business
Circulation Department
Room 930
1501 Broadway
New York, NY 10036
212/869-1300

Giftware News
2700 River Road
Suite 409
Des Plaines, IL 60018
312/824-7440

Negotiating International Sales Contracts

by D. Mark Baker and Glade F. Flake
Glade F. Flake & Associates, P.A.
Attorneys & Counselors at Law
Washington, DC

The international marketplace is potentially very profitable for exporters; but because of the complex nature of languages, jurisdictions, transportation, and money matters incidental to international business, your potential profit could quickly become a loss. Don't misunderstand the terms and conditions of doing business with foreign customers. How well you prosper depends greatly upon the contract that you, the seller, make with your customer, the buyer.

This AID introduces you to certain significant factors involved in the drafting and negotiation of international sales contracts. Conditions for profitable exporting are now promising for small firms because of the current favorable exchange rates, but do not ignore or underestimate the difficulties and complexities involved in exporting. This warning is perhaps most important to remember when you put a business deal together—when you negotiate a sales contract for exporting goods.

Introduction

Billions of dollars in export trade transactions are exchanged each year between United States sellers and foreign buyers. Obviously, the small business owner/manager is interested in entering into contracts in the potentially lucrative international marketplace. However, to the small businessman, the unknown and seemingly unknowable aspects of transacting international business present barriers that can best be overcome by practical and useful information on how to become a participant in the international marketplace.

The small business operator (seller) interested in obtaining foreign contracts must first identify the most desirable market for the products or services in question. After identifying potential buyers, the small business operator should concentrate on preparing a proposal that will effectively describe the products or services being offered as well as the proposed terms of sale. Next, the seller should develop terms of sale that can serve to meet the objectives of the foreign buyer, while adequately protecting the seller's interests. The type of agreement the seller proposes to the foreign buyer and the particular terms and conditions of sale that are negotiated and finalized must recognize the realities of doing business in the international marketplace. This management aid will discuss the most significant factor: that the small business owner/manager should be sensitive to its conducting international business activities.

Identification of Foreign Markets

How can the small business operator broaden the market for his goods and services from that of his immediate geographical region to the hundreds and thousands of buyers in the international community? Here

are some suggestions on how to obtain valuable information about potential foreign markets for your business.

- Contact the trade association for the product or service you sell and inquire as to information pertaining to foreign markets.

- Contact your local and state Chambers of Commerce to gather information regarding foreign buyers active in your area. Also, indicate your interest in participating in local trade fairs and expositions that are conducted for foreign commercial and government buying activities.

- Contact local export/import companies and inquire about persons who are knowledgeable in your product or service and are acting as commissioned sales representatives or independent distributors in foreign countries.

- Communicate with the consular or business section representing foreign governments in their Washington, D.C., embassies and request to have future solicitations forwarded to your firm.

- Local, state and federal government agencies have ongoing programs to assist in informing the small business owner/manager concerning international commercial activities. Contact your local SBA office for details.

Preparation of Proposals

Style: To avoid possible communications problems, it is best to describe your product or service using direct and concise language. If possible, the use of technological or trade jargon should be limited, unless you have provided a glossary of terms with your proposal. Carefully review your proposal to assure that a potential buyer will have a clear and precise understanding of what it is that you are offering. There is much risk involved in overselling your capabilities in your proposal to a foreign buyer. The foreign concern is often not in a position to independently verify your performance capacities. The buyer's expectations of what the seller will provide is based on what has been described in the proposal, as well as the description of the goods in the contract. Therefore, to minimize the possibility of an unhappy foreign customer, concrete clarity in your sales documents is necessary. A listing of what you, as the seller, will provide under any resulting contract and the buyer's corresponding responsibilities is a good method to use to establish a clear understanding of the nature of what it is you are offering.

Types of Contracts

What types of legally enforceable agreements will assist the small business owner/operator in his quest to maximize profits while minimizing risks in the international marketplace? Generally in international sales, fixed price contracts are used. In a fixed price contract the parties agree at the time of entering into the contract upon the price of the goods or services to be rendered, regardless of what actual costs the seller may incur in performing the contract. Also, there are certain well-established designations for the shipping terms of contracts that are used extensively in foreign sales. Many times quotations to potential foreign buyers will be offered without a detailed set of terms and conditions of sale, but will merely indicate the offered price with one of the following identified terms, which describes, in shorthand form, certain fundamental provisions of the proposed agreement:

F.O.B. (Free on Board) Factory: These terms have been accepted in international commercial contract practice to mean that the seller's delivery obligation is to tender delivery to the buyer by notifying the buyer, or his designated freight forwarder, that the goods are packaged, packed and ready for shipment from the seller's facility. Generally, in this type of an arrangement, the buyer has the burden for all costs and risks involved in transporting the goods as soon as the buyer or the freight forwarder takes control of the goods at the seller's facility. This type of contract represents an approach that allows the seller to avoid the risks and costs involved in shipping and the uncertainty of fluctuating shipping charges.

F.O.B. Named Destination: This term means that the seller must at his risk (insurance) and cost (transportation) deliver the goods to the named destination, such as an airport, shipyard or the buyer's facility. If the named destination of the F.O.B. term is an airport or shipyard, the buyer is responsible for the goods until they are loaded on the vessel designated by the buyer to transport them. The seller is to bear the costs of all taxes and charges incurred until the identified F.O.B. destination point is reached.

F.A.S. (Free Alongside) Named Destination: This provision means that the seller is to pay for the costs and assumes all risks in transporting the contracted items to a position alongside the vessel or plane the buyer has identified to transport the goods. Notice that in this shipping arrangement, the seller is only responsible to deliver the goods to a designated loading area; and the buyer is responsible from that point. In both F.O.B. and F.A.S. transactions, the seller must provide the buyer with the required shipping documents. These documents may include bills of lading, commercial invoices, export licenses, packing lists, and insurance certificates. These shipping documents often serve as payment documents for the seller to submit to a bank, or to the buyer, as evidence of performance under the contract and entitlement to payment for the delivered goods. It should be noted that F.O.B. and F.A.S. transactions that are to named U.S. destinations, where the foreign buyer then assumes responsibility for the goods, is the lowest risk approach for the small business operator to utilize. Otherwise, the complex problems of international freight charges, insurance obligations, and foreign duty charges present potential pitfalls to achieving the goal of maximizing profits at minimal risk.

C.I.F. and C & F: The term C.I.F. means that the quoted price includes the price of the goods and the insurance and freight to the named destination. The term C & F indicates that the price includes the price of the goods and freight charges, without any costs for transit insurance coverage. These types of arrangements are preferred by many foreign buyers because they place the seller in a position of not only being responsible for the manufacture of goods, but also arranging for the shipment of the goods. The seller must not only absorb the costs of transportation in a C.I.F. contract, but must also purchase insurance in the name of the buyer for the goods while they are in transit. The risk of loss of the contracted goods passes to the buyer as soon as the goods are loaded on a vessel at the shipment point. Therefore, the essential problem relating to C.I.F. type contract is not related to the potential liability for damaged or destroyed goods, but the problem in estimating accurate cost figures at the time of your proposal for freight and insurance charges. Another problem to be recognized in these transactions is the occasional difficulty in procuring reasonably priced insurance, especially if the area of the world you are to ship the goods to is experiencing civil disorders. You should consult and establish a relationship with a local agent of a reputable freight forwarder,

exporting company or shipping line prior to issuing C.I.F. or C & F quotations.

Terms of Contract

Payment: In pursuit of the goal of maximizing your return resulting from entering into an international sales contract, certain important factors concerning payment should be considered. You, as the seller of goods, need to establish with your foreign buyer a means to assure that the buyer does have the financial assets to pay for your goods. Also, some orderly payment arrangement should be outlined so there are no questions as to the actions that must take place to entitle the seller to payment by the buyer. The confirmed irrevocable letter of credit (ILOC) is the tool that will assist you in securing the financial security to minimize the risk of most international sales transactions.

Irrevocable Letters of Credit (ILOC): You as a United States seller should require in your proposed terms of sale that all payments made under the sales agreement will be in U.S. currency. Further, you should obligate the buyer to establish an ILOC, confirmed by a local United States bank of your choice (or mutually agreed upon), that will allow for payment based upon your presentation of certain specified shipping documents. In fact, to enhance your security, you can establish as a pre-condition of a legally binding contract the confirmation by a United States bank of receipt of the buyer's ILOC. What you have achieved in obtaining a local bank's confirmation is the knowledge that the confirming local bank will make payment to you upon fulfillment of the payment terms in the ILOC. By use of the ILOC, you can avoid the very impractical and risk-filled alternative of relying upon the payment capability of the foreign buyer. You should consult with your local bank or attorney regarding ILOC's.

Standby Letters of Credit and Guarantees: The practice of some foreign buyers, especially governments, is to readily provide for payment to United States sellers by way of ILOC's, but to ask for some kind of guarantee of performance in return. The seller's return guarantee of performance can take the form of a letter of credit, bank letter of guarantee, or the withholding of a certain percentage of the contract price until the buyer is certain the delivered goods conform with the contract. These guarantees operate to allow the buyer to collect money he claims he is entitled to as a result of the seller's failure to properly perform the contract. If possible, the seller should make any draw or collection against his guarantee of performance dependent upon the determination by an independent third party, such as a panel of independent arbitrators, that the seller has or has not adequately met all contract requirements.

Choice of Law: There is no universal set of laws regulating international trade and commerce today. It is, therefore, very important for you to specify in your contract the governing law to be applied in construing the rights and obligations of the parties. You should select your own state's law as the controlling law to be applied to your agreement because you should draft the contract with a full awareness of the Uniform Commercial Code prerequisites for an enforceable contract in your state. You should be aware that there is an International Chamber of Commerce that has sought to achieve greater uniformity in international trade practices by establishing definitions for terms frequently used in world trade. In 1952, the I.C.C. issued the latest revisions of Incoterms (International Chamber of Commerce Terms) that has become a widely recognized source of terms describing the various types of shipping arrangements and the definition of

the buyer's and seller's responsibilities. You should be familiar with this information. However, it should be realized that Incoterms do not have the force and effect of law anywhere in the world, but represent a convenient glossary of terms that reflect well-established commercial practice.

Arbitration: The Incoterms contain a recommendation that all contracts for foreign trade include a provision calling for the settlement of all disputes under the Rules of Conciliation and Arbitration of the International Chamber of Commerce. You would be wise to include such a clause in your contracts. Arbitration has for the most part proven itself to be the most economical and efficient means of resolving differences arising between the parties to an international sales contract. However, your arbitration clause should include language allowing for the entry and enforcement of the arbitrator's final judgment in any court having jurisdiction.

Inspection and Acceptance: It is best for the seller to limit, as much as is possible and reasonable under the circumstances, the buyer's rights of inspection and acceptance after goods have been shipped from the seller's facility. This approach recognizes the very practical consideration of the high and uncertain costs involved in conducting extensive inspection and acceptance test procedures at any location other than the seller's facility. What is sometimes offered in lieu of conducting a final acceptance of the goods at the buyer's or seller's place of business is a certificate of conformance supplied by the seller, which represents that the delivered goods are in conformance with contract and specification requirements.

Taxes: It is important to clearly state in your contract who will absorb the costs of all applicable taxes. Normally, the exporting seller is responsible for the payment of all taxes, customs, and duties levied in his country, and the buyer/importer is similarly obligated to pay all governmentally imposed charges related to the contract. In circumstances where you are sending your employees to a foreign country for any extended period of time, you should become familiar with that government's personal and corporate income tax law. Your firm may be subject to tax for monies received under the contract, and your employees may be subject to personal income tax.

General Considerations

Export License: You, as a seller of a commodity that is desired in the international marketplace, must satisfy the responsible U.S. Government agencies that the item you wish to sell is licensable under the laws and regulations that establish the export license classification applicable to your product and the importing nation. You should also be aware that transmitting certain types of technical data abroad requires securing the approval of the federal government. Further information on this subject can be obtained from the U.S. Commerce Department, and for defense products, the U.S. Munitions Control Board, U.S. Department of State.

Federal Laws and Regulations: There are many federal laws and regulations that can directly apply to your export sale transaction. An example of one narrow area of federal intervention is set forth in the Department of Commerce and the Internal Revenue Service regulations prohibiting the participation of U.S. companies in international trade boycotts. Thus, if your firm is requested to provide a certificate relating to discriminatory international boycotts, such as the Arab boycott of Israel, you and your firm may be subject to civil and criminal penalties. Close

review of shipping documents and contract provisions required by certain middle eastern countries is required in order to satisfy the reporting and compliance requirements pertaining to U.S. Government regulation of boycott practices. Consultation with an attorney or the Department of Commerce is recommended in this area.

Finalization of Sales Agreement: Always attempt to secure a written acceptance of your offered terms of sale that does not modify or change any of the terms. Problems can readily develop if the foreign buyer indicates acceptance of your offer and then proceeds to condition his acceptance to his terms of sale. To attempt to avoid this conflict, you should state in your proposal that, "this offer expressly limits acceptance to the exact terms of this offer." Thereafter, if the buyer attempts to accept your offer by signing the contract, which he has modified to incorporate his terms of sale, there is no final agreement as to the terms, under U.S. commercial law. What the buyer has done is to effectively reject your offer and make a counter-offer that you can accept or reject. It is important to take prompt action to provide written notice to the buyer regarding your acceptance or rejection of the counter-offer. You may want to make another offer, and it is at this point that negotiations may be instituted. When you and the buyer have agreed on the final terms of sale, it is important that you know whether or not the representative of the buyer who is signing the contract has authority to enter into such an agreement. If you are uncertain about this, request a certificate from the governing board of the foreign entity setting forth the person's authority to enter into sale agreements. It should be recognized that the unique facts and circumstances surrounding any particular contract proposal and the subsequent discussions of various terms of sale may vary the approach you should use. If you have any questions, it is strongly advised that you consult with your attorney.

Expert Advice: Due to the complex nature of certain areas of international trade, you should not hesitate to develop reliable and competent sources of expert advice in the diverse subject discussed in this management aid.

Conclusion

Having reviewed the risks and potential involved in doing business in the international arena, and armed with a better understanding of how to minimize these risks through sound business practices, it is now possible for you to more carefully consider the global marketplace that exists for your company's goods and services.

Were the speakers presentations clear, concise and understandable?

YES _____

NO _____

Please explain your answer: _____

II. Please rate the following individual sections of the March Seminar.

The Project Overview

poor

1

2

3

excellent

4

Please explain your answer: _____

The Atlanta Market Center

poor

1

2

3

excellent

4

Please explain your answer: _____

The Gift Industry

poor

1

2

3

excellent

4

Please explain your answer: _____

Financing

poor

1

2

3

excellent

4

Please explain your answer: _____

Transportation

poor

1

2

3

excellent

4

Please explain your answer: _____

VI. Other comments:

Thank you.

RETURN TO: Edwin P. Lochridge
Project Coordinator
Atlanta Market Center
240 Peachtree St., NW
Suite 2200
Atlanta, Georgia 30043

telephone #: (404) 658-5628
telex #: 4611135 ATL. MART

MARCH MARKETING SEMINAR QUESTIONNAIRE

RESPONSES

Question	Rating:	Poor 1	2	3	Excellent 4
I. Overall, how would you rate the March Marketing Seminar in terms of:					
Seminar content		—	—	<u>3</u>	<u>6</u>
Comments: Very comprehensive.					
It was well organized.					
I think it was very well suited to the needs of the persons taking it.					
Yes, because I learned a lot about marketing the products.					
It was well planned, very professional.					
Directly interesting to us.					
Should have more on labeling specifications.					
Reference materials		—	—	<u>3</u>	<u>6</u>
Comments: Directly interesting to us.					
Lectures could have been recorded and transcribed for future reference of participants or do you have the videotapes available?					
We recieved (sic) plenty information and was very well detailed (sic).					
Sometimes I think we end-up (sic) with too much material, with no coordination in between.					
The material is very important.					
Choice of speakers		—	—	<u>3</u>	<u>6</u>
Comments: They where (sic) specialized persons each one on their field, that gave us a direct clear information.					
They knew exactly waht they were talking about and people with wide experience.					
All of them were excellent.					
New ideas viewed.					
Format		—	—	<u>1</u>	<u>7</u>
Comments: As needed.					
It was well balanced.					
We had enough of everything, well balanced.					

Question	Rating:	Poor			Excellent
		1	2	3	4

pay our transportation from hotel to airport.

Clear and concise.

Very clear detailed description.

I would suggest to include a freight forwarding agent as another speaker to cover shipping documents, keeping Mr. Martel. Martel was very good!

The Buyers and their expectations — 1 4 4

Comments: Good for the audience.

Our country was looking more to obtain a market for our products. To (sic) many expectations.

Sales Strategy — 1 4 4

Comments: Clear and utile.

Very well prepared.

Good for the audience.

Not too clear.

III. Did the individual consultations meet your needs?

Yes 8 No 1

Comments: We didn't have much consultations, but as an overall it was o.k. He answered all our inquiries about the saling (sic) of products. Very interesting.

But, some of the participants at the show floor were somehow evasive but that is understandable! AMC staff was always helpful.

No fault of the consultant, just the group not really knowing what they are about exactly.

IV. Do you have any additional questions about the role of a market center in U.S. distribution - or of the Atlanta Market Center specifically?

Yes 1 No 8

Comments: I think it is very clear, if you understand what a market center is.

Question	Rating:	Poor			Excellent
		1	2	3	4

V. In your opinion, what would you like to have seen presented more in depth during the March Seminar?

Comments: More about the gift industry and buyers.

To my opinion the seminar was well developed.

Buyer's list for specific products.

I think that financing and transportation, covers our main worries in this part of the world.

Qualifications for US labeling. Financing simplified. Viewing of other participant sampels in order to see what they are doing which would lend itself to more meaningful discussion between countries and industries.

Sales strategies.

The gift industry.

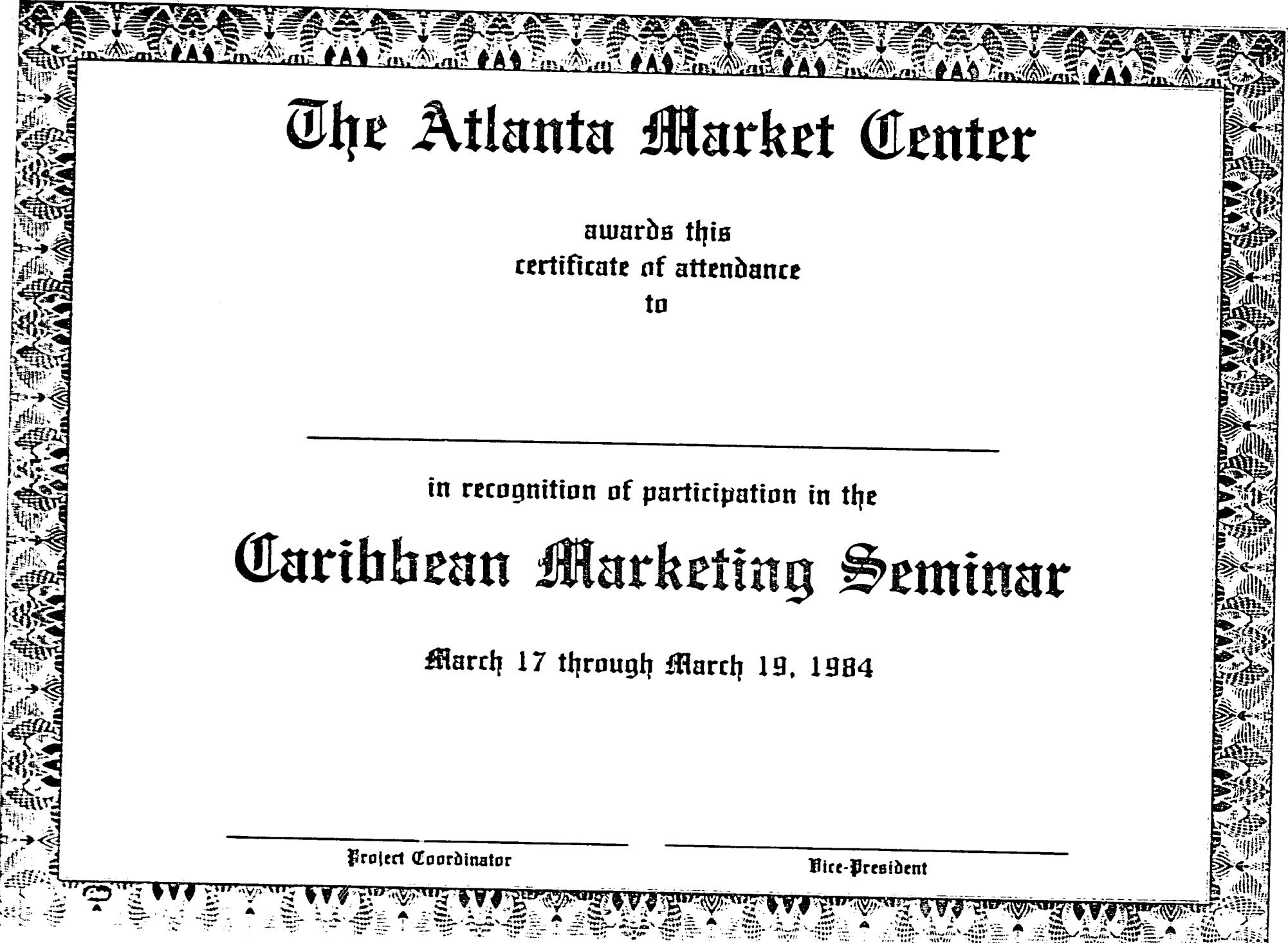
VI. Other comments: The co-ordinators of the Seminar were most helpful. The Seminar was well organized and proper time keep (sic). Disappointed in not seeing what the other countries were exhibiting.

It was a very complete seminar. Good planning and timing. Congratulations! Buena suerte!

I was very pleased with the contents of the Seminar looking forward to seeing you in July.

I think the seminar was very well planned. The information was direct, clear and well organized - specially for the group of people of different backgrounds, with little or no experience with the US market.

As far as the program was concern (sic), I was very pleased. I found it very interesting and most of all very informative.



The Atlanta Market Center

awards this
certificate of attendance
to

in recognition of participation in the

Caribbean Marketing Seminar

March 17 through March 19, 1984

Project Coordinator

Vice-President

Leave It To Atlanta For The Unexpected.

A Caribbean Gift Show
July 7-11, 1984

Stone carvings from Honduras.
Hand-made laces from the Dominican Republic.
Artifacts from Costa Rica.
Unexpected treasures from Jamaica, Guatemala and Haiti.

A wealth of unusual and exotic gifts—all from unusual and exotic places. All together for a very special gift show—the first of it's kind in this country.

The Caribbean Gift Show is all part of the Atlanta National Gift Market. And, it's also part of the U.S. Government's Caribbean Basin Initiative established to promote international trade.

Here's a rare opportunity to buy gifts that have never been seen in the States before. And to buy them inexpensively direct from the merchants themselves.

It's also a perfect opportunity to delight your customers with some very unusual Christmas gifts.

For discount hotel reservations call:

1-800-241-6405.

In Georgia,

1-800-282-0456.

For a 30% discount
on Eastern airfare

(no restrictions)

call 1-800-327-1295.

In Florida,

1-800-432-1217.

For the unexpected,
leave it to Atlanta.



Atlanta

Caribbean Show

MARKET
CENTER

240 Peachtree Street

ATLANTA. BEST OF SHOW.

ATLANTA. FOR THE FINER THINGS IN LIFE.

Early Bird Gift and Decorative Accessories Market July 2-6, 1984

Atlanta National Gift Market July 7-11

Temporary Exhibits July 7-11

Caribbean Gift Show July 7-11

Leave it to Atlanta for classic elegance. For gifts as fine in quality and design as any you've ever seen. Magnificent Crystal, Silver, Porcelain, Luxurious Lace. Our selection is unsurpassed. Over 7,000 lines of gifts and decorative accessories.

And for this, the biggest gift show of the year, an added attraction. The Caribbean Gift Show, featuring unique handmade treasures from Costa Rica, the Dominican Republic, Guatemala, Haiti, Honduras, and Jamaica.

What a perfect show to shop for Christmas. There's never been a better

Market for holiday buying—or a more elegant one.

And our seminars are particularly appealing, too. They include subjects like: Why it pays to advertise. The profitable business of selling gourmet foods and gourmetware. Business problems and solutions along with income tax planning. A flower design school with emphasis on holiday arrangements. And more. For seminar details, contact Georgia Camp, 404-658-5681.

All this, all under one roof at the Atlanta Market Center, growing bigger and better

every day—with 30% more showrooms by 1986—to give you even more of what you're looking for.

It's all happening in Atlanta. The city of superb restaurants, outstanding entertainment and night life and over 9,000 hotel rooms—all within walking distance of the Market Center.

For discount hotel reservations call 1-800-241-6405. In Georgia, 1-800-282-0456. For a 30% discount on Eastern airfare (no restrictions) call 1-800-327-1295. In Florida, 1-800-432-1217.

For the finer things in life—and a prosperous Christmas-selling season, come to the Atlanta National Gift Market.



Atlanta
Gift Show

MARKET CENTER

240 Peachtree Street

The First Gift Show of it's Kind in this Country.

ATLANTA MARKET CENTER

JULY 7-11, 1984

Leave It To Atlanta For The Unexpected...

Stone carvings from Honduras. Hand-made laces from the Dominican Republic. Primitive pottery from Guatemala. Unexpected treasures from Costa Rica, Jamaica and Haiti.

You'll discover a wealth of unusual, exotic and decorative accessories — all from unusual and exotic places — together for a very special gift show — the first of it's kind in this country.

The Caribbean Collection is all part of the Atlanta National Gift Market. And it's also part of the U.S. government's Caribbean Basin Initiative program, a plan to generate international trade.

Atlanta Goes All Out To Bring You A World of International Products.

Patterned after the highly successful Asian Gift Show in 1982 and the Shanghai Discovery in 1983, the Caribbean Collection is yet another expression of the Atlanta Market Center's commitment to promote international trade. The Market Center is devoted to providing you, the buyer



with the most varied, saleable product selection in the most convenient, easy-to-shop location. And that location is the Atrium theater of the Atlanta Apparel Mart adjacent to the Atlanta Merchandise Mart.

What To Expect From This Unexpected Show.

The Caribbean Collection is a rare opportunity to buy gifts that have never been seen in the States before. And to buy them inexpensively direct from the merchants themselves.

The products have been designed specifically for the U.S. market. American designers and consultants have worked directly with Caribbean artisans to insure quality design, materials, craftsmanship and packaging. Many products will be available in small quantities with low minimums. Most products will be free of U.S. customs import duty.

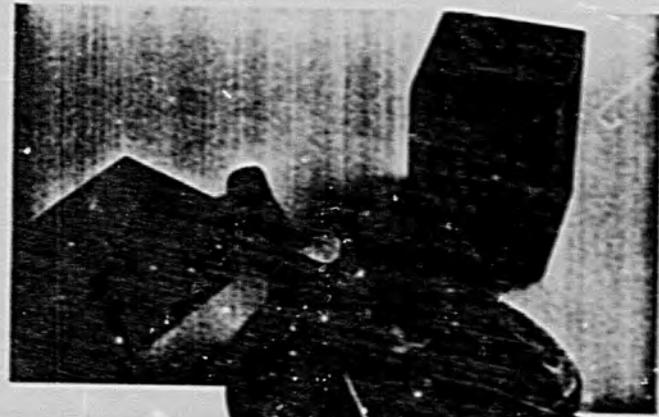


Unexpected Christmas Gifts. The Caribbean Collection not only offers you a vast selection of gifts and decorative accessories that will sell year round, but some very unusual gifts for the Christmas selling season. Here's a perfect opportunity to delight your customers with gifts they've never seen in this country as well as wonderful tree ornaments and decorations unique as the countries from which they come.

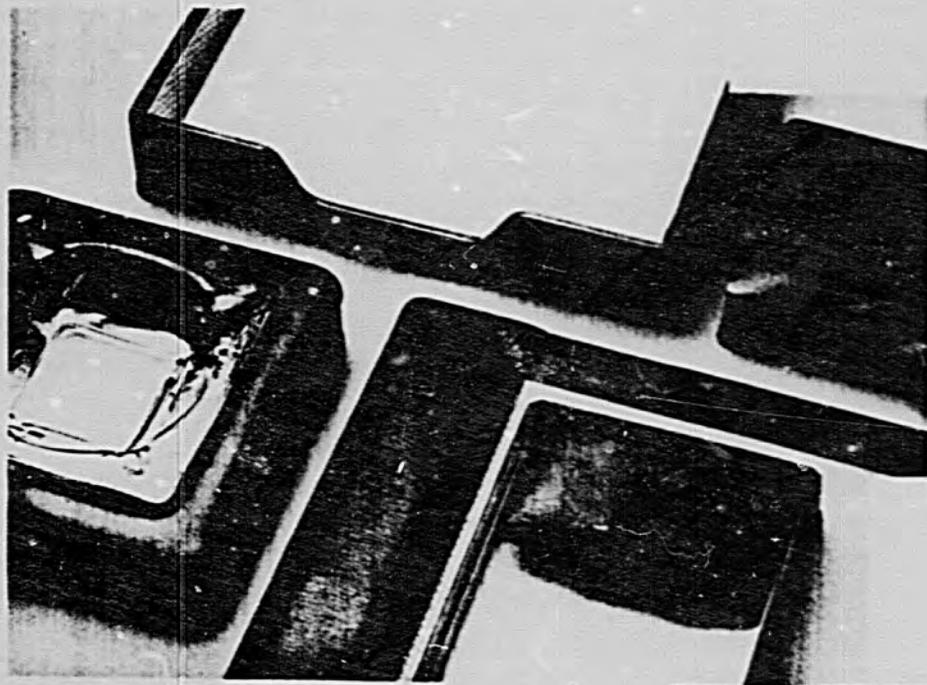
Expect Savings In Atlanta. The Atlanta Market Center offers sizeable savings on hotel accommodations and airfare. For discount hotel reservations call: 1-800-241-6405. In Georgia, 1-800-282-0456. For a 35% discount on Delta Airlines (no restrictions) call 1-800-241-6760. In Georgia, 1-800-282-8536.

The Caribbean Collection is an official project of the Atlanta Market Center, co-sponsored by the U.S. Agency for International Development as a part of President Reagan's Caribbean Initiative plan.

Costa Rica



The name Costa Rica literally means rich coast. And the products created in this country are as rich in design and beauty as any you've ever seen. You'll be amazed at the sophistication, the craftsmanship of each work of art. Mayan chess sets carved from jade, pre-Columbian stone reproductions, intricately detailed ceramics, jewelry, leather goods and toys are among the many examples of Costa Rican collectibles.



Leave It To

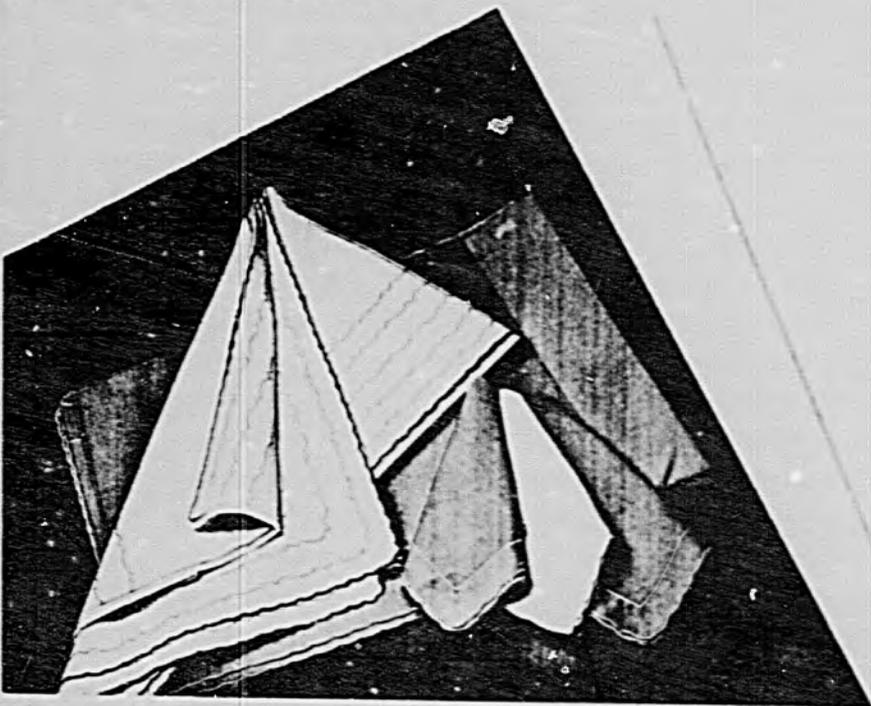
Costa Rica

For The Unexpected...

MARKET
CENTER

Dominican Republic

Columbus proclaimed this land to be "the fairest in the world." Others have since called it "a gem in the rough." Whatever the description of the island might be, "quaint" is the word that best captures the flavor of the hand-crafted gifts, decorative accessories and furniture produced here. Charming hand-stitched linens, embroidered pillows, hand-painted notecards and prints, antique reproductions, and uniquely beautiful amber trays, all influenced by 16th century Spain.



Leave It To

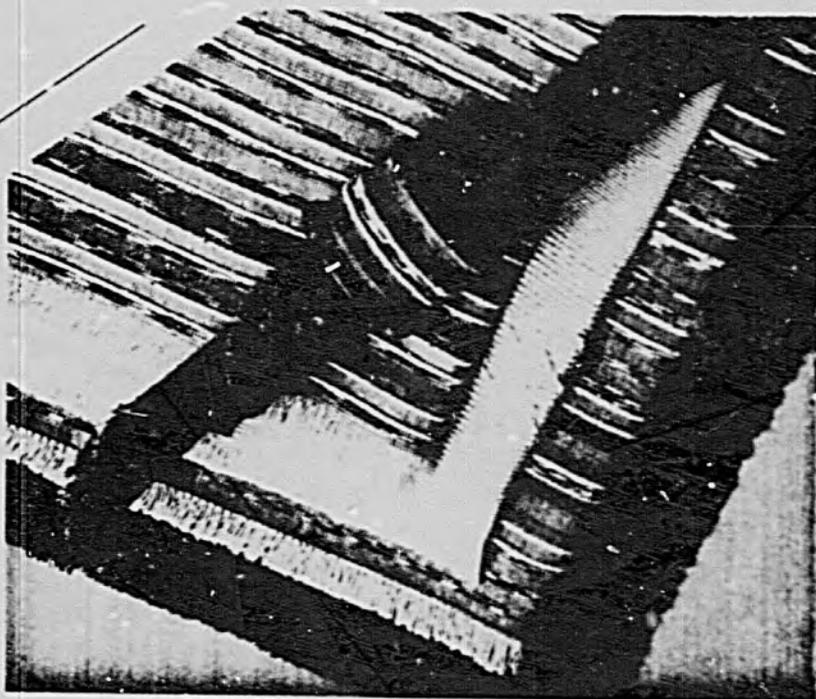
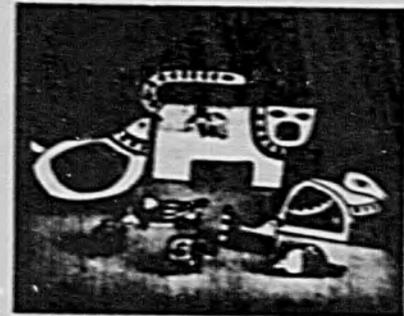
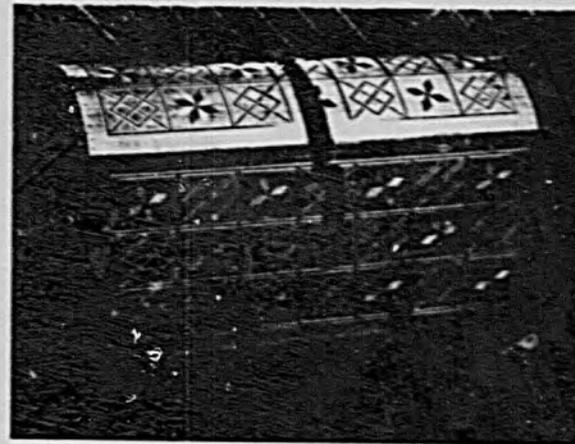
Cocolandia

For The Unexpected...

MARKET
CENTER

Guatemala

Some of the most interesting and appealing crafts come from this intriguing country, so rich in Indian culture. Remnants of ancient civilizations influence the designs of many Guatemalan products. These unique designs can be found in hand-carved chests, etched in glazed porcelain and primitive pottery, and woven in fabrics as colorful as the country itself.



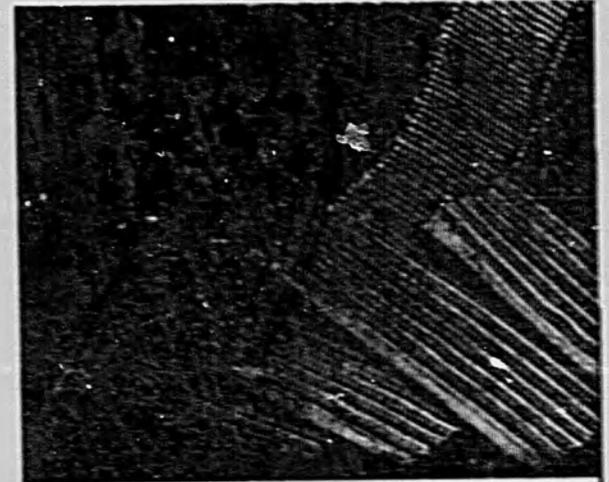
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Costantino

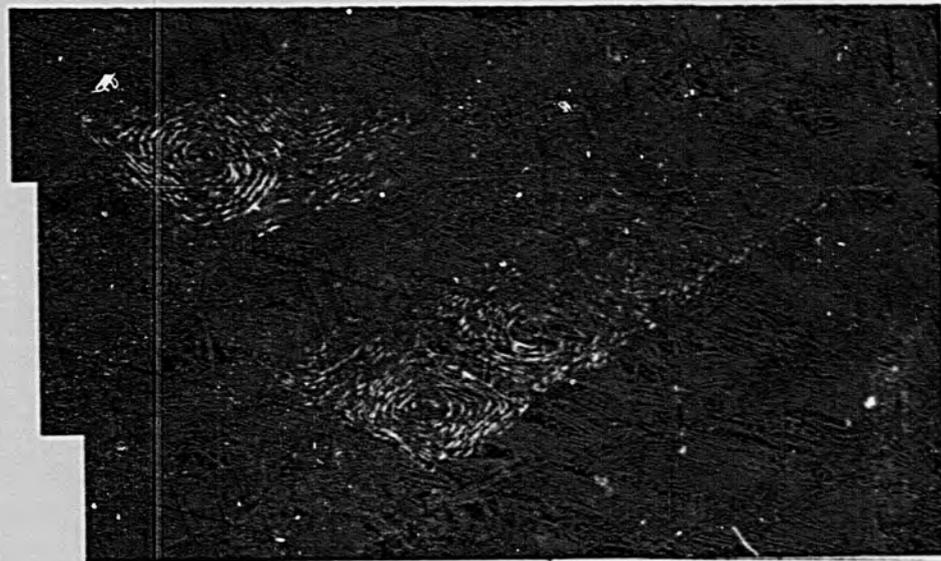
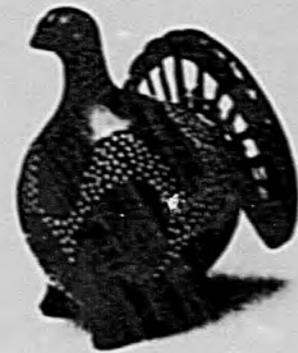
For The Unexpected...

MARKET
CENTER

Haiti



Of all the countries of the Caribbean, Haiti is surely the most unique. It is a country of contrasts. A melting pot of peoples and cultures. The folkways and folkarts of half the tribes of Africa have been transplanted to this tropical island along with the culture of Europe's most civilized country, France. No wonder the artistic expressions found in Haiti's crafts are so unusual. You'll find artifacts of every description, many influenced by the voodoo still practiced in this country. Like rag dolls, wooden animals, paper mache creations, banana leaf furniture, sisal rugs, ceramics and hand-painted figurines to name a few.



Leave It To

Caribbean

For The Unexpected...

MARKET CENTER

by

101

Honduras

This is the country that was once settled by Spanish treasure seekers. Little wonder. Honduras is an exquisite treasure in itself. And it's artisans are obviously inspired to create treasures of their own. Their specialty? Artifacts meticulously hand-carved from wood. Mahogany boxes, chests, decorative ornaments. And wooden jewelry of every description. Jade and stone carvings, antique reproductions, wicker hats, and flowers made from fish scales are among their other artistic accomplishments.



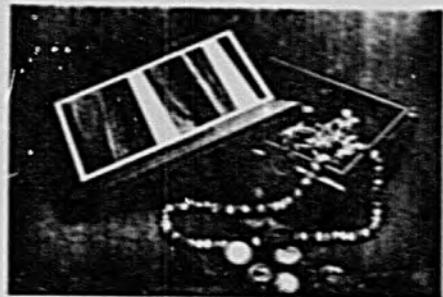
Leave It To

Costa Rica

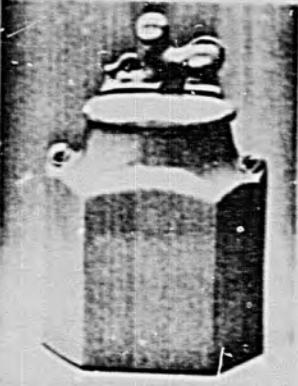
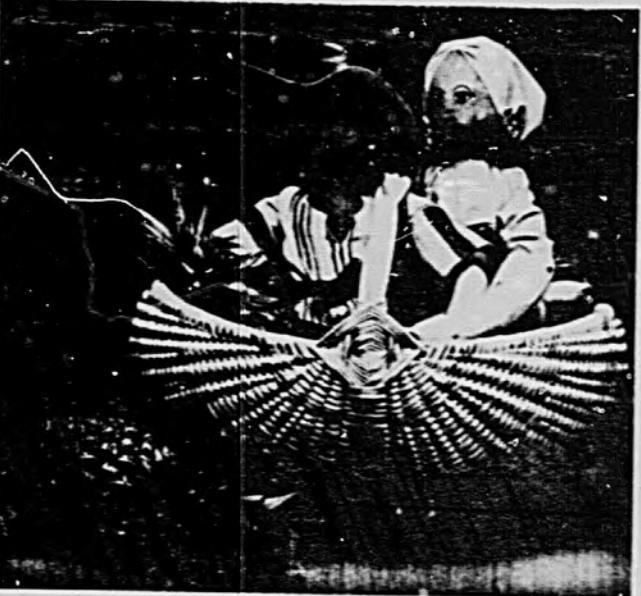
For The Unexpected...

MARKET CENTER

Jamaica



When one thinks of gifts from Jamaica, images of hand-woven straw totes and floppy hats come quickly to mind. But the true crafts of this fascinating island go far beyond these impressions. What you'll find are brightly embroidered linens, crafted ceramics, intricate wood carvings, hand-made dolls, hand-painted clowns and an assortment of other surprises.



Leave It To *Costa* For The Unexpected...
MARKET CENTER

Script for Telemarketing Campaign

(Mr./Mrs.) _____, my name is _____, calling from the Atlanta Market Center.

(If buyer attended Shanghai Discovery Show):

We see that you attended our July National Gift Market last year. (Pause for response). We also see that you attended our special gift show, the Shanghai Discovery Show, which was held in the Atrium of our Apparel Mart. Thinking back, what were your impressions of that show? (These answers were useful but the question was used to introduce the topic of import gift shows).

(If contacting gift importer selected from U.S. Directory of Importers)

We are contacting the major giftware and accessory importers in the Southeast to let them know about an important importing event that we have planned during our National Gift Market July 7-11.

Are you planning to attend our upcoming gift market?

(If answered yes) Great! We wanted to give you a call and let you know about something special that we have planned during our market.

(If answered no) I'm sorry about that! The purpose of my call was to let you know about something special that we have planned during our market.

Have you heard about the Caribbean Gift Show that is to be featured at the market?

(If yes) How did you hear about it? Please let me tell you more about it.

(If no) You haven't? Please let me tell you all about it.

(Description of Show)

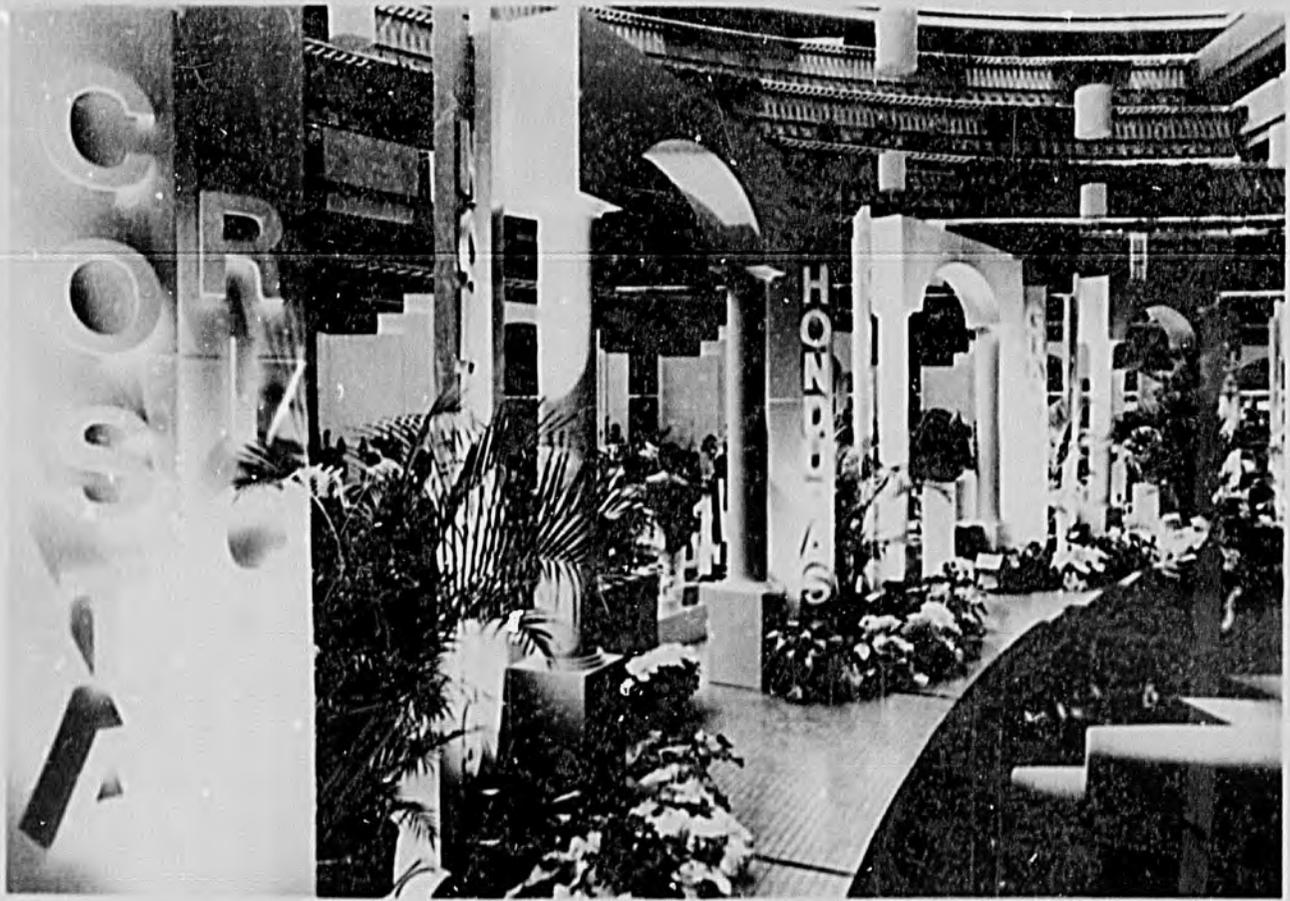
The Atlanta Market Center for the past year has been working with the U.S. Agency for International Development in planning for and sponsoring the 1984 Caribbean Collection Gift Show. Over 85 different manufacturers from six countries will be travelling to Atlanta and

showing their products with us. Our gift experts have made three separate trips this past year to the Caribbean region to select products to recommend and evaluate modifications for the American market and to prepare the manufacturers for dealing with American buying practices. These producers have assured us that they will be able to sell their products in low minimum order quantities, thus this will allow small and medium-sized buyers to purchase amounts that they will be able to manage. The closeness of the Caribbean nations to the Southeast will allow for a short delivery time after placement of the orders. The location of the Import Collection will be the Atrium theatre area of the Apparel Mart which is right next door to the Merchandise Mart.

Would you be interested in attending the show?

(If answered yes) Great!! You might need our toll-free hotel and airline discount reservation numbers. (I might give them). Do you have any more questions about the Caribbean Collection, the Market Center or your trip to Atlanta that I can answer for you? (I might answer additional questions). Mr./Mrs. _____, thanks for your time. We are looking forward to having you visit in July.

(If answered no) We're sorry about that. We want you to know that we will be having future import gift shows along with our National Markets so we would always like to keep you informed. Mr./Mrs. _____, thanks for your time.



COMPANY PROFILE

(✓) where appropriate

1. Contact: _____
2. Company Name _____ Address _____ : Phone _____
3. Primary Product Line/s: _____

4. Export Experience: _____ Yes _____ No
5. If Yes above: Number of years _____
 Product _____
 Major customers _____
 Countries _____
6. Company Size:
_____ < 10 workers _____ 10-25 workers _____ > 25 workers
7. Company Type:
_____ Producer _____ Distributor _____ Trader _____ Other (Please describe)

8. Annual Sales Volume: US\$
_____ <\$50,000 _____ \$50,000 - \$100,000 _____ \$100,000 - \$500,000 _____ >\$500,000
9. Customary Methods of Payment:
_____ Credit Accounts _____ Letters of Credit _____ Cash on Delivery
10. Products primarily sold thru:
_____ Company sales staff _____ Trading company _____ Govt agency _____ Other (Please describe)
11. Method of Product Transportation in Country: _____
_____ Truck _____ Train _____ Air _____ Other (Please describe _____)
12. Method of Product Transportation Outside Country:
_____ Truck _____ Train _____ Air _____ Other (Please describe _____)
13. Freight Forwarding Agent:
Name & Address: _____

14. Other Comments: _____

PRODUCT PROFILE
 (✓) Where Appropriate

Company Name _____

Country _____

Primary Product Lines _____

*Code: RAS - "Ready As Is"

MOD - "Needs Modification"

Product Description	Part Of A Product Line?		Currently Exporting?		Production Capability (per month)			Approximate Sales Order Production & Delivery Time to US				Available Colors			Approximate Export Unit Price (\$US)	Packaging		Product Modification Needed	
	Yes	No	Yes	No	12-48 Unit	48-144 Unit	>144 Unit	1mo.	2mo.	3mo.	>3mo.	1	2	3		* RAS	MOD	* RAS	MOD
1.																			
2.																			
3.																			
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10.																			

ATLACIA INTERNATIONAL
 COMPANY PROFILE
 COSTA RICA
 07/30/84

COMPANY	CITY	PRIME PROD	EXPORT? # YRS	COUNTRIES	SIZE	VOLUME
ALFAR GILASOL	SAN JOSE	STONEWARE PLANTERS				
ALICE QUIROS	SAN JOSE	COTTON HAMMOCKS	NO			1 1
ARTE Y TRANSPARENCIA	CENTRO COLON	GLASSWARE/CERAMICS	NO			0 1
ARTESANIA CHILE CIERA	SAN JOSE	JEWELRY, SHARKBONE	NO			2 1
AURORA FALLAS	SAN JOSE	SHARKBONE JEWELRY	YES			1 1
BARRY BIESANI	SAN JOSE	WOODEN BOWLS BOXES	NO			0 1
CERAMICA BONILLA	SAN JOSE	CERAMIC & VASES	NO			0 0
CERAMICA ORIGINAL	SAN JOSE	CERAMIC DINNERWARE	NO			0 0
CERAMICA OSSENBACK	TRES RIOS	CERAMIC STONEWARE	NO			1 1
CORDOBA, CHUIVIDS, JULE	SAN JOSE	HAMMOCKS	NO			1 1
CORP ARTISTICA	SAN CARLOS	WOODEN MODEL CARS & BOATS	YES	1 PANAMA		1 1
EMERALD HOUSE	SAN JOSE	JEWELRY, PRE-COLUMBIAN PIECES	YES	8		1 1
FABRICA DE MUEBLES CHIRRIPO	SAN JOSE	WOODEN TOYS	NO			3 3
FERNANDO JIMENEZ PACHECO	SAN JOSE	WOODEN CLOCKS	YES	7 USA, EUROPE		1 1
GARCIA	SAN PEDRO	CERAMICS (WOOD ADDED)	NO			2 2
IMPARTADORO RAPA-NUI	SAN JOSE	LEATHER ITEMS & WOOD CARVINGS	NO			1 1
INCESA STANDARD	SAN JOSE	CANDLESTICKS, VASES	NO			2 2
JOSE MANUEL ALFARO	SAN JOSE	WOODEN CANES	NO			2 2
LA URUCA	SAN JOSE	VASES	YES	3 USA, SPAIN		0 1
M GONZALEZ	SAN JOSE	NATIVITY SET	NO			1 1
MARIO PARRA	SAN JOSE	WOODEN BIRD PAPERHOLDERS	NO			0 1
MIMBRE "EVE"	SAN JOSE	WICKER FURNITURE	NO			0 0
MUEBLES DE CASTRO	SAN JOSE	WOOD CARVED FURNITURE	YES	2		0 0
MUEBLES MERNES	SAN JOSE	WOOD FURNITURE	NO			1 1
PACD	SAN JOSE	WOOD FURNITURE	NO			3 2
SOL & SOL	SAN JOSE	DOLLS	YES			1 1
TAG	SAN JOSE	WOODEN GIFTWARE	YES	8 CARIBBEAN & CENTRAL AMERICA USA EUROPE		3 4
TIERRA EXTRORRIA	SAN JOSE	LEATHERGOODS	NO			3 2
URGELLES & PENON	SANTA ANA	WOODEN PRODUCTS	YES	10 JAPAN, U.S.A.		2 1
VACARI	SAN JOSE	WOOD CARVED FURNITURE	NO			1 1
VRL VERDE	SAN JOSE	LEATHER TRAVEL BAGS, WALLET	NO			0 0
	SAN JOSE	DICARTS	NO			2 1
			NO			0 1

Volume: 0 = unreported annual sales
 1 = less than \$50,000 annual sales
 2 = \$50,000 - \$100,000 annual sales
 3 = \$100,000 - \$500,000 annual sales
 4 = greater than \$500,000 annual sales

Size (Company size):
 1 = less than 10 workers
 2 = 10-25 workers
 3 = greater than 25 workers

ATLASIA INTERNATIONAL
CARIBBEAN SALES REPORT
COSTA RICA
07/30/84

Sales Sold: 0 = no units
1 = less than 50 units
2 = 50 - 150 units
3 = greater than 150 units

NO	COMPANY	DESCRIPTION	COMMENT 1/84	FOLLOW UP 3/84	MARKET PRICE	UNITS SOLD	COMMENTS
31	ALFAR BILARDO	PLANTERS, STONEWARE	NOT APPLICABLE, US MKT TOO COMPETITIVE, PRICE TOO HIGH	NO		0	COMPANY DID NOT PARTICIPATE
36	ALICE BLANCO	HANDICHS, COTTON	PASTEL COLOR, INCREASE CROCHET FRINGE, PRINT HOOD TO MATCH	OK W/ COLOR MODIFICATION	669 CIF	3	TOTAL COMPANY SALES 63243
17	BATE Y TRANSPARENCIA	CERAMICWARE (VARIOUS)	TOO EXPENSIVE, GLAZE & PRODUCT CONTROL	NOT READY		0	COMPANY DID NOT PARTICIPATE
16	BATE Y TRANSPARENCIA	BLASSBLOCH	NOT READY FOR EXPORT FOR SIFT NETS	NOT READY		0	
15	BATE Y TRANSPARENCIA	BLASSWARE	NOT READY FOR EXPORT FOR SIFT NETS	NOT READY		0	
68	ALFONSA FILLAS	JEWELRY, BARRABOHE	LEAD BEADS/INCRS STRONG WARR/PRECLASH PRINTS/NO SILVE CLASPS	NOT READY	914-916 CIF	2	TOTAL COMPANY SALES 61456.40
77	BIENBANI	SOAPS, WOODEN (2 SIZES)		NEW PRODUCT	638-645 CIF	1	TOTAL COMPANY SALES 61525
79	BIENBANI	BOX, JEWELRY (WOODEN)		NEW PRODUCT	641 CIF	0	
80	BIENBANI	BOX, ROUND TEAN WOOD		NEW PRODUCT	612.50 CIF	1	
94	BIENBANI	CHIPPING BOARD, LARGE		NEW PRODUCT	629 CIF	1	
78	BIENBANI	PLATE MAT, WOOD W/COMPENS & SOAPS, 6/BOX		NEW PRODUCT	6132.40 CIF	0	
95	BIENBANI	PLATE STAND			48 CIF	1	
93	CERAMICA BONILLA	BOTTLE, BLACK CERAMIC			620 CIF	1	TOTAL COMPANY SALES 6794
76	CERAMICA BONILLA	BAKE SET (W/ BLENDED)			63.00 CIF	0	
75	CERAMICA BONILLA	VASES, ROUND CERAMIC (2 SIZES)			914-921 CIF	1	
32	CERAMICA LAJONIA	STONEWARE				0	COMPANY DID NOT PARTICIPATE
33	CERAMICA LAJONIA	TEA SET	SOLID COLORS	NOT READY		0	
24	CERAMICA LAJONIA	WATER CONTAINER	STYLIZE PRE-COLUMBIAN MOTIFS (STAMPED)	NOT READY		0	
28	CERAMICA LAJONIA	CERAMIC STONEWARE	DESIGNS NOT APPLICABLE, COLORS NOT IN DENING			0	
61	CERAMICA LAJONIA	PICTURE FRAME, CERAMIC		NEW PRODUCTS SUGGESTED		0	TOTAL COMPANY SALES 6446.40
62	CERAMICA LAJONIA	PLATES, CERAMIC (SETS OF 3)		NEW PRODUCT	91 CIF	1	
63	CERAMICA LAJONIA	PLATES, CERAMIC (SETS OF 2)		NEW PRODUCT	66.75-66.2 CIF	1	
37	COMP ARTISTICA	SOAPS	WORK ON PROMOTING, EXCELLENT PRODUCT	OK, WORKING ON PACKING	67.50-66.2 CIF	1	
39	COMP ARTISTICA	CAN, MODEL T. FORD	WORK ON PROMOTING, EXCELLENT PRODUCT	OK, WORKING ON PACKING	637 CIF	1	TOTAL COMPANY SALES 67151.60
38	COMP ARTISTICA	CAN, NEW VARIETIES	WORK ON PROMOTING, EXCELLENT PRODUCT	OK, WORKING ON PACKING	629 CIF	1	
					64-613.50 CIF	1	

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NO	COMPANY	DESCRIPTION	COMMENT 1/84	FOLLOW-UP 3/84	MARKET PRICE	UNITS SOLD	COMMENTS
40	EMERALD HOUSE	GOLD OBJECTS, PRE-COLUMBIAN	PRICING TOO HIGH, LETTER OPENERS, BOOK HINNERS	DR/ALSO BROOCHES, CUFFLINKS, BLY BNL	03-077.13 CIF	9	
41	FABRICA DE MUEBLES CHARRUPU	TOYS, WOODEN, VARIOUS TRUCKS	NEEDS PRESENTATION BOXES, PERHAPS WOOD	THIN WHITE CARDBOARD PRES BOXES	02-06.30 CIF	3	TOTAL COMPANY SALES 42661
42	FABRICA DE MUEBLES CHARRUPU	TRUCKS, ELEPHANT WOODEN	NEEDS PRESENTATION BOXES, PERHAPS WOOD	W/6 ABOVE/CAR/TRUCK+SATISFY ONE	010.27 CIF	1	
44	FERNANDO JUVENES PROCEC	CLIPS, WOODEN	NOT APPROPRIATE FOR MARKET	NO		0	
64	SARCIA	CANDLESTICKS		NEW PRODUCT		0	
70	SARCIA	CERAMIC BIRD, MEDIUM			02.10 CIF	2	TOTAL COMPANY SALES 61267
100	SARCIA	CERAMIC WIFE, MOUNTAIN			0.30 CIF	2	
79	SARCIA	CERAMIC TUCAN			02 CIF	1	
63	SARCIA	MARION HOLDERS		NEW PRODUCT		0	
43	SARCIA	ORNAMENTS, SMALL CERAMIC	BOXES OF 6	OK	06.30 CIF	3	NET SHOW
84	SONOALFE	BOX, CONTAINER WOODEN			037 CIF	0	TOTAL COMPANY SALES 6005
62	SONOALFE	WITDACITY SET, WOODEN			0113 CIF	1	
9	SONOALFE	BOTTLE HEADS		NO		0	COMPANY DID NOT PARTICIPATE
6	SONOALFE	LEATHER STOPS	PRICE NOT CONSISTENT W/CRAFTSMANSHIP	NO		0	
8	SONOALFE	WITDACITY SET		NO		0	
7	SONOALFE	WOODEN WITDACITY (FISH)		NO		0	
66	THECASA STONING	CANDLESTICKS, SET OF 3			019.30 CIF	2	TOTAL COMPANY SALES 63483.30
67	THECASA STONING	WINE, BURNT			000 CIF	1	
45	JOSÉ MANUEL ALFARO	CASES, WOODEN	NET/ALSO CAP AT 8TH, INKES ON W/BL, ONE HOLE, NEW PRES ON		015 CIF	3	TOTAL COMPANY SALES 16010.30
66	JOSÉ MANUEL ALFARO	CROCKET SETS		NEW PRODUCT	0110 CIF	1	
67	JOSÉ MANUEL ALFARO	HINNERS, TIE AND BELT		NEW PRODUCT	012.30 CIF	1	
88	LA UNICA	WINE W/FLORER DECORATION			021 CIF	1	TOTAL COMPANY SALES 4236
89	LA UNICA	WINE W/FROD & BARRIO			041 CIF	1	
70	LA UNICA	WINE W/PRE-COLUMBIAN DESIGN			001 CIF	1	
82	MARILE PARRIS	BIRDS, TROPICAL - 3 SIZES		SIZES SUGGESTED		0	COMPANY DID NOT PARTICIPATE
81	MARILE PARRIS	INSTRUMENT, WOODEN		SIZES SUGGESTED		0	
104	MONNE "EHE"	CHAIR, INDIVIDUAL WICKER			0144 CIF	1	TOTAL COMPANY SALES 636,297
3	MONNE "EHE"	CHAIR, ROCKING, WICKER			0124 CIF	2	
4	MONNE "EHE"	CHAIR, BOWLE W/WOOD, WICKER			0134 CIF	2	

NO. & COMPANY	DESCRIPTION	COMMENT 1/84	FOLLOW-UP 3/84	MARKET PRICE	UNITS SOLD	COMMENTS
102 MOHRE "EHE"	CHAIRSE LOUNGE, WICKER			9250 CIF	1	
2 MOHRE "EHE"	SEAT, LIME, WICKER			6244 CIF	2	
1 MOHRE "EHE"	SOFA, 3 PLACE, WICKER	FINISH - WHITE PAINT	OK	9429 CIF	1	
3 MOHRE "EHE"	TABLE (SMALL SQUARE), WICKER	TABLE TOPS NEED LESS WOOD	OK	943 CIF	2	
100 MOHRE "EHE"	TABLE, CROQUET IN WICKER			970 CIF	2	
14 "HERLIS DE CASTRO"	ARCHITECTURAL ELEMENTS	PRICES NOT AVAILABLE	NOT READY		0	
12 "ARLES DE CASTRO"	CHAIRS	PRICES NOT AVAILABLE	WHYBE READY?		0	COMPANY DID NOT PARTICIPATE
13 "HERLIS DE CASTRO"	COLUMNS	PRICES NOT AVAILABLE	NO		0	
46 "HERLIS HERMES"	FURNITURE, WOOD	CHANGE LINE OF PRODUCTS, DESIGN EMPHASIS ON SIFTLANE WITH NEW PACKAGING	WHYBE READY?	980-9218 CIF	0	NOT APPLICABLE FOR GIFT SHOW
49 "INCE"	BELLS		NOT CHOSEN		0	NOT SHOWN
60 "INCE"	KITCHEN COVERS, FAULT		NEW PRODUCT	62.33-6.38 CIF	1	TOTAL COMPANY SALES (TEXTILES) 9941.21
70 "INCE"	PLUSH BAGS, COTTON W/BIERS NETIF			63.68-6.33 CIF	2	
47 "INCE"	TOYS, TRUCKS WOOD	REWORKING TOYS IN WOODEN BOXES	OK	62.50-610 CIF	2	TOTAL COMPANY SALES (WOOD) 9466.00
48 "INCE"	TABLETS DE WAGERS	NEW DESIGN, SIMPLER BAGS W/ BIRDS	OK	63.7-66.33 CIF	2	
20 "SOL. & SOL."	BATHROOM ACCESSORIES		NO		0	
18 "SOL. & SOL."	BOOKENDS		OK		0	TOTAL COMPANY SALES 94574.82
71 "SOL. & SOL."	BOX, SILVERWARE		NEW PRODUCT		0	
30 "SOL. & SOL."	BOX, WOODEN JEWELRY		NO	61.60 CIF	2	
24 "SOL. & SOL."	BOXES, JAMES	NEW PRODUCT - ALL LINES	OK	61.63-94 CIF	2	
26 "SOL. & SOL."	BOXES, SMALL 18 FOLLOWING		OK		0	
74 "SOL. & SOL."	CHERRY SET		NEW PRODUCT	618.23 CIF	2	
57 "SOL. & SOL."	CIGARETTE BOX			63.75 CIF	2	
56 "SOL. & SOL."	CLIP HOLDER			61.40 CIF	1	
72 "SOL. & SOL."	COFFEE SET, MONSIEUR		NEW PRODUCT	62.70 CIF	1	
23 "SOL. & SOL."	COMPUTER SIGN CONTAINERS	NEW PRODUCT	NO	66.3-66.75 CIF	2	
101 "SOL. & SOL."	COZE, WOODEN		NO	63.30 CIF	1	
28 "SOL. & SOL."	FINNES	NEW PRODUCT	NO		0	NOT SHOWN
22 "SOL. & SOL."	LETTER FILES	NEW PRODUCT SUGGESTED	NO	65.70 CIF	1	
73 "SOL. & SOL."	MAGAZINE HOLDER		NEW PRODUCT	62.50-68 CIF	2	

Page 8 COMPANY

PAGE

NO.	QTY.	DESCRIPTION	COMMENT 1/84	FOLLOW-UP 3/84	MARKET PRICE	UNITS SOLD	COMMENTS
69	SO. & SO.	ORNAMENTS, SHAG					
70	SO. & SO.	AMBER/SHAG, HORN		NEW PRODUCT	96.50 CIF	0	
82	SO. & SO.	PURPLE HEART POUCH		NEW PRODUCT	64.60 CIF	1	
19	SO. & SO.	HELLING POND		OK	614.95 CIF	1	
11	SO. & SO.	SCULPS - SHAG ORNAMENTS		OK		0	
44	THG	SHIFTERS	TOO SHOWY, BETTER QUALITY LEATHER, STITCHING, PRICE RANGES	NO		0	NOT SHOWN
24	THG	CALENDAR BOOKLETS	TOO SHOWY, BETTER QUALITY LEATHER, STITCHING, PRICE RANGES	NO		0	NO COMPANY SALES
22	THG	PORTFOLIOS	TOO SHOWY, BETTER QUALITY LEATHER, STITCHING, PRICE RANGES	NO		0	
32	THG	PURSES	TOO SHOWY, BETTER QUALITY LEATHER, STITCHING, PRICE RANGES	OK 1/4 MODELS & BETTER LEATHER		0	
31	THG	TINNEL BAGS	TOO SHOWY, BETTER QUALITY LEATHER, STITCHING, PRICE RANGES	NO		0	
33	THG	WALLETS	TOO SHOWY, BETTER QUALITY LEATHER, STITCHING, PRICE RANGES	NO		0	
10	TIERRA EXTENDING	SHOES, WOODEN	TOO SHOWY, BETTER QUALITY LEATHER, STITCHING, PRICE RANGES	OK 1/2 MODELS & BETTER LEATHER		0	
11	TIERRA EXTENDING	SHOES, WOODEN		NO		0	NOT SHOWN
63	UNFOLDED PENON	HORNED FRAMES, WOODEN	SHAPES AND MATERIALS	NO		0	NOT SHOWN
38	WAGARS	BAG		NEW PRODUCT		0	NOT SHOWN
36	WAGARS	BAG AND		OK		0	TOTAL COMPANY SALES 6742.50
37	WAGARS	BAG SET		OK		0	
39	WAGARS	TINNEL BAG		OK	6123.75 CIF	1	
91	WAL. VERDE	SHIRT, RED/BLACK/WHITE		OK		0	
					6100 CIF	3	TOTAL COMPANY SALES 61200

ATLASIA INTERNATIONAL
 COMPANY PROFILE
 DOMINICAN REPUBLIC
 07/30/84

COMPANY	CITY	PRIME PROD	EXPORT? # YRS	COUNTRIES	SIZE	VOLUME
AFDC DESIGN	SANTA DOMING	WOODEN ARTIFACTS CUSTOM-MADE	NO			
ALBINA ALDAVE DE MUNOZ	SANTA DOMING	CANVAS PAINTING/RABBIT & HALLOWEEN MOTIF	NO		2	2
ARTESANIA BONSAI	SANTA DOMING	FURNITURE & CRAFT PRODUCTS	NO		1	1
ARTESANIA DOMINICANA	SANTA DOMING	HORN BOXES	NO		3	3
ARTESANIA LIME	SANTIAGO	CERAMIC DOLLS	YES	12	3	3
ARTESANIA STERLING	SANTA DOMING	HORN	YES	1 USA	3	2
ARTESANIAS DOMINICANAS	SANTA DOMING		YES		3	0
BORDADOS ARTESANALES	SANTA DOMING	EMBROIDERY ON COTTON W/CARTON	NO		2	1
CARIBBEAN MARKETING AGENCY	SANTA DOMING	WOOD CERAMICS	NO		0	0
CARLA	LOS ALCARRIZ	CERR:IC ITEMS, FLOWER POTS, DISHES	NO		3	1
CENADARTE	SANTA DOMING	HANDCRAFT PRODUCTS	YES	USA (FLORIDA)	0	0
CENTROLUX	SANTA DOMING	LAMPS	NO		3	2
CORPORACION TECNICA INDUSTRIAL	SANTA DOMING	WOOD PRODUCTS	NO		3	1
DEMURALCO	SANTA DOMING	ANCHER & COCONUT SHELL HORN	NO		0	1
DOMECO	SANTA DOMING	HORN	NO		2	3
ESTER PEREZ	SANTA DOMING	GREETING CARDS/APRONS/NAPKINS/X-STITCH	YES	.5	2	0
FUNDACION DON. DE DESARROLLO	SANTA DOMING	LEATHER DOLLS/TOYS, WOOD CARVED ITEMS	NO		2	1
GIASGOLES	SANTA DOMING	TEXTILES, EMBROIDERED TABLE CLOTHS/NAPKN	YES	4 USA	1	1
INSTITUTO AGRIARIO DOMINICANO	SANTA DOMING	KNOTTED PURSES	NO		3	3
J. M. PACHECO INDUSTRIAL	SANTA DOMING	HOME DECORATIONS/KITCHEN ACCESSORIES	NO		1	0
JOSEFUA BAKER PESIGU	SANTA DOMING	PILLOWS	NO		2	1
JOYAS CRILLAS	SANTA DOMING	HORN FURNITURE, STONE REPOS, CONTAINERS	NO		2	3
LAS TRES HERMANAS	SANTA DOMING	WOOD PRODUCTS HORN PRODUCTS	YES	3 FRANCE, GUADELOUPE ISLAND	1	1
LUDAGO	SANTA DOMING	WOOD MARIMBA	NO		3	3
MULIERES APLICADAS A LA IND	SANTA DOMING	CLOTH, STRAW PILLOWS, PLACEMATS, ETC	NO		0	0
PROMOCIONES P & M	SANTA DOMING	ACRYLIC/STAINLESS ITEMS	NO		1	1
ROSA CABALLERO'S DESIGNS	SANTA DOMING	HANDMADE LACE & LINEN PILLOW CASES	NO		3	1
					2	0
					2	1

Volume: 0 = unreported annual sales
 1 = less than \$50,000 annual sales
 2 = \$50,000 - \$100,000 annual sales
 3 = \$100,000 - \$500,000 annual sales
 4 = greater than \$500,000 annual sales

Size (Company size):

1 = less than 10 workers
 2 = 10-25 workers
 3 = greater than 25 workers

STYLOR INTERNATIONAL
 COMPANY SALES REPORT
 DOMINION REPUBLIC
 8/1/84

Units Sold: 0 = no units
 1 = less than 50 units
 2 = 50 - 150 units
 3 = greater than 150 units

NO. & COMPANY	DESCRIPTION	COMMENT 1/84	FOLLOW-UP 3/84	UNITS SOLD	COMMENTS
85	WPC DESIGN	SEX SET, MULTIPLE USE			
91	WPC DESIGN	CASE, 1000 PRINTED US\$AM CASE	OK	02-07 FDB	1 TOTAL COMPANY SALES \$4655.77
98	WPC DESIGN	FRAME, PICTURE	NEW PRODUCT		0 NOT SHOWN
99	WPC DESIGN	KITCHEN CONTAINER	OK	02-09 FDB	3
109	WPC DESIGN	KITCHEN CONTAINERS	NEW PRODUCT	02-07 FDB	2
86	WPC DESIGN	MIRROR	VARIOUS COLORS/SEE PICTURE		0
89	WPC DESIGN	MIRROR RINGS	NOT CHOSEN		0 NOT SHOWN
108	WPC DESIGN	MIRROR, HANGERS AND RINGS	NEW PRODUCT	02.15 FDB	2
83	WPC DESIGN	MOONSTARS			0
84	WPC DESIGN	PENCIL & SHARP SET	VARYING HEIGHTS - OK	07-017 FDB	2
130	WPC DESIGN	PROPS, PRINTED CASE	OK	03 FDB	0
86	WPC DESIGN	TABLE, DISHES AND CHINA	NEW PRODUCT / 1,000 UNITS	05/002 FDB	0
87	WPC DESIGN	TABLE, 14"	OK - WHITE SET ONLY	029 FDB	0
107	WPC DESIGN	TOWEL, BATH	OK	016.75 FDB	0
87	WPC DESIGN	WARD SCREEN		02.01 FDB	0
148	ARTISANER BONGAI (COMES)	WASH TRAY	VERY HOT	0325 FDB	0
143	ARTISANER BONGAI (COMES)	BATH SET, WOODEN	INTRODUCTION OF BRASS/BRONZE	031 FDB	0 TOTAL COMPANY SALES \$500
141	ARTISANER BONGAI (COMES)	BEVER, SMALL	WILL HAVE COLOR CHART		0 NOT SHOWN
146	ARTISANER BONGAI (COMES)	CHURCH, STRAIGHT BACK W/ WOODEN SEAT	INTRODUCTION OF BRASS/BRONZE	012.50-021 FDB	0 3 ORDERS; MARRIAGE, AMBER FRAME, JEWELRY BOXES
144	ARTISANER BONGAI (COMES)	CLOTH HOLDER	SEE PHOTOS		0 NOT SHOWN
142	ARTISANER BONGAI (COMES)	FRAME, PICTURE	WILL HAVE COLOR CHART		0
138	ARTISANER BONGAI (COMES)	GLASSES SET, HORN/COCONUT/AMBER/BRONZE	INTRODUCTION OF BRASS/BRONZE	019.50-027 FDB	0
139	ARTISANER BONGAI (COMES)	SOAP BATH	INTRODUCTION OF BRASS/BRONZE		0 NOT SHOWN
147	ARTISANER BONGAI (COMES)	TABLE W/2 CHAIRS	INTRODUCTION OF BRASS/BRONZE	010 & 11.50 FD	0
145	ARTISANER BONGAI (COMES)	TOWELS, WOODEN	SEE PHOTOS/WILL HAVE COLOR CHRT		0 NOT SHOWN
			WILL HAVE COLOR CHART		0 NOT SHOWN

NO. & COMPANY	DESCRIPTION	COMMENT 1/84	FOLLOW-UP 3/84	MARKET PRICE	UNITS SOLD	COMMENTS
158 ARTESANER BORNHEIM	BEEL, HORN		NEW PRODUCT		0	DID NOT PARTICIPATE
50 ARTESANER LINE	BELL LARGE (HD)	ETHNIC LOOK	DIDNT CHANGE LOOK/CHISE OTHER		0	ALL BROKEN OR LOST BUT ONE BELL. NO ORDERS DUE TO
52 ARTESANER LINE	BELL SMALL (HD)	ETHNIC LOOK	DIDNT CHANGE LOOK/CHISE OTHER		0	LACK OF SAMPLES. HWY TOOK CATALOG.
98 ARTESANER LINE	WASNET WOMEN, 3 CERAMIC W/FRUIT BASKETS		NEW PRODUCT		0	
96 ARTESANER LINE	WASNET WOMEN, CERAMIC, 2 FIGURES		NEW PRODUCT		0	
99 ARTESANER LINE	WHT WOMEN, 2 CERAMIC W/BASKET ON HEAD		NEW PRODUCT		0	
95 ARTESANER LINE	WITINITY NET, CERAMIC, 3 FIGURES W/BODY		NEW PRODUCT		0	
97 ARTESANER LINE	WOMEN, 3 CERAMIC		NEW PRODUCT		0	
79 ARTESANER STERLING	WIVES, HORN (SMALL, MED, LARGE)	DIFFERENT SIZES AND SHAPES	WILL BRING IN JULY		0	DID NOT PARTICIPATE
71 ARTESANER STERLING	WOLF 12 SIDED		OK		0	
72 ARTESANER STERLING	WOMEN FRAMES 14 SIDED		WILL NOT PRODUCE FOR JULY SHOW		0	
75 ARTESANER STERLING	TABLES, COCKTAIL	SILVER CHEST	26" X 26" - WILL BRING IN JULY		0	
73 ARTESANER STERLING	TABLES, SMALL		DID NOT SEE/WILL BRING IN JULY		0	
74 ARTESANER STERLING	TRAYS IN HORN AND HORN	ENGLISH	DID NOT SEE/WILL BRING IN JULY		0	
36 BORNHUIS ARTESANALES	CHRISTMAS PRODUCTS, EMBROIDERED	NEW PRODUCT	DID NOT PRODUCE		0	
34 BORNHUIS ARTESANALES	EMBROIDERY (HAT/SHOE)	FRAMES SHOULD BE DYES TO RELATE TO STITCHERY	FRAMES WERE DYED/POOR QUALITY	67-69 FOB	0	ONLY PRODUCT, NONE SOLD, TOO PRIMITIVE, NOT WELL RECEIVED.
59 BORNHUIS ARTESANALES	FLOWER MOTIFS, EMBROIDERED	NEW PRODUCT	DID NOT PRODUCE		0	
57 BORNHUIS ARTESANALES	FOLIAGE MOTIFS, EMBROIDERED	NEW PRODUCT	DID NOT PRODUCE		0	
55 BORNHUIS ARTESANALES	FOLIAGE, EMBROIDERY	NEW PRODUCT	OK - IT PLEASED		0	
83 CHRISTIAN MARKETING AGENCY	COLLECTIONS, CERAMIC		NOT IN E SH		0	COMPANY DID NOT PARTICIPATE
24 CHRISTIAN MARKETING AGENCY	FIGURES, SMALL SERIES OF CERAMIC		NOT IN SHW		0	
82 CHRISTIAN MARKETING AGENCY	WOOD ITEMS	NOT APPLICABLE FOR US MARKET			0	
18 CHALA	SITH, CARRIABLE	SERIES OF 4 THAT FIT INSIDE EACH OTHER	DID NOT SEE - WILL SEND PHOTOS	65.47 FOB	0	NO ORDERS
17 CHALA	PLASTER, FISH	VARIOUS FISH MOTIFS & FRUITS	DID NOT SEE - WILL SEND PHOTOS		0	
19 CHALA	NET, FLOWER LARGE (HATCHER TYPE)	SERIES OF COLORS TO BE USED ON PRODUCTS 81 & 84	DID NOT SEE - WILL SEND PHOTOS	63-69 FOB	0	
14 CHALA	NETS, FLOWER (VARIOUS SIZES)	NO NETS OF DIFFERENT SIZES	DID NOT SEE - WILL SEND PHOTOS		0	
153 CERPEX - ESTER PEREZ	CHRISTMAS CARDS, SET OF 4		NEW PROD/ 16CH X 12.5CH	64-66 FOB	2	APPROX 6250 IN ORDERS
152 CERPEX - ESTER PEREZ	GREETING CARDS, SET OF 4		NEW PROD/ 16CH X 12.5CH	64-66 FOB	1	
158 CERPEX - LORRAE	CHRISTMAS WREATH, WOODEN		NEW PROD/ 16CH X 12.5CH		0	

REV #	COMPANY	DESCRIPTION	COMMENT 1/84	FOLLOW-UP 3/84	MARKET PRICE	UNITS SOLD	COMMENTS
154	CEMPER - LUBBOCK	WALNUT, WOODEN		NEW PRODUCT - SEE PHOTO	914.50 FOB	1	COMPANY'S PRODUCT
155	CEMPER (COMPEN)	ASH TRAY		NEW PROD'S TO BE SENT	65.25 FOB	0	✓ ORDERS
158	CEMPER (COMPEN)	CHINA STICKS, 12", 8", 3"		NEW PROD'S PAIRS OF EACH COLOR	913-925 FOB	0	
148	CEMPER (COMPEN)	PLACEMAT, WITHOUT FLOWER MOTIF		NEW PRODUCT, 4/SET	921.50/92 FOB	0	
149	CEMPER (COMPEN)	PLACEMATS, GREY/PINK/BLACK/BLUE/GREEN		NEW PRODUCT/6 SA PLER EA COLOR		0	
1	CEMPER	LAMP CERAMIC				0	
94	COMP - CEDAR TECHNICAL INDUSTRIAL BOXES		LAMB SHADE IN NATURAL COLOR NEEDS W/FFIA (PROD N/A FOR US MKT)	DID NOT SHOW PRODUCT		0	DID NOT PARTICIPATE
6	COMPACTON TECHNICAL INDUSTRIAL BOXES FOR PLANTS		FINE	NEW PRODUCT		0	TOTAL COMPANY SALES \$9000
8	COMPACTON TECHNICAL INDUSTRIAL BOXES, CEDAR FOR CEDAR		FINE, NO BRASS CORNERS ON BOXES	CHANGED ITEMS VERY WELL - OK	930 FOB	2	
4	COMPACTON TECHNICAL INDUSTRIAL BOXES, FOR PLANTS		FINE	CHANGED ITEMS VERY WELL/3 SIZE	925 FOB	1	
3	COMPACTON TECHNICAL INDUSTRIAL BOXES, TOP		GRADUATION IN COLOR - FINE	CHANGED ITEMS VERY WELL - OK		1	
9	COMPACTON TECHNICAL INDUSTRIAL DISH HOLDER		BEST WOOD AVAILABLE - FINE, GOOD COLOR	CHANGED ITEMS VERY WELL - OK	940 FOB	1	
18	COMPACTON TECHNICAL INDUSTRIAL HAMPER		FINE	CHANGED ITEMS VERY WELL - OK	945 FOB	1	
8	COMPACTON TECHNICAL INDUSTRIAL NEWS HOLDER		PAINTED IN KITCHEN COLORS	CHANGED ITEMS VERY WELL - OK	98-917 FOB	1	
7	COMPACTON TECHNICAL INDUSTRIAL PLANT HOLDER		DIFFERENT COLORS - FINE	CHANGED ITEMS VERY WELL - OK	925 FOB	1	
3	COMPACTON TECHNICAL INDUSTRIAL SCREEN, WOOD IN 3 PARTS		FINE	CHANGED ITEMS VERY WELL - OK	9175 FOB	1	
93	COMPACTON TECHNICAL INDUSTRIAL STAND OR BASE			NEW PRODUCT	920 FOB	1	
92	COMPACTON TECHNICAL INDUSTRIAL TRAY			NEW PRODUCT	920 FOB	1	
106	COMPACTON TECHNICAL INDUSTRIAL			NEW PRODUCT	930 FOB	1	
108	COMPACTON TECHNICAL INDUSTRIAL WALL BASK, COUNTRY				948 FOB	1	
25	DEMARLLE	BOXES, IN HOME	IN SEN, PRICES TOO HIGH/NEED COLORS/FINISH INTERIOR	NO BOXES IN HOME		0	
26	DEMARLLE	BOXES, TISSUE	IN SEN PRICES TOO HIGH/DIFFERENT COLORS/FINISH INTERIORS	PRICE BROUGHT DOWN - OK	920 FOB	0	NO ORDERS, PRICES TOO HIGH, COMPETING W/PLASTIC
33	DEMARLLE	BASK SETS IN WOOD	IN SEN PRICES TOO HIGH/DIFFERENT COLORS/FINISH INTERIORS	PRICE REDUCED - OK		0	NOT SHOWN
31	DEMARLLE	FRAMES, PICTURE	IN SEN PRICES TOO HIGH/DIFFERENT COLORS/FINISH INTERIORS	PRICE REDUCED - OK	96-914 FOB	0	
27	DEMARLLE	MIRRORS, EVENING BAGS	IN SEN PRICES TOO HIGH/DIFFERENT COLORS/FINISH INTERIORS	NO EVENING BAGS/3 TYPE MIRRORS		0	BROKEN IN TRAMSET
26	DEMARLLE	PLATE, SERVICE	IN SEN, PRICES TOO HIGH/NEED COLORS/FINISH INTERIOR	OK - COCONUT & MOTHER-OF-PEARL	920 FOB	0	
27	DEMARLLE	TRAYS, BASKET	IN SEN, PRICES TOO HIGH/NEED COLORS/FINISH INTERIOR	OK - PRICE REDUCED	915-920 FOB	0	
29	DEMARLLE	TRAYS, CHEESE	WAGGERS OR DIFFERENT WOOD CHOICES	NO, DID NOT CHANGE WOOD		0	NOT SHOWN
28	DEMARLLE	TRAYS, COCONUT	PRICES SHOULD BE LESS FOR COCONUT PRODUCTS	OK	913-920 FOB	0	

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NO. & COMPANY	DESCRIPTION	COMMENT 1/64	FOLLOW-UP 3/64	MARKET PRICE	UNITS SOLD	COMMENTS
76 DUNCO	BOXES		WILL NOT BEING		0	NO ORDERS, SAMPLES SOLD & MANY INQUIRIES
77 DUNCO	CHEST, SILVER		3 PLAYING CHAIRS/DISPT SEE	625 F00	0	
78 DUNCO	HARDWARE (3 FRAMES)		DID NOT SEE	1250-1300 F00	0	
79 DUNCO	PLATES, WOOD	WILL HAVE MORE SAMPLES & RESOLVE EXPANSION PROBLEM	WILL NOT BEING		0	BROKEN IN TOWNSET
22 FURNITON CO. DE DESMARCELLO	BOXES, WOOD PRINTED		DID NOT SEE	94 F00	0	TOTAL COMPANY SALES 6300
24 FURNITON CO. DE DESMARCELLO	BOX, WOOD WITH IRON & BONE		DID NOT SEE	94 F00	0	
25 FURNITON CO. DE DESMARCELLO	CHESTON		DID NOT SEE	94 F00	0	
42 FURNITON CO. DE DESMARCELLO	FLUSHING		DID NOT SEE	94 F00	0	
37 FURNITON CO. DE DESMARCELLO	GLIDER W/IN		DID NOT SEE	94 F00	0	
44 FURNITON CO. DE DESMARCELLO	BOX		DIDNT SEE/CHORE WOOD BIRD THO	94 F00	0	
26 FURNITON CO. DE DESMARCELLO	ARMCHAIR		DIDNT SEE/CHORE WOOD BIRD THO	94 F00	0	
48 FURNITON CO. DE DESMARCELLO	PIEDON		DIDNT SEE/CHORE WOOD BIRD THO	94 F00	0	
29 FURNITON CO. DE DESMARCELLO	AUSTER		DIDNT SEE/CHORE WOOD BIRD THO	14 F00	0	
69 BURNBLES	SHAWNS COVERS (BURNBLES)	NEW DESIGN	DIDNT SEE/CHORE WOOD BIRD THO	94 F00	0	
68 BURNBLES	PLACEMATS		OK - 3 NEW DESIGNS FOR JULY		0	
67 BURNBLES	TABLECLOTHS & NAPKINS (BURNBLES)		OK - 3 NEW DESIGNS FOR JULY	910-920 F00	0	NO ORDERS
64 INSTOTATE MARINE SUPPLYING	SHIRTS, NAUTIC	NEW COLORS, EDGES STRAIGHT CURVED		9160/922 F00	0	
65 INSTOTATE MARINE SUPPLYING	SHIRTS, WINE	ON CLASP TO LINGLET	OK	96 F00	1	NO ORDERS
63 INSTOTATE MARINE SUPPLYING	ARMCHAIR, COTTON WITH FRAME	WILL LOCATE THIS ITEM	FINE ITEM'S NEETING SHIRTS		0	NOT SHOWN
62 INSTOTATE MARINE SUPPLYING	FULLING, NAUTIC	NEW LINE, 1951A, 1951B'S ON COLORS STYLES/ZIPERS & SHIPS	NO		0	NOT SHOWN
120 J. N. PROCEED INDUSTRIAL	DISCHARGER		ON/RE/PE FOLLOW/UNDER PRICE	914 F00	1	
121 J. N. PROCEED INDUSTRIAL	HAND TOWEL/PROW-DISCHARGER/SHAW NET/PT		NEW PRODUCT'S SAMPLES, WHITE	91.50 F00	1	
124 J. N. PROCEED INDUSTRIAL	HAND TOWEL, APPLIQUE		NEW PROD'S SETS/MACHINE DISCHDIS	92 F00	1	
122 J. N. PROCEED INDUSTRIAL	KITCHEN LINE		NEW PRODUCT'S SETS	96.50 F00	1	
126 J. N. PROCEED INDUSTRIAL	SHOWER CURTAIN		NEW PROD'S LINES/MORE DISCHDIS	92.50 F00	1	
127 J. N. PROCEED INDUSTRIAL	TABLECLOTH, FELT, FOR BRIDGE TABLE	NO BLUE ON CARD TABLE COVER - ALL STITCHED	NEW PRODUCT'S LINES	915.00 F00	1	
128 J. N. PROCEED INDUSTRIAL	TOWEL ACCESSORIES		NEW PRODUCT'S SAMPLES FOR SHON	96.50 F00	1	
12 JONATHAN BAKER	FULLING, DISCHARGER	3 DIFFERENT SIZES AND NET/PS	NEW PRODUCT'S LINES	94-97 F00	1	TOTAL COMPANY SALES 1300
81 JOHN CRILLIAN	TABLE, SHAW	QUALITY CONTROL LACKING/RESEARCH RE PRODUCTION & PRICING	8 NET/PS/3 SIZES OR - OK OR - DID NOT SEE	912-905 F00	1	TOTAL COMPANY SALES 91000 DID NOT PARTICIPATE

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NO.	COMPANY	DESCRIPTION	COMMENT 1/84	FOLLOW-UP 3/84	MARKET PRICE	UNITS SOLD	COMMENTS
20	JEDAH CRYSTALLS	WEDGED STACK & CAPSULES		NO - DID NOT SEE		0	
42	LAD TRES MERMANS	SOUL, SALAD	4 NEW STYLES W/3 VARNISH, CHANGE SIZES - SLIGHTLY LARGER	DID NOT SEE		0	DID NOT BRING
28	LAD TRES MERMANS	SOULS & BOTTLES, WOOD	SHAPE AND NEW DESIGNS	DID NOT SEE		0	DID NOT BRING
48	LAD TRES MERMANS	HORN PRODUCTS	NEEDS NEW DESIGN IDEAS	DID NOT SEE		0	NO SALES
61	LAD TRES MERMANS	PURSES	NEEDS NEW DESIGN IDEAS, DIFFICULT SINCE NOT PRODUCERS	DID NOT SEE	925 & 40 FOB	0	DID NOT BRING
31	MULTI-COLOR APPLICATIONS & LA 1ND	SHAPETS		NOT TO BE TAKEN FOR JULY SHOW		0	
44	MULTI-COLOR APPLICATIONS & LA 1ND	SHAPETS (METAL COLORS)	FIND USE FOR PRODUCT	NOT TO BE TAKEN FOR JULY SHOW	911-918/82 FOB	3	TOTAL COMPANY SALES 620,404.42 *
49	MULTI-COLOR APPLICATIONS & LA 1ND	CUSHIONS, PAIR	NEW COLOR COMBO, DOUBLE & TRIPLE COLOR USAGE ON CUSHION	SH-BOSS PROD'S COLORS/4 DESIGN	948-968/82 FOB	3	NOT SHOWN
30	MULTI-COLOR APPLICATIONS & LA 1ND	CUSHIONS, WITH APPLIQUE	APPLIQUE W/ SHULTING IN MUTED COLORS W/ BROTHER TRANSMISSION	SH - MADE DESIGN MODIFICATION		0	
47	MULTI-COLOR APPLICATIONS & LA 1ND	WAPPING, FABRIC (HALF CIRCLE)	CHANGE SIZE TO 13 X 22	SH/NO NOTIFS/CONSISTENT W/	913.79/82 FOB	3	
48	MULTI-COLOR APPLICATIONS & LA 1ND	WAPPING, FABRIC (HALF CIRCLE)		NO		0	NOT SHOWN
46	MULTI-COLOR APPLICATIONS & LA 1ND	PLACEMENT, PAIR LEAVES	MODIFY BORDERS (SMALLER)	SH - 3 DESIGNS, 6 COLORS EACH	911-915/82 FOB	3	
43	MULTI-COLOR APPLICATIONS & LA 1ND	PLACEMENT, SET OF 6	PROVIDING AND FRINGE	SH		0	
45	MULTI-COLOR APPLICATIONS & LA 1ND	WALL HANGING	TRIPLE SIZE IN RELATED COLORS	DID NOT CHOOSE, NO		0	NOT SHOWN
161	COOK, S.A.	BEHES, HAND PAINTED WOODEN			96-919 FOB	0	NO ORDERS
162	COOK, S.A.	PEDESTALS, WOODEN			992-9132 FOB	0	
120	PROMOTIONES	REBARLON, 841		NEW PRODUCT	92 FOB	0	MINIMUM TOO HIGH FOR THIS SHOW
122	PROMOTIONES	REBARLON, 841		NEW PRODUCT	94.88 FOB	0	POOR GOOD CONTACTS FOR SMALLER QUANTITIES
121	PROMOTIONES	REBARLON, 842		NEW PRODUCT	93.85 FOB	0	
113	PROMOTIONES	BOTTLE OPENER, ACRYLIC, 848		NEW PRODUCT	93.85 FOB	0	
114	PROMOTIONES	SOUL & BURNS ON BARS	8" X 12"	OK		0	
111	PROMOTIONES	SOUL, STRONGER WITH ACRYLIC	TOP CAN BE SOLD OR CHROME	OK		0	
124	PROMOTIONES	CENTRAL, ACRYLIC, 846		NEW PRODUCT	96 FOB	0	
125	PROMOTIONES	CENTRAL, ACRYLIC, 847		NEW PRODUCT	93.20 FOB	0	
186	PROMOTIONES	CENTERPIECE, 2 TIERED 847		NEW PRODUCT	948 FOB	0	BROKEN IN TRAMBIT
187	PROMOTIONES	CENTERPIECE, 3 TIERED 848		NEW PRODUCT	945 FOB	0	BROKEN IN TRAMBIT
188	PROMOTIONES	CENTERPIECE, 2 TIERED 849		NEW PRODUCT	925 FOB	0	
189	PROMOTIONES	CENTERPIECE, 2 TIERED 849		NEW PRODUCT	945	0	
190	PROMOTIONES	CENTERPIECE, 2 TIERED 849		NEW PRODUCT	925	0	
191	PROMOTIONES	CENTERPIECE, 2 TIERED 849		NEW PRODUCT	925	0	

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NO. & COMPANY	DESCRIPTION	COMMENT 1/84	FOLLOW-UP 3/84	MARKET PRICE	UNITS SOLD	COMMENTS
112 PROMEXION	CENTERFUCE, SILVER, BOY EATING 8/8		NEW PRODUCT	948 FOB	0	
110 PROMEXION	CENTERFUCE, STAINLESS 18/8		NEW PRODUCT	828 FOB	0	
110 PROMEXION	CENTERFUCE, VENUS 8/8		NEW PRODUCT	825 FOB	0	
101 PROMEXION	CENTRIC, MARBLE/STAINLESS/THERMAL 8/8		NEW PRODUCT	941 FOB	0	
102 PROMEXION	CENTRIC, STAINLESS/MARBLE/BOY EATING 8/8		NEW PRODUCT	945 FOB	0	
114 PROMEXION	MUG GLASS, 8/8		NEW PRODUCT	82 FOB	0	BROKEN IN TRNSIT
115 PROMEXION	MUG GLASS, 8/8		NEW PRODUCT	82.25 FOB	0	
116 PROMEXION	MUG GLASS, 8/8		NEW PRODUCT	82 FOB	0	
117 PROMEXION	MUG GLASS, 8/8		NEW PRODUCT	84.88 FOB	0	
118 PROMEXION	MUG GLASS, 8/8		NEW PRODUCT	84.38 FOB	0	LOST
119 PROMEXION	MUG GLASS, 8/8		NEW PRODUCT	83.25 FOB	0	
120 PROMEXION	LUNCH CARRIER, LARGE 8/8		NEW PRODUCT	818.88 FOB	0	
121 PROMEXION	LUNCH CARRIER, SMALL 8/8		NEW PRODUCT	815.88 FOB	0	
122 PROMEXION	PLATE CHARGER, 8/8		NEW PRODUCT	83 FOB	0	LOST
123 PROMEXION	PLATE, SET OF THREE ON BASKET		DI	845 FOB	0	BROKEN IN TRNSIT
124 PROMEXION	RYNOL, SMALL ACRYLIC	3 SIZES AVAILABLE FROM 4" TO 24" TALL	DI	838 FOB	0	HOT SHOW
127 NEW CHALLENGER'S DESIGN	MICROWAVE, 3 LAY & LINES		NEW PRODUCT	815-868 FOB	1	NO ORDERS
128 NEW CHALLENGER'S DESIGN	FULLON LINENS, 3 BATH		NEW PRODUCT		1	
129 NEW CHALLENGER'S DESIGN	FULLON LINENS, VICTORIAN, 3 LAY & LINES		NEW PRODUCT		0	

MUNUJIAS
07/30/84

COMPANY	CITY	PRIME PROD	EXPORT? # YRS COUNTRIES	SIZE	VOLUME
C. D. I.	TEGUCIGALPA	STONE/WOOD CARVINGS/JUNCO/JADE SOAP DISH	NO		0
KELLY TOYS	TEGUCIGALPA	WOOD TOYS	NO		0
LESANDRA	TEGUCIGALPA	LEATHER	YES 2	LOCAL	1
PRODUCTOS ARTISTICOS EN MADERA	COMAYAGUELA	WOOD CARVINGS AND FURNITURE	YES 3		1
TABOR INTERNATIONAL	TEGUCIGALPA	WOOD ITEMS	NO		1
TALLORES LANGIZABAL	TEGUCIGALPA	WOODEN TOYS	YES 1	CENTRAL AMERICA	0
					2

Volume: 0 = unreported annual sales
 1 = less than \$50,000 annual sales
 2 = \$50,000 - \$100,000 annual sales
 3 = \$100,000 - \$500,000 annual sales
 4 = greater than \$500,000 annual sales

Size (Company size):
 1 = less than 10 workers
 2 = 10-25 workers
 3 = greater than 25 workers

ATLASIA INTERNATIONAL
 COMPANY PROFILE
 HONDURAS
 07/30/84

COMPANY	CITY	PRIME PROD	EXPORT? # YRS COUNTRIES			SIZE VOLUME	
C. D. I.	TEGUCIGALPA	STONE/WOOD CARVINGS/JUNCO/JADE SOAP DISH	NO				
KELLY TOYS	TEGUCIGALPA	WOOD TOYS	NO			0	0
LESANDRA	TEGUCIGALPA	LEATHER	YES	2	LOCAL	1	0
PRODUCTOS ARTISTICOS EN MADERA	COMAYAGUELA	WOOD CARVINGS AND FURNITURE	YES	3		1	2
TABOR INTERNATIONAL	TEGUCIGALPA	WOOD ITEMS	NO			1	1
TALLORES LARDIZABAL	TEGUCIGALPA	WOODEN TOYS	YES	1	CENTRAL AMERICA	0	0
						2	2

Volume: 0 = unreported annual sales
 1 = less than \$50,000 annual sales
 2 = \$50,000 - \$100,000 annual sales
 3 = \$100,000 - \$500,000 annual sales
 4 = greater than \$500,000 annual sales

Size (Company size):
 1 = less than 10 workers
 2 = 10-25 workers
 3 = greater than 25 workers

ATLANTA INTERNATIONAL
 CARIBBEAN SALES REPORT
 HONGKONG
 07/30/84

Sales Sold: 0 = no units
 1 = less than 50 units
 2 = 50 - 150 units
 3 = greater than 150 units

NO. & COMPANY	DESCRIPTION	COMMENT 1/84	ALLOW 3/84	MARKET PRICE	UNITS SOLD	COMMENTS
33 C.B.I.	ISH TRAY, MARBLE					
38 C.B.I.	BRACKETS, JAPANESE		NEW PRODUCT		0	TOTAL COMPANY SALES 04/01.10
37 C.B.I.	BEHES, WOODEN (ISH JAPAN WOOD)	SOLID COLORS	SH - 4 SIZES/PASTEL COLOR		0	
42 C.B.I.	BEHES, SHAVING LEAF PUTUP (WOODEN)	NEW TYPE	NEW PRODUCT		0	
25 C.B.I.	BEHES, CARVED JAW SH WOOD		SH	4.30 FOB	1	
47 C.B.I.	BEHES, CISHA (CHAMPELL 7 x 30)		NO		0	
46 C.B.I.	BEHES, CISHA (PANTOLA ESP 6-2 1/4 x 20)		SH		0	
26 C.B.I.	BEHES, CISHA (PRINCESS 4-1/8 x 20)		SH		0	GOOD CONTACTS
43 C.B.I.	BEHES, JAKE ORNAMENTS SH TOP	NEW IDEA	SH		0	
78 C.B.I.	BEHES, LEATHER		NO		0	
34 C.B.I.	BRACELET, WOODEN			67.75 FOB	1	SALES OF 0194
41 C.B.I.	CARVINGS, FRUIT & VEGETABLE WOOD (HALLS) NEW IDEA (FOR KITCHEN)		NEW PRODUCT		0	
24 C.B.I.	CARVINGS, STONE		NO	011.50 FOB	1	SALES OF 0200
76 C.B.I.	CATAPULSA, CLAY		SH ADDITION W/WOODER BONES	116-032 FOB	1	SALES OF 0236
32 C.B.I.	CHESTS, WOOD CARVED	NEW DESIGNS HAVE BEEN SUGGESTED		022 FOB	1	
48 C.B.I.	CISHA, 17 TYPES AND SIZES	REFER TO SPEC SHEET	3 SIZES/MORE CARVING IDEAS SH		0	
30 C.B.I.	BALLS, CORN HORN		SH		0	
18 C.B.I.	FISH, CLAY		NEW PRODUCT		0	
49 C.B.I.	FLOWERS, FISH SCALE		2 SIZES - SH	010 FOB	1	SALES OF 030
31 C.B.I.	FLOWERS, PAPER			02.25/02 FOB	2	SALES OF 0125
27 C.B.I.	FLOWERS, PAPER ON SAILED BRASSES		SH - LONGER STEM	01.00-1.60/02	2	SALES OF 043.60
36 C.B.I.	FLOWERS, PEINACTA - BESS BEANS		SH - LONGER STEM		0	
29 C.B.I.	FLOWERS, SHELL		NEW PRODUCT - LONGER STEM		0	
35 C.B.I.	BLANK HOLDING, JAPANESE		SH - LONGER STEM	02.25/02 FOB	3	SALES OF 0467.30
75 C.B.I.	WANDS		NEW PRODUCT		0	
				017.64 FOB	1	SALES OF 0441

NO. & COMPANY	DESCRIPTION	COMMENT 1/54	FOLLOW-UP 1/54	MARKET PRICE	UNITS SOLD	COMMENTS
16 C.B.I.	MITE, JAMES & STAN		OK			
30 C.B.I.	JANE FIGURES		NOIP BISHES ONLY	VARIOUS	2	SALES OF 6452
74 C.B.I.	JANE JEWELRY				0	
34 C.B.I.	JANE CONTAINER			915	1	SALES OF 6375
43 C.B.I.	LEO CHAIRS, LEATHER	NEW IDEA	OK		0	
50 C.B.I.	MARION RICHES, MARBLE'S GEOMETRIC SHAPES		OK BUT MORE DETAIL IN SKETCH	621.85 FOB	1	SALES OF 6262.20
44 C.B.I.	ORNAMENTS, WOODEN WALL SERIES	NEW IDEA (COLONIAL, PICES FROM MUSEUM COLLECTION)	NEW PRODUCT - 1/2 DOZ/SET	916 FOB	1	SALES OF 632
30 C.B.I.	NET, CLAY		OK	910-925 FOB	1	SALES OF 6200
70 C.B.I.	NET, WOODS		13 IDEAS GIVEN	915 FOB	1	SALES OF 630
117 C.B.I.	RESTING, CLAY			93 FOB	1	SALES OF 675
44 C.B.I.	NOIP BISHES SHAPED IN JANE	NEW IDEA	4 SIZES - OK	910-916 FOB	2	SALES OF 6500
77 C.B.I.	STABLE, LEATHER		OK	920 FOB	1	SALES OF 6100
81 C.B.I.	TABLE, COFFEE W/ FABRIC NETTOP			930 FOB	1	SALES OF 6210
70 C.B.I.	TOP, WOODEN/IRON CHAIRS/LEAF NETTOP'S 62		NEW PRODUCT		0	
115 C.B.I.	TOPS, TV		NEW PRODUCT		0	
70 C.B.I.	VASE, LARGE CLAY	PROMING 130 HUBA, DESIGN	NO		0	
25 C.B.I. (ORLEANS)	CHEST	NEW IDEA 12 SIZES - DINING LEANED		920 FOB	1	SALES OF 6240
36 C.B.I. (ORLEANS)	CHEST	NEW IDEA 12 SIZES - W/ PALM LEAF	3 SIZES/MORE CHAIRS IDEAS GIVEN	910-9140 EX-F	1	TOTAL COMPANY SALES 62575
37 C.B.I. (ORLEANS)	CHEST	NEW IDEA 12 SIZES - W/ FDS-H	3 SIZES/MORE CHAIRS IDEAS GIVEN		0	
48 C.B.I. (ORLEANS)	CHEST	NEW IDEA 12 SIZES - W/ COFFEE LEANED	3 SIZES/MORE CHAIRS IDEAS GIVEN		0	
39 C.B.I. (ORLEANS)	CHEST	NEW IDEA 12 SIZES - W/ LEAF NETTOP	3 SIZES/MORE CHAIRS IDEAS GIVEN		0	
5 HOLLY TOPS	TOP, TRUNK				0	
6 HOLLY TOPS	TOP, WOOD		NEW PROMING SUGGESTIONS		0	NO ORDERS
60 LEONARD	BUSINESS CARD		(SEE MASTER SHEET)		0	
7 LEONARD	CURVING			91.75 FOB	1	TOTAL COMPANY SALES 62543.44
60 LEONARD	BOX, PORTABLE		OK	915.30 FOB	1	
61 LEONARD	FOLDER, SLIDE			926.00 FOB	0	
48 LEONARD	ORNAMT DND			925.30 FOB	0	
			NEW PRODUCT	963-9163.5 FOB	1	

NO	COMPANY	DESCRIPTION	COMMENT 1/84	FOLLOW-UP 3/84	MARKET PRICE	UNITS SOLD	COMMENTS
4	LESHAW	POUF IN LEATHER (LARGE)					
3	LESHAW	POUF IN LEATHER (SMALL)		SH/ALREADY SHIPPED TO ATLANTA	\$66.50 FDB	1	
79	LESHAW	POUF, SQUARE BASE		SH/ALREADY SHIPPED TO ATLANTA	\$57.50	1	
3	LESHAW	STOCKING, CHRISTMAS			\$31.65 FDB	0	
6	LESHAW	TOILET KIT		SHIPPED TO ATLANTA		0	
1	LESHAW	TUMBLER BAG, LEATHER (HARD)		ALREADY SHIPPED TO ATLANTA	\$18.40 FDB	1	
2	LESHAW	TUMBLER BAG, LEATHER (HARD)		ALREADY SHIPPED TO ATLANTA	\$33.20 FDB	1	
11	PRODACTER ARTIST/DESIGN	ARCHITECTURAL ELEMENTS		ALREADY SHIPPED TO ATLANTA	\$4.00 FDB	0	
11	PRODACTER ARTIST/DESIGN	ARCHITECTURAL ELEMENTS		NO (S)MPT DO		0	TOTAL COMPANY SALES \$2337.71
11	PRODACTER ARTIST/DESIGN	ARCHITECTURAL ELEMENTS		NO SIZES		1	
18	PRODACTER ARTIST/DESIGN	CONTEMPORARY CUPPLERS		NEW PER PAIR		1	
18	PRODACTER ARTIST/DESIGN	CONTEMPORARY CUPPLERS		NO (S)MPT DO		0	
14	PRODACTER ARTIST/DESIGN	CHAIRS, WOOD CAPPED	NEW IDEAS HAVE BEEN SUGGESTED	NO (S)MPT DO		0	
28	TABER INTERNATIONAL	CHAIR, BIRD		OK		1	TOTAL COMPANY SALES \$1700
18	TABER INTERNATIONAL	CHAIR, ROCKING		OK		1	
61	TABER INTERNATIONAL	CRIB, LARGE		OK		1	
22	TABER INTERNATIONAL	LAMP		OK		1	
23	TABER INTERNATIONAL	MIRROR		OK		0	
21	TABER INTERNATIONAL	TABLE, NIGHT		OK		0	
71	TALLERES LAMAZONNEL	SCULPTURE		OK		0	
67	TALLERES LAMAZONNEL	CAR, FERRARI 2		PICKING WILL ARRIVE FOR SHOW		0	TOTAL SALES \$0
65	TALLERES LAMAZONNEL	CAR, BENTLEY		PICKING WILL ARRIVE FOR SHOW		0	
68	TALLERES LAMAZONNEL	JEEP		PICKING WILL ARRIVE FOR SHOW		0	
69	TALLERES LAMAZONNEL	POOHUP CARPER		PICKING WILL ARRIVE FOR SHOW		0	
63	TALLERES LAMAZONNEL	TRUCK, LONG HAULER		PICKING WILL ARRIVE FOR SHOW		0	
70	TALLERES LAMAZONNEL	TRUCK, RIG		PICKING WILL ARRIVE FOR SHOW		0	
64	TALLERES LAMAZONNEL	TRUCK, PLATFORM		PICKING WILL ARRIVE FOR SHOW		0	
62	TALLERES LAMAZONNEL	TRUCK, TRUCKER		PICKING WILL ARRIVE FOR SHOW		0	
66	TALLERES LAMAZONNEL	TRUCK, VAN		PICKING WILL ARRIVE FOR SHOW		0	

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ATLASIA INTERNATIONAL
 COMPANY PROFILE
 HAITI
 07/30/84

COMPANY	CITY	PRIME PROD	EXPORT? 0 YRS	COUNTRIES	SIZE	VOLUME
CARLOS	PT AU PRINCE	MAHOAGANY BOXES, BOWLS, PLATES, FIGURES	YES			
COHAN	PT AU PRINCE	SISAL RUGS & BAGS	YES	ST THOMAS	3	3
DE VANDERBIE	LABOULE	CERAMIC PLATES & FIGURES	NO	HOLLAND, GERMANY SMALL AMT IN U.S.	3	2
FOREIGN ACCENTS, S.A.	PT AU PRINCE	BASKETS	YES	11	1	1
GAYRA POTTERY	PT AU PRINCE	NATIVITY SET, ANGEL ORNAMENTS, VASES	YES	1	3	4
GINGERBREAD	PT AU PRINCE	BONE MIRRORS, FRAMES, EMBROIDERED PILLOW	YES	2	3	2
HAITI METAL	THOR VOLANT	ENAMEL AND ALUMINIUM CASTING, KITCHENWARE	YES	10	3	0
MORJ	JACHEL	WOOD, HAND PAINTED HANGERS, BIRDS	NO		3	4
MOUSSON	PT AU PRINCE	WOODEN JARS & BOWLS	NO		2	1
NAPEY, S.A.	PT AU PRINCE	FURNITURE, BASKETS, RUGS, STAINED GLASS	YES	42	0	0
SOCIETE D'ARTISANAT HAITIEN	PT AU PRINCE	LINENS, STUFFED DOLLS, ZODIAC CUTOUTS	YES	3	3	4
SCHWA	PT AU PRINCE	STRAW BASKETS, FURNITURE, GIFT ITEMS	YES	0	3	2
TAGGART	PT AU PRINCE	WOVEN WALLHANGING, DEC ACCESS, PLACEMATS	YES	0	3	4
ZIN D'ART	PT AU PRINCE	BEDSPREADS, NAPKINS, TAPESTRY, BASKETS	NO		3	3
					0	2

Volume: 0 = unreported annual sales
 1 = less than \$50,000 annual sales
 2 = \$50,000 - \$100,000 annual sales
 3 = \$100,000 - \$500,000 annual sales
 4 = greater than \$500,000 annual sales

Size (Company size):
 1 = less than 10 workers
 2 = 10-25 workers
 3 = greater than 25 workers

WORLDWIDE INTERNATIONAL
CARIBBEAN SALES REPORT
NOTES
07/20/84

Sales Sold: 0 = no units
1 = less than 50 units
2 = 50 - 150 units
3 = greater than 150 units

NO. & COMPANY	DESCRIPTION	COMMENT 1/84	FOLLOW-UP 2/84	MARKET PRICE	UNITS BC 3	COMMENTS
4 CHARLIS	BOA, 6 SIZE BALAO BOALS, MANGROVE		BOA, WIDE THINNER - OK	014.05 FOB	2	TOTAL COMPANY SALES 02300
5 CHARLIS	BOALS, BALAO 11" 12" 13" 14" 15" TO 20"		BOALS WIDE THINNER - OK	08.34-034 FOB	2	
66 CHARLIS	BEHEL, HORN IN 3 SIZES		NEW PRODUCT	02-09 FOB	2	
1 CHARLIS	BEHEL, MANGROVE & CEDAR 14 SIZES	WOOD PRODUCTS VERY THICK & HEAVY	BOALS WIDE THINNER - OK	02.91-05.10 FD	1	
2 CHARLIS	BEHEL, STAINED MANGROVE & CEDAR	WOOD PRODUCTS VERY THICK & HEAVY	BOALS WIDE THINNER - OK	02.91-05.10 FD	1	
77 CHARLIS	CHRIST, HAND CARVED WOOD		NEW PRODUCT	06.42 FOB	1	
9 CHARLIS	DICK, WOODEN PAINTED 12 SIZES	VERY EXPENSIVE, ONLY CHOOSE MEDIUM & LARGE DICK	PRICE REDUCED/SHED FOR LAMIN	05.46-10.91 FD	2	
3 CHARLIS	HAMMER STEW OF CARVED WOOD (BUCK)	NEW NOTIF ON HEAD	NEW NOTIF/PAINTED BUCK HEAD ON	04.55 FOB	1	
76 CHARLIS	HAPPY, HAND CARVED WOOD		NEW PRODUCT	06.42 FOB	1	
79 CHARLIS	KETHER & CHILDS, HAND CARVED WOOD		NEW PRODUCT	06.42 FOB	1	
7 CHARLIS	ORNAMENTS, STRAW WOOD	NEW PRODUCT IN APRIL	STRAW/ON PRODUCT BY MY MYSE		0	NOT SHOWN
76 CHARLIS	ONE, HAND CARVED WOOD		NEW PRODUCT	06.42 FOB	1	
8 CHARLIS	PLATES, WOODEN 4 SIZES	THINNER WOOD	OK - MADE OF THINNER WOOD	010.62 FOB	2	
6 CHARLIS	PLATES, WOODEN BALAO 10 TO 4 SET		FINE	021.70 FOB	2	
76 COHAN	NET, BROWN 112 BARS X 16 BARS	SEE NOTES - OK	ADDED PINK, ORANGE, PEACH, BROWN	016.00 FOB	1	TOTAL COMPANY SALES 01600
69 COHAN	NET, BROWN 116 BARS X 8 BARS	SEE NOTES - CHANGE IN VALUE OF COLOR	GREY COLOR 2 & LIGHTER IN VALUE	011.00 FOB	1	
71 COHAN	NET, BROWN 117 BARS X 25 BARS		OK	033.60 FOB	1	
64 COHAN	NET, BROWN 16 BARS X 9 BARS	INDIFFERENCE IN COLOR CHOICE (SEE NOTES)	OK	04.75 FOB	1	
70 COHAN	PRINTINGS 4" X 4"		PRINTINGS NOT TAKEN		0	NOT SHOWN
70 COHAN	PRINTINGS 6" X 4"		PRINTINGS NOT TAKEN		0	NOT SHOWN
81 DE HENRIKSES	COMBUSTIBLES		NEW PRODUCT	020/SET FOB	1	TOTAL COMPANY SALES 04200
10 DE HENRIKSES	STAINLESSSTEEL HOUSE NETTOP 3 X 7 00	PRICE VERY HIGH. DISCOUNT OF 25% FOR OVER 5000 ORDERS	PRICE STILL VERY HIGH	012 FOB	1	
11 DE HENRIKSES	STAINLESSSTEEL HOUSE NETTOP 5.5 X 5 00	PRICE VERY HIGH. DISCOUNT OF 25% FOR OVER 5000 ORDERS	PRICE STILL VERY HIGH	010 FOB	1	
14 DE HENRIKSES	STAINLESSSTEEL HOUSE NETTOP 8" DIAMETER	PRICE VERY HIGH. DISCOUNT OF 25% FOR OVER 5000 ORDERS	PRICE STILL VERY HIGH	022 FOB	1	
15 DE HENRIKSES	STAINLESSSTEEL HOUSE NETTOP 12" DIAMETER	PRICE VERY HIGH. DISCOUNT OF 25% FOR OVER 5000 ORDERS	PRICE STILL VERY HIGH	045 FOB	1	

NO	COMPANY	DESCRIPTION	COMMENT 1/64	FOLLOW-UP 3/64	UNIT PRICE	UNITS SOLD	COMMENTS
81	STANSTON	SMALL, WOODEN		NEW PRODUCT		0	DID NOT PARTICIPATE
82	STANSTON	BALLS, SMALL WOODEN	NOT READY	READY - 7 DESIGNS CHOSEN		0	
84	STANSTON	PLANS, WOODEN, MOUNTAIN		NEW PRODUCT		0	
86	STANSTON	FRAMES, SOME W/ CORN, OR BLACK HORN	COULD BE LARGER	NO CORN/OILY 2 SIZES BLK HORN		0	DID NOT PARTICIPATE
88	STANSTON	HORSE, LARGE WOODEN		NEW PRODUCT		0	
90	STANSTON	HORSE, SMALL WOODEN		NEW PRODUCT		0	
92	STANSTON	LION, WOODEN		NEW PRODUCT		0	
94	STANSTON	HORSE, "THE GREAT" WOODEN		OK		0	
97	STANSTON	HORSE, SOME	READY TO MAKE	OK - 4 SIZES		0	
98	STANSTON	PAPER HORSE, HORSE & FALCON		NEW PRODUCT		0	
99	STANSTON	FALCON	NOT YET AVAILABLE	READY/3 NOT YET/TREE/FISH/BIRD		0	
24	STANSTON	FALCON, ENGINEERED	NOT READY	OK - LARGE & MEDIUM		0	
66	WALTON METAL	WARRIOR, ALUMINUM COATED	CASTING IS VERY CRACK, POOR STRENGTH, NO QUALITY CONTROL	NO		0	DID NOT PARTICIPATE
67	WALTON METAL	KITCHEN SWISSER, ALUMINUM	WASH WHEEL, POOR QUALITY, NO STANDARDS POOR QUALITY CONTROL	NO		0	
81	LEE STELLING YAMAGUCHI	CHAMBERLAIN, SHELL	WHITE SHELL & WHITE SPICY WHICH WILL BE WHITE SHAG	DON'T FOLLOW SUGGESTS - NO BO		0	NOT SHOWN
82	LEE STELLING YAMAGUCHI	PLACEMATS 1 1/2" X 1 1/2" COTTON	ROLLED EDGE, NO FRINGE	OK	42 FOB	0	TOTAL SALES 00
83	LEE STELLING YAMAGUCHI	WALL HANGING, SWISS/BLK BIRD		WILL SEND PHOTOGRAPH	845 FOB	0	
95	LEE STELLING YAMAGUCHI	WASPING, TURBID		NEW PRODUCT - 1 SET SEE SCALE		0	NOT SHOWN
96	NEED	BIRD, IMPACTO-WIND (WIND DETECTOR)		TRUMPET BIRD IN /LA ONLY - OK	4.32 FOB	3	TOTAL COMPANY SALES 9-58
97	NEED	BIRD, FINGER (TEEN, BARRIE, BONE)		NEW PRODUCT	83.13 FOB	3	
98	NEED	FISH, WOOD ON A STICK		NEW PRODUCT	94.50 FOB	3	
97	NEED	FISH, WOOD (MUSIC)	TRY SEVERAL OTHERS, FISH, BUTTERFLY, MOTH	OK, 2 SIZES 3" X 7" & 6" X 10"	7	1	
94	NEED	HANGING, COAT	NEW PRODUCT, WIDE, NEW HEIGHTS FOR WALL & NEW SHOWGROUND	NEEDS TO FIND 2-WAY SCREW - OK	617.61 FOB	3	
98	NEED	COMMENTS	NEW PRODUCT	POOR CRAFTSMANSHIP PRICE/NO BO		0	NOT SHOWN
96	NEED	COMMENTS, WOODEN, PLAT	CONE WITH HANGERS	POOR CRAFTSMANSHIP PRICE/NO BO		0	NOT SHOWN
118	NEED	HANGING NETS			46 FOB	3	
88	WALTON	WARRIOR, FINGER IN HAND	SERIES OF SMALL HORSE, HORSE, CON, CHICKEN, PIG, CAT, DOLL...	NOT ON HAND - DID NOT CHOOSE		0	DID NOT PARTICIPATE
18	WALTON	BEARS, BRONZE (WALK LEAF)	REMOVE HANGERS & HAVE NO LIGED BONES IN SOLID COLOR	DID NOT PRODUCE		0	
19	WALTON	TABLE, CRYSTAL, STEEL/IRON CLAY	PRICE REDUCTION OR OTHER INCREASES	DID NOT PRODUCE		0	

NO	COMPANY	DESCRIPTION	COMMENT 1/24	FOLLOW-UP 3/24	MARKET PRICE	UNITS SOLD	COMMENTS
17	DE VANDERLIND	MATCH BOXES SMALL & LARGE	NO PROMISING FOR PRODUCTS	3 SIZES CHECK	63/45	1	
18	DE VANDERLIND	FRIDGES, DOMESTIC		NEW PRODUCT	915 F02	1	
19	DE VANDERLIND	PLATTER, FISH DESIGN	PRICE VERY HIGH. DISCOUNT OF 25% FOR OVER 5000 UNITS	OK	940 F22	1	
116	DE VANDERLIND	TOWELS, LARGE DOMESTIC & COFFEE MAT	14" x 18"	OK	428/45/30 F02	1	
111	DE VANDERLIND	TOWELS, DOMESTIC LARGE & SMALL	PRICE VERY HIGH. DISCOUNT OF 25% FOR OVER 5000 UNITS	OK	948/15 F02	1	
70	DE VANDERLIND	WIPER, LARGE MARKET		NEW PRODUCT	PROP	0	
142	PERRELLA ACCIATE, S.A.	BRACKET, BARBER SMALL WOODEN 1/2 802	COST DEPENDS ON VARIATION IN SIZE	OK	63.15/SET F02	0	NO COMPANY SALES
141	PERRELLA ACCIATE, S.A.	BRACKET, BARBER, LARGE WOODEN 1/2 802		OK	67/SET F02	0	
140	PERRELLA ACCIATE, S.A.	BRACKET, BARBER, PLAIN LARGE			63.66 F02	0	
139	PERRELLA ACCIATE, S.A.	BRACKET, BARBER, PLAIN MEDIUM			62.90 F02	0	
138	PERRELLA ACCIATE, S.A.	BRACKET, BARBER - WINE & COGNAC		NEW PRODUCT	62.90 F02	0	
137	PERRELLA ACCIATE, S.A.	BRACKET, WINE & COGNAC IN 2 SIZES		NEW PRODUCT	64.16/SET F02	0	
136	PERRELLA ACCIATE, S.A.	BRACKET, WINE W/ROSE (LARGE) 3 82			67/SET F02	0	
135	PERRELLA ACCIATE, S.A.	BRACKET, WINE BARBER (SMALL) 3 82	COST DEPENDS ON VARIATION IN SIZE	OK	63.15/SET F02	0	
134	PERRELLA ACCIATE, S.A.	WINE, 1/2 L, 1/2" DIAMETER		OK	63.40 F02	0	NOT SHOWN
133	PERRELLA ACCIATE, S.A.	CRAYONS, CHRISTMAS	NEW PRODUCT IN APRIL	NOT PRODUCED		0	NOT SHOWN
132	PERRELLA ACCIATE, S.A.	TROPICAL MELLOW 3 PC SET (SHIPPED SHARP)		OK		0	NOT SHOWN
131	PERRELLA ACCIATE, S.A.	TROPICAL MELLOW 3 PC SET 12", 12", 12"		OK	64.48/SET F02	0	
130	RAYNE INTERIE	WAGGLES, DOMESTIC	MORE DETAIL & INFO FOR MARKING	OK - DETAIL VERY GOOD	660	1	TOTAL COMPANY SALES \$14,300
129	RAYNE INTERIE	COIL, LARGE METALRY (LARGE)	NEW PRODUCT	NOT PRODUCED		0	NOT SHOWN
128	RAYNE INTERIE	COIL, LARGE METALRY (MEDIUM 20")		NOT PRODUCED		0	NOT SHOWN
127	RAYNE INTERIE	METALRY SET 12 PIPES (MEDIUM SIZES)	MORE DETAIL - WESTERN ON APPEARANCE	NEW 15 PC W/SHED-SHAP 8 STRIP	710 F02	2	
126	RAYNE INTERIE	METALRY SET W/PIPPERS & WOVEN SCREEN		NEW PRODUCT		0	
125	RAYNE INTERIE	METALRY SET, LARGE SET OF 10 4"	MORE DETAIL ON FIGURES	NO		0	NOT SHOWN
124	RAYNE INTERIE	METALRY SET, SMALL SET OF 10 2"	MORE DETAIL ON FIGURES	NO		0	NOT SHOWN
123	RAYNE INTERIE	ORNAMENTS, GLASS	NEW PRODUCT, FOR CHRISTMAS TREE, ETC	NEED EARLIER INFORMATION FORWARD	6.60 F02	1	
122	RAYNE INTERIE	PETS, METALRY LEAF SET OF 3	3 SYNCHRO PETS WITH LEAF METAL	NEW 4 STCHNG PETS 11", 9", 7", 5"	6.30 F02	3	
121	RAYNE INTERIE	WINE, BOND IN 3 SIZES		NEW PRODUCT	6.36 F02	3	
120	RAYNE INTERIE	WINE, TRANSPARENT IN 4 SIZES		NEW PRODUCT	6.40 F02	1	

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NO.	COMPANY	DESCRIPTION	COMMENT & N°	FOLLOW-UP 3/84	MARKET PRICE	UNITS SOLD	COMMENTS
180	SOCIETE D'ART, MONTANA (SOCIETE)	CHICKEN		NEW PRODUCT	65.25 FOB	1	TOTAL SALES 8,700
180	SOCIETE D'ART, MONTANA (SOCIETE)	DOG, FLOWER		NEW PRODUCT	65.25 FOB	1	
89	SOCIETE D'ART, MONTANA (SOCIETE)	BALL, SPINNING, MALE & FEMALE		NEW PRODUCT	66.50 FOB	1	
180	SOCIETE D'ART, MONTANA (SOCIETE)	BALL, (MEDIUM (FALSA) BALL)		NEW PRODUCT	66.50 FOB	1	
180	SOCIETE D'ART, MONTANA (SOCIETE)	BALL, PENDANT (FALSA) BALL)		NEW PRODUCT	66.50 FOB	1	
7	SOCIETE D'ART, MONTANA (SOCIETE)	BALLS	PRICE TOO HIGH	LOWERED PRICE/PRICE ITEM/ON	66.50 FOB	1	
144	SOCIETE D'ART, MONTANA (SOCIETE)	BASK		NEW PRODUCT	65.25 FOB	1	
74	SOCIETE D'ART, MONTANA (SOCIETE)	EMBRROIDERED STOPS 17 STYLES	BRING EXPENSE DOWN (SEE FILE FOR PRICE SHEETS & STYLES)	WILL TRY TO REDUCE PRICE - OK	66.20/15.20 FD	1	
186	SOCIETE D'ART, MONTANA (SOCIETE)	PLACER, METAL/12 ZODIAC SIGNS/SEE PHOTO		NEW PRODUCT	610 FOB	0	
180	SOCIETE D'ART, MONTANA (SOCIETE)	QUILT		NEW PRODUCT	65.25 FOB	1	
80	SOCIETE D'ART, MONTANA (SOCIETE)	TABLE CLOTH, EMBROIDERED - 42" x 42"		NEW PRODUCT	645 FOB	0	
45	SEVA	BASKET, CHICKEN		DID NOT PARTICIPATE		0	DID NOT PARTICIPATE
44	SEVA	BASKETS, CHICKEN SERIES		DID NOT PARTICIPATE		0	
43	SEVA	BASKETS, NEST OF TEN		DID NOT PARTICIPATE		0	
42	SEVA	CHURCH, HEVEN		DID NOT PARTICIPATE		0	
36	214 SPART (GARD LINE)	BIRD, SMALL & LARGE		* BDL/CHANGE FINISH ON BIRDS	616.50 FOB	1	TOTAL COMPANY SALES 913,000
24	214 SPART (GARD LINE)	BOWL, BIRD 7"x6"		OK		0	NOT SHOWN
30	214 SPART (GARD LINE)	BOX, CYLINDER WITH BIRD		OK		0	NOT SHOWN
31	214 SPART (GARD LINE)	BOX, CYLINDER WITH TURTLE		NOT PRODUCED		0	NOT SHOWN
33	214 SPART (GARD LINE)	BOX, PRINTED 24x24x24	MUST BE IN PLACE	WILL SUPPLY B-D IN JULY		0	NOT SHOWN
35	214 SPART (GARD LINE)	FORMER, WITH BIRD & BUTTERFLY 24x	BETTER 18x18	NO	67.00, 5.95 FD	1	
32	214 SPART (GARD LINE)	TURTLE, SMALL		NO		0	NOT SHOWN
37	214 SPART (HARRISON LINE)	WISPMAN	CHANGE TEXTURE TO THICK, ALL WHITE	THINNER/PASTEL SHADES/LESS WT	674.75 FOB	1	
39	214 SPART (HARRISON LINE)	CUSHION, WOVEN 18x12, 18x18, 24x24	WOVEN IN MORE SUBTLE COLOR SHADES	FINE	57.00-15.50 FD	1	
41	214 SPART (HARRISON LINE)	PLACEMATS, (PRETTY BEANS PRODUCT)	COLORS BLENDED TO MARCEL	CANNOT PRODUCE		0	NOT SHOWN
38	214 SPART (HARRISON LINE)	PLACEMATS, 13.5"x18"	FINER THREAD WITH SMALLER AMTS OF DYE	FINE		0	NOT SHOWN
40	214 SPART (HARRISON LINE)	PLACEMATS, BANANA LEAF (GARD PRODUCT)	CHANGE WHITE TO BEIGE & CUT FRINGE	FINE - TOOK SUGGESTIONS	6.90 FOB	2	

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ATLASIA INTERNATIONAL
 COMPANY PROFILE
 GUATEMALA
 07/30/84

COMPANY	CITY	PRIME PROD	EXPORT? # YRS	COUNTRIES	SIZE	VOLUME
ALIANZA PARA DESARROLLO JUVENI	GUATEMALA	STRAW BASKETS, TEXTILES, DOLLS	NO			
ARTESANIAS VILENA	GUATEMALA	METAL & TIN PRODUCTS, BRASS	NO		3	1
BAZAR MONTUFAR	GUATEMALA	WICKER FURNITURE	YES		1	1
CENTRO NACIONAL DE TEXTILES	GUATEMALA	WOODEN FRUIT & FABRIC PLACEMATES	YES	3 U.S.A., CENTRAL AMERICA	2	3
CERAMICA MONTIEL E HIJOS	ANTIGUA	CLAY CANDLESTICKS	YES	8 US. & LONDON	3	2
COMERCIALIZACION ARTESANAL COMFINA	GUATEMALA	SISAL & WOOD FURNITURE, HATS, CLOTH BELT	NO		1	1
EL QUETZAL	QUETZLTNANGO	CLOTH PLACEMATS, NAPKINS, PILLOWS	YES		1	1
GALERIA LA MONTANA	ANTIGUA	CERAMIC FRUIT, WOOD INLAID CHESTS	YES	1 EUROPE, U.S.A.	3	2
LA YESERA	GUATEMALA	PRINTED WOODEN ITEMS	YES	3 U.S.A.	1	1
MODIANE "NEBAJ"	ANTIGUA	PLASTER CASTS	NO		0	0
NONA'S	GUATEMALA	FABRIC KITCHEN ITEMS	YES	50 CENTRAL AMERICA	2	1
PALOPO	GUATEMALA	CERAMIC VASES	YES	10	3	3
PARQUE ARTESANA	GUATEMALA	HANDMADE ITEMS, JEWELRY, BELTS, RUGS	YES	8 USA, CENTRAL AMERICA	2	2
POPOL VUH	GUATEMALA	CHESTS, WOODEN FROM TOTONICAPAN	YES	3 U.S.	0	3
TIENDA POLOCHIC	GUATEMALA	WOODEN BOXES	NO		0	0
UNICORNIO	GUATEMALA	COPPER WIRE, SILVER PLATED	YES	7 U.S.A.	0	0
ZOO	GUATEMALA	CLAY POTS & ANIMALS	YES	4	3	1
		FABRICS	YES	2 USA (NYC), GERMANY	1	2

Volume: 0 = unreported annual sales
 1 = less than \$50,000 annual sales
 2 = \$50,000 - \$100,000 annual sales
 3 = \$100,000 - \$500,000 annual sales
 4 = greater than \$500,000 annual sales

Size (Company size):
 1 = less than 10 workers
 2 = 10-25 workers
 3 = greater than 25 workers

ATLANTA INTERNATIONAL
 CASH/SALES REPORT
 QUARTERLY
 07/30/04

Units Sold: 0 = no units
 1 = less than 50 units
 2 = 50 - 150 units
 3 = greater than 150 units

LINE #	COMPANY	DESCRIPTION	COMMENT 1/04	FOLLOW-UP 4/04	UNIT PRICE	UNIT SALES	COMMENTS
6	ALJANOR PARR DESARROLLO	BAGNET, LARGE (20)	SAME FORM WITHOUT HANDLES	4 SAMPLES, BAGNET HND LID	14.75 USD	1	TOTAL SALES 0000
1	ALJANOR PARR DESARROLLO	BAGNET, LARGE OVAL (10X 8X)	QUALITY CONTROL PROBLEM - SAME SIZE	DID NOT PRODUCE		0	
8	ALJANOR PARR DESARROLLO	BALLS, MALE & FEMALE	CHANGE BUTTONS ON FACE	DID MODIFY, ONE SET OF BALLS	9.19 USD	1	
129	ALJANOR PARR DESARROLLO	FRAME, SMALL W/ ARTIST'S BRIC		NEW PRODUCT - 2 SETS		0	NOT SHOWN
7	ALJANOR PARR DESARROLLO	GLASS 87		NO		0	NOT SHOWN
3	ALJANOR PARR DESARROLLO	NAPKIN RINGS, COLORED & PLAIN	QUALITY CONTROL PROBLEM - SAME SIZE	NO	0.68 USD	1	
4	ALJANOR PARR DESARROLLO	NAPKIN RINGS, PLACEMENTS (SET OF 6)	NEW SIZES	NO		1	
5	ALJANOR PARR DESARROLLO	ONE BAGNET CONTAINER	LEAVE HANDLES OFF TOP	NO, DID NOT PRODUCE		0	
2	ALJANOR PARR DESARROLLO	PLACEMENT, TRIANGLE DESIGN	3 SETS FOR MARCH, PINK & SALV, NATURAL, NATURAL - NO NOTIF	3 SETS OF 6	01.90 USD	1	
17	ARTESANOS VILELA	CONJUNCTIONS, METAL LARGE		NOT COMING		0	
26	BAGNO MONTUFAN	BAGNET, PIONEER LARGE WIDGER		NOT COMING		0	TOTAL SALES 03100
38	BAGNO MONTUFAN	CIRCLE, BABY	CHANGE IN FABRIC CHECK ON LINDSEY PRODUCT	NOT COMING		0	NOT SHOWN
29	BAGNO MONTUFAN	BALL CARPONS, WIDGER 13 SIZES	HANDLES PACKAGED 3 TO A SET IN BOX	NOT COMING	0.30 USD	2	
30	BAGNO MONTUFAN	ICE CHESTS, WIDGER 4 SIZES	NO HANDLES ON LIDS FOR SMALL (PRICES NOT DETERMINED FOR LAB)	NOT COMING	02.50-07.50 USD	3	
37	BAGNO MONTUFAN	ORNAMENTS "TINY" 13 SIZES		NOT COMING		0	
32	BAGNO MONTUFAN	PLACEMENTS, PINK 10-1/2" DIAMETER	SIZES ALL A PROBLEM	NOT COMING		0	
33	BAGNO MONTUFAN	PLACEMENTS, PINK 12-1/2" DIAMETER	SIZES ALL A PROBLEM	NOT COMING		0	
34	BAGNO MONTUFAN	PLACEMENTS, PINK 18 x 12 ROUND CORNE PROBLEM WITH SIZE ON LARGE MATS		NOT COMING		0	
31	BAGNO MONTUFAN	PLACEMENTS, PINK 8" DIAMETER	SIZES ALL A PROBLEM	NOT COMING		0	
12	COMETER (ARTESANOS DE SUART)	BAGNET & VEGETABLE COMBINATION (HND BRNDG COLOR, TRANSPARENT WRAPPING, CARDBOARD BOX		2 SETS/NEED MORE MODOCH VEDES		0	TOTAL SALES 06000
13	COMETER (ARTESANOS DE SUART)	BAGNET & VEGETABLE COMBINATION (LAR BRNDG COLOR, TRANSPARENT WRAPPING, CARDBOARD BOX		2 SETS/NEED MORE MODOCH VEDES		0	
21	COMETER (ARTESANOS DE SUART)	CANDELEROS (THREE) LIGHT		NOT COMING		0	
18	COMETER (ARTESANOS DE SUART)	CONJUNCTIONS, METAL LARGE		NOT COMING		0	
19	COMETER (ARTESANOS DE SUART)	CONJUNCTIONS, METAL MEDIUM		NOT COMING		0	
20	COMETER (ARTESANOS DE SUART)	CONJUNCTIONS, METAL SMALL		NOT COMING		0	

NO. & COMPANY	DESCRIPTION	COMMENT 1/54	FOLD-UP 1/54	MARKET PRICE	UNITS SOLD	COMMENTS
27	COMPTON HARTESMANS DE QUARTZ COMPTON, GLASS WITH BRASS		NOT COMING		0	
140	COMPTON HARTESMANS DE QUARTZ PALETTE, WOODEN		2 PALETTE/ONE BIRD, ONE NATURAL		0	
1400	COMPTON HARTESMANS DE QUARTZ MIRROR, NATURAL, NO. 25 ANCHOR, ALUMINUM		ONLY ALL WOOD, ALL 25 OR LESS		0	
23	COMPTON HARTESMANS DE QUARTZ MIRROR, COLORED (LARGE)		NOT COMING		0	
24	COMPTON HARTESMANS DE QUARTZ MIRROR, COLORED (SMALL)		NOT COMING		0	
25	COMPTON HARTESMANS DE QUARTZ MIRROR, SILVER COLOR (LARGE)		NOT COMING		0	
9	COMPTON HARTESMANS DE QUARTZ PLACEMATS	ELIMINATE COLORS & CHANGE SIZES	NO CHANGE/2 SETS W/MPAN HOLDER		0	
14	COMPTON HARTESMANS DE QUARTZ PLACEMATS AND NAPKINS	NEW PRODUCT, PINK OR BLACK	2 SETS EACH, BGS NOT CHANGE		0	
175	COMPTON HARTESMANS DE QUARTZ NAPKINS		3 BUTTERFLIES & 3 CHICKENS		0	
14	COMPTON HARTESMANS DE QUARTZ MIRROR, WOVEN IN COTTON	NEW PRODUCT, NATURAL COLORS OF CARROTS/CHICKS & BUNNIES	WAPKINS FOR BIRNETS		0	
23	COMPTON HARTESMANS DE QUARTZ MIRROR (LARGE SIZE)		NOT COMING		0	
24	COMPTON HARTESMANS DE QUARTZ MIRROR (SMALL SIZE)		NOT COMING		0	
25	COMPTON HARTESMANS DE QUARTZ MIRROR (MID SIZE)		NOT COMING		0	
11	COMPTON HARTESMANS DE QUARTZ MIRRORS, WOODEN (PLAIN)		ONION, CORNET, WREN, TURNIP, PEP	61.75 P20	3	
1401	COMPTON HARTESMANS DE QUARTZ WALLETS, CLOTH FOR WOMEN		18 WALLETS FOR SHOW		0	
1402	COMPTON, MIT	WOMEN, WOODEN	NO		0	
1403	COMPTON, MIT	WOMEN, SILVER	NO		0	
1404	COMPTON, MIT	WOMEN, WOODEN PALET	NO		0	
1405	COMPTON, MIT - SHAW HARTESMANS (MATS), BLACK/WHITE - SHEEP/25-50 L		NO		0	
1406	COMPTON, MIT - SHAW HARTESMANS (MATS)		NO		0	
1407	COMPTON, MIT - JULIA WOODS	FLOWERS & BIRNETS	NEW/ WILL HANDLE FLOWERS		0	
1408	COMPTON, MIT - TIGER	BIRNETS, SMALL WOMEN, FLOWERS	NO		0	
1409	COMPTON, MIT - TIGER W/ JAW	SOALS, WOODEN	NO		0	
1410	COMPTON, MIT - LITTLE	PLATE W/2-BIRD/RED CAT NOT/NET OF 4	1 NO		0	
1411	COMPTON, MIT/ WOODS DE WIND FILLON, NATURAL COTTON CROCHETS/STIFF		1 NO		0	
1412	COMPTON HARTESMANS	SOALS (CONVENTION)	LARGEST SOALS - 2	62-67 P20	0	PARTICIPATED UNDER EL. QUETZAL
1413	COMPTON HARTESMANS	CONVENTION W/ LION	2 SAMPLES		0	NOT SHOW
1414	COMPTON HARTESMANS	CONVENTION (3)	ON, 2 SAMPLES	65 P20	1	
1415	COMPTON HARTESMANS	FRANK-PROCTOR (2)	0 SAMPLES		0	

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NO	COMPANY	DESCRIPTION	COMMENT 1/64	FOLLOW-UP 1/64	MARKET PRICE	UNITS SOLD	COMMENTS
86	COMMERCIAL	FRISBEE, COMMERCIAL		2 EACH	40-42 F20	1	
184	COMMERCIAL	FRISBEE, COMMERCIAL		1/2 & 1/4, 2 SAMPLES EACH		0	
186	COMMERCIAL	LANTERN		2 EACH		0	
89	COMMERCIAL	COMPOSITIONS, SMALL & MEDIUM COMMERCIAL		2 EACH	91 F20	1	
140	COMMERCIAL	ARTISANAL		2 EACH		0	NOT SHOWN
118	COMMERCIAL	BY THE FOUNTAIN, NATURAL, SOLID & NATURAL		4 BARS-GREEN, PINK, PURP, NATURAL		0	TOTAL SALES 90
188	COMMERCIAL	WASHNET MESH W/ HANDELS & L. 1000		24 - ONE EACH OF 3 STYLES	42.50-43.50 F20	1	
187	COMMERCIAL	SPINNETS (12 BUCKETS) W/ COLORED BARS		24 - ONE EACH		0	
87	COMMERCIAL	MELTS, 200 IN 2 BUCKETS	NEW PRODUCT	40		0	
88	COMMERCIAL	SEVEN	NEW PRODUCT	40		0	
189	COMMERCIAL	BOX SERVICES, WOODEN/PLASTIC/2 SERVICES		4 STICKS, 2 LEATHER TOP, 2 STICK		0	
91	COMMERCIAL	CHINA, LEANED		24 - 1 SET EACH OF 3 STYLES	912-920 F20	0	
87	COMMERCIAL	CHERRY	HANDELS SHOULD NOT BE ON STICKS			0	
94	COMMERCIAL	STEEL, RECESSED 4/18	FRISBEE TOO HIGH, OTHER COLOR SAMPLES FOR SEAT	40 LOWER AVAILABLE		0	
95	COMMERCIAL	STEEL, RECESSED 4/18		4 STICKS-2 LEATHER TOP, 2 STICK	945 F20	0	
98	COMMERCIAL	STEEL, W/ TAB TOPS	LEAD SHOULD BE ROUND AND/OR ONE ON TOP	40		0	
96	COMMERCIAL	STEEL, 2/18	HEIGHT OF POINTEDNESS	40		0	
101	COMMERCIAL	FRISBEE, BLACK		200 NOT PRODUCE		0	
112	COMPANY	FRISBEE, WOOD, FOR 2000 1/24 & L. 200		FOR TAUN ALSO, ONE EACH TYPE	944 F20	1	TOTAL SALES 42742.50
88	COMPANY	CHERRY, 2/18	FRISBEE HIDE CARPINE ALL FOUR SIDES PLUS TOP	1 SET 24, NO LEADS, COMES W/ FEET	4211 F20	1	
89	COMPANY	CHERRY, 2/18	FRISBEE HIDE CARPINE ALL FOUR SIDES PLUS TOP	1 SET 24, NO LEADS, COMES W/ FEET	4211 F20	1	
91	COMPANY	CHERRY, 2/18	FRISBEE HIDE CARPINE ALL FOUR SIDES PLUS TOP	1 SET 24, NO LEADS, COMES W/ FEET	4211 F20	1	
76	COMPANY	CHERRY, WOODEN FROM TETON/COMPANY	BEST BETTER QUALITY OF WOOD. CHANGE TO SUGGESTED COLORING 1/64	4 SAMPLES/24, TWO LEADS COLOR	475 F20	1	
77	COMPANY	WAXING	ALL WAXING & NOTE PHASE W/ POLYURETHANE		913.00 F20	1	
74	COMPANY	FRISBEE, 2000 JAPAN 2/18	INCLUDING ZIPPER		67.00 F20	1	
75	COMPANY	FRISBEE, 2000 JAPAN 2/18	INCLUDING ZIPPER	0 SAMPLES - 24	67.00 F20	1	
72	COMPANY	FRISBEE, 2000 JAPAN 2/18	INCLUDING ZIPPER	0 NETS/24	67.00 F20	1	
73	COMPANY	FRISBEE, 2000 JAPAN 2/18	INCLUDING ZIPPER	0 NETS/24	67.00 F20	1	
76	COMPANY	FRISBEE, 2000 JAPAN 2/18	SET OF 6 WAXING/24, ALL WAXING & NOTE PHASE W/ POLYURETHANE DID NOT 20			0	

NO. & COMPANY	DESCRIPTION	COMMENT 2/24	GLIMPSE 4/24	MARKET PRICE	UNITS SOLD	COMMENTS	
1110	COMPTON	PLACEMENT, WOODEN W/ SMALL WOODEN C	2 BETH-GREEN, YELLOW-BLUE, VIOLET		0	NOT SHOWN	
79	COMPTON	PLACEMENT/PARTS/ONE PLACEMENT (WOOD) SET OF 4	1 SET OF SAMPLES		0	NOT SHOWN	
79	COMPTON	PLACEMENT/PARTS/ONE TESTER (WOOD) (WOOD) ALL WOOD & WOOD PINE W/ PAIR MET-PLASTIC	1 COLOR COMBINATIONS/1 SET EA	013.00 F20	1		
51	GL. BASTON	WHEELS (COMPOSITE) SMALL WOOD & LAMBE	1 OF EACH	6.00-01.00 F20	1	TOTAL SALES 63000	
50	GL. BASTON	BURNS, COMPOSITE	COLLECTION OF BURNS/MORE LESS	07 F20	1		
1146	GL. BASTON	BURNS, COMPOSITE PAINTED/SMALL WOOD	1 SET, CHRISTMAS ORNAMENTS	02 F20	2		
1148	GL. BASTON	WOODEN & W/ WOODEN BURN (WOOD)	WOOD, SEND SAMPLE OF EACH		0	NOT SHOWN	
1149	GL. BASTON	COMPOSITE, COMPOSITE, WOOD WOOD LAM	1 SAMPLES EACH SIZE	01.25-04 F20	1		
1157	GL. BASTON	COMPOSITE, WOOD STONE (SMALL)	WOOD FOR JULY, 1 SAMPLE EACH		0		
48	GL. BASTON	WOOD, PAINTED WOOD (LARGE)	1 BETH/2 SAMPLES FOR SHOW	0125-0250 F20	0		
50	GL. BASTON	WOODEN, COMPOSITE & TUBER W/ WOOD LAM	1 OF EACH	016 F20	1		
48	GL. BASTON	WHEELS, COMPOSITE	W, 2 OF EACH	07 F20	1		
1110	GL. BASTON	WOODEN/PLACEMENTS 16 BETH, & COLOR	SET EACH	01.50-07 F20	0		
1111	GL. BASTON	WOODEN/PLACEMENTS 16 BETH, & COLOR	OF EACH STYLE, TOTAL 6	05-07 F20	1		
1114	GL. BASTON	WOOD, COMPOSITE METALS, LAM & LAM PER	SET EACH	01.50 F20	1		
1108	GL. BASTON	WOODEN/PLACEMENTS 16 BETH, & COLOR	SAMPLE EACH		0		
50	GL. BASTON	WOODEN/PLACEMENTS 16 BETH, & COLOR	EA OF 4 WHEELS IN BLACK	015-025 F20	1		
1100	WALDEN LAM WOODEN	WOODEN STAFFED BURNS			1	TOTAL COMPANY SALES 42176	
101	WALDEN LAM WOODEN	PAINTED WOOD PIECES, VARIETY			0		
1124	LA. YOUNG	WOOD, WOODEN FOR WOODEN PIECES	1/2 NOT PRODUCE		0	NOT SHOWN	
55	LA. YOUNG	WOOD, WOOD WITH PLASTER COATED TOP	CONTACT WOOD FOR TERNAL CENTER SUBSTITUTE	1 SAMPLES	014-016 F20	1	TOTAL SALES 630
1102	LA. YOUNG	WOOD, WOODEN W/ FRAME (WOOD-BLACK LAM)	WOOD, YELLOW, BROWN, RED		0		
1103	LA. YOUNG	WOOD, WOODEN/PLACEMENTS/STIFF BLUE PER B	W, 2 OF EACH SIZE		0		
74	LA. YOUNG	WOODEN REPRESENTATIONS	PLASTER COAT OF WOODEN METALS	1 OF EACH, SMALLER BURNS	0	NOT SHOWN	
76	LA. YOUNG	WOODEN	CONTACT WOOD FOR TERNAL CENTER SUBSTITUTE	0	030 F20	0	
1106	WISNIZ	WOODEN, WOOD	3 PIECES TO MATCH KITCHEN BETH	03.45 F20	0	TOTAL COMPANY SALES 42300	
78	WISNIZ	WOODEN COHER	WOOD, 10 PC SET		0		
1105	WISNIZ	WOODEN COHER/WOODEN/PLACEMENTS 16 BETH, & COLOR	WOOD NOT GO		0		
57	WISNIZ	WOODEN COHER	WOODEN/PLACEMENTS 16 BETH, & COLOR		0	NOT SHOWN	

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NO.	COMPANY	DESCRIPTION	COMMENT 1/54	FOLLOW-UP 4/54	MARKET PRICE	UNITS SOLD	COMMENTS
62	HEMP'S	BOWL, LARGE ROUND (F-44)		2 PIECES OF EACH	67.50	0	TOTAL COMPANY SALES 00
63	HEMP'S	BOWL, MEDIUM ROUND (F-45)		2 PIECES OF EACH	46.50 FOB	0	
64	HEMP'S	KITCHEN SET OF THREE	COMING IN MARCH	1 PIECE OF EACH	46.50-610 FOB	0	
65	HEMP'S	PAT, LARGE FLASK (F-25)		2 PIECES	637.50 FOB	0	
61	HEMP'S	VASE, CYLINDER (F-15)		2 PIECES	915 FOB	0	
73	HEMP'S	VASE, MEDIUM (F-54) 77.50		2 PIECES	425 FOB	0	
46	FALPAC	SMOKERS		NOT COMING		0	COMPANY DID NOT PARTICIPATE
48	FALPAC	MELTS		NOT COMING		0	
76	FALPAC	JEWELRY		NOT COMING		0	
67	FALPAC	RINGS		NOT COMING		0	
68	FALPAC	SHOES		NOT COMING		0	
69	FALPAC	TABLETOP, MIRRORING		NOT COMING		0	
83	TISHMAN POLYMERIC	SET, SILVER PLATED COPPER WARE	NEW PRODUCT, MORE LARGER	NO		0	COMPANY DID NOT PARTICIPATE
153	UNIDENTIFIED	SHOULDS (5 TO COLLECTION)		2 SETS OF EACH	650/SET FOB	2	TOTAL COMPANY SALES: 65000
158	UNIDENTIFIED	CONSOLETABLE (LARGE)		2 SETS OF EACH	614 FOB	1	
88	UNIDENTIFIED	CHINA, LARGE		4 SIZES, MIXED FINISHES	666 FOB	1	
152	UNIDENTIFIED	CHINA, 4 SIZES (LARGE)		NEW PRODUCT	615 FOB	0	
87	UNIDENTIFIED	BOXES, LARGE	LARGE PIECES FROM THIS COMPANY ARE MOST SALEABLE	4 PIECES	619 FOB	1	
84	UNIDENTIFIED	MATCHSET (LARGE)		2 SETS	640 FOB	1	
85	UNIDENTIFIED	MATCHSET (LARGEST)		DR - 1 SET	6125 FOB	1	
86	UNIDENTIFIED	MATCHSET (SMALL)		DR - 1 SET	615 FOB	1	
156	UNIDENTIFIED	SALE (4 SIZES)		FOUR	66-69 FOB	1	
86	UNIDENTIFIED	METS, LARGE		2 LARGE POTS	660 FOB	1	
129	UNIDENTIFIED	MELTS (2 SIZES)		DR - 2 PIECES	610 FOB	2	
127	UNIDENTIFIED	TURNERS (2 SIZES)		DR - 1 EACH	62-63.25 FOB	2	
142	TUB	BATHROOM KIT (LARGER SIZE "WHITE")		NO, TOO SMALL		0	NOT SHOWN
90	ZOO	MELTS		NO BOXES	63.50 FOB	3	TOTAL COMPANY SALES 60900
128	ZOO	MELTS (4 BOXES (3 EXAMPLES))				0	
90	ZOO	MELTS WITH NEED KIND		3 SAMPLES	616.36 FOB	1	

NO.	COMPANY	DESCRIPTION	COMMENT 1/24	FOLLOW-UP 4/24	MARKET PRICE	UNITS SOLD	COMMENTS
1107	2200	BELTS, SHINE-WOODEN RINGS/LEATHER		NO	620-631 FOB	1	
1108	2200	INCORPORATION, WALKIE TALKIE HEADPHONES OF		NO		0	NOT SHOWN
1109	2200	HANDSOME WITH WOOD		NO		0	NOT SHOWN
1120	2200	HAPPY HOUR, 6 DIFFERENT		WOOD/FABRIC COMBINATIONS	61.0-61.8 FOB	0	
1121	2200	HAPPY HOUR	PICKING	YES, RED & GREEN, SET OF 6	631-632.4 FOB	0	
1122	2200	INTERIOR CORNERS W/ LEATHER		YES, ONE LIGHT, ONE DARK	61.00 FOB	2	
1123	2200	FILLING 24 X 24		RED & MULTI-COLOR	614 FOB	0	
1141	2200	FILLING, SHREVEPORT/2 NETS/1 18 W/		DRINK 2 DATE, 14" X 14"	614 FOB	1	
1142	2200	PLACEMATS 12 X 18		YES, WOODEN PLACEMATS	614 FOB	0	
1157	2200	PLACEMATS, SET OF OLYMPIC		NEW PRODUCT, BRIGHT	61.30 EA FOB	0	
1174	2200	PLACEMATS/HAPPY HOUR, 6 DIFFERENT W/COLOR		SET OF NATURAL COTTON	61.30 EA FOB	2	
1180	2200	PLACEMATS/TWY, WOODEN 12 SQUARE		YES, THREE WOODEN TWYS	644 FOB	0	
1181	2200	RUNNERS 12 SQUARE		ONE DARK RUNNER	616 FOB	0	
1182	2200	TRIPLE-STEP/RUNNER, 3 SIDES, 3 UNITS		NO		0	NOT SHOWN
1183	2200	TWY, WOODEN W/LEATHER, FABRIC & W/		NEW PRODUCT	616 FOB	0	
1148	2200	WALLETS & REFERENCE LEATHER ON BONES		618 NOT PRODUCT		0	NOT SHOWN
1185	2200	WALLETS, WITH CHECKBOOK HITS		2 SAMPLES, ONE LIGHT, ONE DARK	60 FOB	0	

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ATLASIA INTERNATIONAL
 COMPANY PROFILE
 JAMAICA
 07/30/84

COMPANY	CITY	PRIME PROD	EXPORT? # YRS COUNTRIES	SIZE	VOLUME
ACE WOODWORK	KINGSTON	WOODEN ITEMS, BOWLS	NO		1
ALLSTONES	KINGSTON	LINENS, BABY GARMENTS, HOUSEHOLD DECOR	YES	4	3
CRAFT COTTAGE	KINGSTON	CERAMICS, DOLLS & CLOWNS	NO		1
CRAFT MARKET	KINGSTON	STRAW BASKETS, WOODEN BOWLS	NO		1
FARWAY FURNITURE FACTORY, LTD	KINGSTON	PLANTERS, FURNITURE LINES	YES		1
J.A.M.K.C.	KINGSTON	WOODEN PRODUCTS, BOXES, CUTTING BOARDS	NO		1
MAGIC HOME/MAGIC KITCHEN	KINGSTON	WOODEN TURTLES, DUCKS, BOWLS	YES	5	2
ROPER CRAFTS CENTER	KINGSTON	CROCHET EGG, SOAP COVER	NO		1
THINGS JAMAICAN	KINGSTON	PLACEMATS, CERAMICS, ALABASTER, BASKETS	NO		3
WICKER WONDERLAND LTD	KINGSTON	WICKER BASKETS, TRAYS, MINI FURNITURE	YES	5	1
WISYACO	KINGSTON	CROCHET COASTERS	NO		3
WISYACO (ALVIN THOMAS)	KINGSTON	STRAW WORKS	NO		3
WISYACO (HELLAND CRAFT)	KINGSTON	GREETING CARDS	NO		4
WISYACO (HENDI)	KINGSTON	WOODEN WATCHBOOK COVERS	NO		0
WISYACO (HELEONORA HANDCRAFTS)	ST CATHERINE	EMBROIDERY, PICTURES, HANDBAGG, LINENS	NO		1
WISYACO (HUBERT FRANKLIN)	KINGSTON	WOODEN BOXES	NO		1
WISYACO (MISS E. MCLENNAN)	ST CATHERINE	CROCHET, COTTON HEART WITH RIBBON	NO		1
WISYACO (MONEX REHAB CENTER)	KINGSTON	WOODEN ITEMS	NO		1
WISYACO (MONEX REHAB CENTER)	KINGSTON	WOODEN ITEMS, ASHTRAY & BOX	NO		1
WOLFGANG MOHN LTD	KINGSTON	WOODEN STATUETTES, BIRDS, TREES	YES	5	1
					3

Volume: 0 = unreported annual sales
 1 = less than \$50,000 annual sales
 2 = \$50,000 - \$100,000 annual sales
 3 = \$100,000 - \$500,000 annual sales
 4 = greater than \$500,000 annual sales

Size (Company size):
 1 = less than 10 workers
 2 = 10-25 workers
 3 = greater than 25 workers

WILSON INTERNATIONAL
 DOMESTIC SALES REPORT
 JANUARY
 87120-04

Units Sold: 0 = no units
 1 = less than 50 units
 2 = 50 - 150 units
 3 = greater than 150 units

NO. & COMPANY	DESCRIPTION	COMMENT 1-24	FOLLOW-UP 3-74	MARKET PRICE	UNITS SOLD	COMMENTS
100 ACE WOODWORK	SHAL, WALN, ROPE SHAPED, WOODWAY STRIP					
101 ACE WOODWORK	LEAD SET		NEW PRODUCT, BRONZ & BONE	64.50 FOB	1	TOTAL COMPANY SALES 42713.96
102 ACE WOODWORK	FRUIT BOWL, WOODWAY, ROUND, 8 SIZES			65.75 FOB	1	
104 ACE WOODWORK	FRUIT BOWL, WOODWAY, 8 SIZES		NEW PRODUCT, NATURAL FINISH	6.50-49 FOB	2	
105 ACE WOODWORK	JAR, WOODWAY		NEW PRODUCT, NATURAL FINISH	64.7-619.5 FOB	1	
107 ACE WOODWORK	SALT BOWL, WOOD & WOODWAY			64.10-6.75 FOB	1	
110 ACE WOODWORK	SALT TRAY, WOOD & WOODWAY		NEW PRODUCT/HANDLE TOO LONG	63.10 FOB	1	
112 ACE WOODWORK	PIA BOWL			63.10 FOB	2	
116 ACE WOODWORK	SALT & PEPPER SHAKERS, WOOD & WOODWAY			63.50 FOB	1	
117 ACE WOODWORK	SETPERS		NEW PRODUCT, CORN STOPPERS	65.7-67.25 FOB	1	
119 ACE WOODWORK	TEXTURED HOLDER, WOOD & WOODWAY			62 FOB	1	
120 ACE WOODWORK	WALL, WOOD, 12", 11" HEIGHT, 2 SHAPES		NEW PRODUCT/HOLDER NECK LONGER	61.50-1.50 FOB	2	
25 ALLIANCE	SHL, SHY LAUNDRY	CHANGE PRODUCT TO BUNNAN SMALL SQUARE 1/2"	NEW PROD-LINE NEEDLE/KN SHG'S	53.25-6.50 FOB	2	
40 ALLIANCE	SHL, TOTE	WHITE/PINK BOWDED ON BROWN TOTE SHG	2 BUCK, WOOD/BUE, YELLOW STRICH		0	NOT SHOWN
30 ALLIANCE	SHL, SHY FINELINE	BLACK NET/ST, SMALL 1/2" BUNNAN	40 BOWDED MATERN		0	NOT SHOWN
51 ALLIANCE	CONTAINER, LINDEN/PLUM, NET/ST		3 BUCK, WOOD + KITTY ON PDM	63.16 FOB	0	TOTAL COMPANY SALES 61276.84
50 ALLIANCE	WAPPING, SHINE		NEW PRODUCT (FOR ART OBJECT)	610 FOB		
55 ALLIANCE	WAPPING, CENTRAL, UP		2 DESIGN/2 ENHANCED, 1 APPLIC		0	
56 ALLIANCE	WAPPING, CENTRAL, UP FINISHED EDGE	8-10" WHITE LINER LINEN WITH DESIGN ONE CORNER/STRAIGHT EDGE	SET OF 6 - DR	66.42 FOB	1	
54 ALLIANCE	PLACEMATS & WAPPING, 8 SHL	8-10x14-1/2 DREAM LINER WHITE/PINK/FINISH EDGE/STIFF PATTERNS	DR - NEED WELSP PACKING	66.42 FOB	1	
53 ALLIANCE	PLACEMATS, CIRCULAR PLUS WAPPING		SET OF 8/FINISH PINK/WHITE SHG 611.93 FOB		1	
52 ALLIANCE	PLACEMATS, WAPPING		NEW PROD-WHITE DR WHITE/NET/ST	627.21 FOB	1	
51 ALLIANCE	PLACEMATS, WAPPING (W) PINK LINEN SET	DRUM LINER YELLOW ON BROWN/WHITE ON WHITE		627.21 FOB	1	
50 ALLIANCE	PLACEMATS, WAPPING (W), KIDS ROOM PATTERN COLOR & PATTERN	2 CORNERS SCROLLS SHG, BLUE COLOR YELLOW EDGE WAP 12" PDM	DR	625.50 FOB	1	
49 ALLIANCE	PLACEMATS, WAPPING (W), PLAIN PATTERN	COLOR & PATTERN		625.50 FOB	1	
48 ALLIANCE			CHRISTMAS - PLANT	625.50 FOB	1	

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NO. & COMPANY	DESCRIPTION	COMMENT 1/64	FOLLOW-UP 3/64	MARKET PRICE	UNITS SOLD	COMMENTS
36 ALLIGATOR	PLACEMATS, IMPROMED MULTI-FLORAL, 1/4"	2 SETS OF 4 @ DIFFERENT FLORAL PAT'NS, SOLID EDGES				
37 ALLIGATOR	PLACEMATS, IMPROMED/NO HILLS HOME PATTERNS	3 COLORS, GREY, SCAL, YELLOW		\$29.90 FOB	1	
38 ALLIGATOR	PURSE CENES (FOR BODY PURSE)		OK	\$29.90 FOB	1	
37 ALLIGATOR	PURSE, LARGE PERSIAN/WHITE STRAND	LIGHT COLOR ON HANDLES, INCREASE SIZE OF SPACE ON HANDLES	IMPR. OR SOLID IN SETS OF 4	\$7.24 FOB	1	
38 ALLIGATOR	PURSE, SMALL BODY	LIGHT COLOR ON HANDLES, INCREASE SIZE OF SPACE ON HANDLES	MAKE LIGHTER - OK	\$13.46 FOB	1	
33 ALLIGATOR	TWELVESETS IN APRIL, LINEN/NO WITH NETTOP 36" x 36" SQUARE		MAKE LIGHTER	\$16.12 FOB	1	
36 ALLIGATOR	TOWELS, FINGER TUP (WITH LINEN 12 x 6)	2 TO A SET			0	
30 CRAFT COTTAGE	SEA, TISSUE HOLDER		WHITE & CREAM LINES/ONE SET EA \$2.69-4.96 FOB		1	
34 CRAFT COTTAGE	SEA, WOODEN TALKER		ROUND/OVAL/SQUARE - S, S, L	\$1.13 FOB	2	TOTAL COMPANY SALES \$163.30
39 CRAFT COTTAGE	CLOWN - 12", 25", 36"	AT MOMENT ONE BLUE, BRIGHT COLORS/YELLOW/WHITE FACIAL EXPRES	NEW MONET/PIE/L, 45/10, 45/10		0	NOT SHOWN
32 CRAFT COTTAGE	CLOWN		ROUND CORNERS/NO SHIR PROOFING		0	NOT SHOWN
31 CRAFT COTTAGE	SHIRTS, PUNTS/SHIRT		ALL FABRIC CLOWN - OK		0	NOT SHOWN
139 CRAFT COTTAGE	HEMPT, ALUMINUM		FABRIC SHIR MITCH/BLACK BOOTS		0	NOT SHOWN
33 CRAFT COTTAGE	SEASIDE KIT			\$4 FOB	1	
40 CRAFT MARKET	SHIRTS, LARGE STYON	SOLID BORDERS, NO CROSS STYON, SOLID COLORS	NO PLASTIC FLOWERS, ONLY		0	NOT SHOWN
44 CRAFT MARKET	SHIRTS, STYON WITH SYNTHETIC NETTOP	INCREASMENT OF COLORED BAND JUST HAVE SOLID NO COLOR	SET OF 3 SHIRTS/LAUNDRY/SOLID		0	COMPANY DID NOT PARTICIPATE
47 CRAFT MARKET	SHIRTS, WOOD		OVAL, ROUND 8"-43/4"-41.50		0	
45 CRAFT MARKET	SHIRTS, SHIRTS		NATURAL WOOD, SMALL COSTS \$1		0	
46 CRAFT MARKET	SHIRTS, WOODEN TALKER		NEW PRODUCER - NO		0	
48 CRAFT MARKET	COMPTONS, SET OF 3 IN SHIRTS		NO		0	
43 CRAFT MARKET	STYON STYON	PERHAPS SMALLER SIZE OF NETTOP	NO		0	
181 PRELIMINARY FURNITURE FACTORY, LTD BIRMINGHAM, ALABAMA			NO		0	
180 PRELIMINARY FURNITURE FACTORY, LTD BIRMINGHAM, ALABAMA			NEW PRODUCT, SEE PHOTO	\$9.79 FOB	1	TOTAL COMPANY SALES \$4362.60
87 PRELIMINARY FURNITURE FACTORY, LTD FURNITURE, MINISTRE			NEW PRODUCT, SEE PHOTO	\$33.25 FOB	0	
182 PRELIMINARY FURNITURE FACTORY, LTD MONTANA & MONTANA, LEBANON MONTANA, MINISTRE			NEW PRODUCT/S PIECES/SEE PHOTO 94.34-51.69 FOB		2	
76 PRELIMINARY FURNITURE FACTORY, LTD PLAYERS, BALL AND			NEW PRODUCT	\$3 FOB	0	
184 PRELIMINARY FURNITURE FACTORY, LTD PLAYERS, MONTANA (ARTICLES 1880 & 1887)			NEW PRODUCT, 10" & 12" POTS	\$29.50 FOB	1	
88 PRELIMINARY FURNITURE FACTORY, LTD PLAYERS, MONTANA (ARTICLES 1880 & 1887)			MP/SEE FILE/ONLY CHAIN/NO JUTE	\$14.95 FOB	1	
90 PRELIMINARY FURNITURE FACTORY, LTD PLAYERS, MONTANA (ARTICLES 1880 & 1887)			NEW PRODUCT, 10" & 12"	\$16.90 FOB	1	
90 PRELIMINARY FURNITURE FACTORY, LTD PLAYERS, MONTANA (ARTICLES 1880 & 1887)			NEW PRODUCT, SEE PHOTO	\$77.63 FOB	1	

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NO	COMPANY	DESCRIPTION	COMMENT	FOLLOW-UP	NET PRICE	UNITS SOLD	COMMENTS
100	WILSONY FURNITURE FACTORY, LTD	WINE RACK, SPANISH GLASS, 12, 12, 24 BOTTLES					
101	J.A.N.A.E.	SOUL, 8" SPANISH GLASS		NEW PRODUCT, SEE PHOTO	912.0-32.0 FOB	2	
102	J.A.N.A.E.	SOULS, 14" SQUARE/8" TAPER IN SPANISH GLASS		NEW PRODUCT	45 FOB	2	TOTAL COMPANY SALES 42291.30
107	J.A.N.A.E.	SOUL, 12" x 7.5" x 7.5" W/SHARP STRIPES		NEW PRODUCT/PLUS FORK & SPOON	42 & 16.40 FOB	1	
108	J.A.N.A.E.	SOUL, 12" x 8.25" x 4" W/SHARP EDGES		NEW PRODUCT, SEE PHOTO	614.40 FOB	1	
109	J.A.N.A.E.	SOUL, CIGARETTE W/4 MATCH BONES		NEW PRODUCT/NO HOME/SEE PHOTO	46.91 FOB	1	
110	J.A.N.A.E.	SOUL, CIGARETTE W/4 MATCH BONES		NEW PRODUCT/NO HOME/SHARP-LINED	46.63 FOB	1	
111	J.A.N.A.E.	SHARP EDGED, FINISHED IN SPANISH GLASS		NEW PRODUCT, LINED W/SHARP	67.20 FOB	1	
112	J.A.N.A.E.	SHARP EDGED, IN SPANISH GLASS		NEW PRODUCT/NO TOP/SEE PHOTO	67.20 FOB	1	
113	J.A.N.A.E.	SOUL CUPS & HOLDERS, 6 IN SPANISH GLASS		NEW PRODUCT/SEE PHOTO/BLD 12112"	44.30 FOB	3	
114	J.A.N.A.E.	SOUL CUP/NO TOP		NEW PRODUCT		0	
115	J.A.N.A.E.	TOWEL, MEDIUM, 11" SQUARE SIZE			42 FOB	1	
116	WALDE HOME/AMBLE KITCHEN	SHIRT & SLIP, LINED			46.63 FOB	2	
117	WALDE HOME/AMBLE KITCHEN	SHIRT & SLIP, SMALL			45 FOB	1	TOTAL COMPANY SALES 42291.30
118	WALDE HOME/AMBLE KITCHEN	SHIRT, CYLINDER 12 BOTTLES			63.68 FOB	1	
119	WALDE HOME/AMBLE KITCHEN	SOUL, JAWBROKEN (SHARP) WOOD			612-614 FOB	1	
120	WALDE HOME/AMBLE KITCHEN	SOUL, WIDER IN SHIRT (SHARP)		SHARP & GEOMETRIC (ROUND)		0	NOT SHOWN
121	WALDE HOME/AMBLE KITCHEN	SOUL, SHARP, ALUMINUM		NET WGT 12 1/2" x 10" SOUL/2 EA		0	NOT SHOWN
122	WALDE HOME/AMBLE KITCHEN	SOUL, WOOD - SOUL		SOUL, SHARP/SHARP/WHITE/1 EA		0	NOT SHOWN
123	WALDE HOME/AMBLE KITCHEN	FISH, ALUMINUM		SOUL/LARGE/SHARP/2 SIZE	46.0-47.0 FOB	1	
124	WALDE HOME/AMBLE KITCHEN	FISH, ALUMINUM				0	NOT SHOWN
125	WALDE HOME/AMBLE KITCHEN	TOWEL, FOLDING FRONT		SMALLER SHIRT - 2 COLORS	410 FOB	1	
126	WALDE HOME/AMBLE KITCHEN	TOWEL, KITCHEN		2 SHIRT/2 1/2 W/SHIRT, 1 W/2 1/2 FOB		2	
127	WALDE HOME/AMBLE KITCHEN	TOWEL, BOYING WITH SHARP (SHARP)		SHARP W/SHARP/NATURAL FINISH	49.25 FOB	1	
128	WALDE HOME/AMBLE KITCHEN	TURTLE, WOOD (LARGE)		SH - LONGER STER OR BRANCH	46.42-6.70 FOB	2	
129	WALDE HOME/AMBLE KITCHEN	TURTLE, WOOD - 8" SHARP		14" TURTLE W/2 SOUL	421.30 FOB	1	
130	WALDE HOME/AMBLE KITCHEN	SHIRT/2 1/2		2 SMALL TURTLES - SEE S.D.	67.20 FOB	1	
131	WALDE HOME/AMBLE KITCHEN	SOUL/2 1/2		NEW PRODUCT/2 DIFFERENT COLORS	40.00 FOB	1	TOTAL COMPANY SALES 424.20
132	WALDE HOME/AMBLE KITCHEN	SOUL/2 1/2		NEW PRODUCT/2 DIFFERENT COLORS		0	
133	WALDE HOME/AMBLE KITCHEN	SOUL/2 1/2		4 LARGE & 2 MEDIUM IN SIZE	44.20-41.0 FOB	3	TOTAL COMPANY SALES 46573.40

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NO	COMPANY	DESCRIPTION	COMMENT 1/54	FOLLOW-UP 3/54	MARKET PRICE	UNITS SOLD	COMMENTS
70	THAMES JEWELLERY	SHIRTS, WHITE (STAIN & WASH)					
80	THAMES JEWELLERY	SOUL, CORNELL 18 & 20		2-PC SET/100 EXPENSIVE/100	4.50-25.10 F20	2	
81	THAMES JEWELLERY	SOUL, LARGE CORNELL		2K - SMALL, MEDIUM, LARGE	24 F20	0	
82	THAMES JEWELLERY	COFFEE JAR, CORNELL		2K	46.50 F20	0	
84	THAMES JEWELLERY	SOUL, CORNELL BLAZED		3/4" SIZE/TALL, SHORT LEON HEAD W/ 10-4.45 F20		1	
85	THAMES JEWELLERY	SHAW NET, CORNELL BLUE 16 (SHE)		2K-SLFT PLATE, W/ 8 WASH, SHIP W/ 1.1-12.2 F20		0	
75	THAMES JEWELLERY	ALADDINS, WATERLILY		USED TO BE FROM CRAFT COTTAGE	45.40 F20	0	
88	THAMES JEWELLERY	PLATE, CORNELL		SMALL/100 W/ PLANE W/TS ALSO	46.50 F20	0	
74	THAMES JEWELLERY	PLATE, FINGER		2K - SLFT W/TS	41.1-12.2 F20	0	
86	THAMES JEWELLERY	SPRING, 6 PRATER PLUS BARGE POKET		W/TS FROM BARGE BARGE/2 STYLES	46.00-7.80 F20	1	
78	THAMES JEWELLERY	TOWEL, COMPRESSOR 100 HAND		2K	424.75 F20	1	
76	THAMES JEWELLERY	TOWEL, SMALL W/TS LINED W/ BARGE		2 EXPENSIVE HAND TOWELS		0	NOT SHOWN
118	MECHER WOODS/LAND LTD	SOUL, FOLDING TABLE, WOOD		FIND PRODUCE/PRICE 412 F20		0	NOT SHOWN
119	MECHER WOODS/LAND LTD	SPRING SOUL, MECHER		NEW PRODUCT		0	NOT SHOWN
121	MECHER WOODS/LAND LTD	SPRING TOWN, LARGE MECHER & WOOD			45.00 F20	2	
122	MECHER WOODS/LAND LTD	SPRING TOWN, SMALL MECHER & WOOD		NEW PRODUCT - 2 SAMPLES	46.50 F20	1	TOTAL COMPANY SALES 43074.10
117	MECHER WOODS/LAND LTD	CHILD'S CHAIR		NEW PRODUCT - 2 SAMPLES	44.00 F20	1	
116	MECHER WOODS/LAND LTD	CHILD'S TABLE			42.50 F20	1	
115	MECHER WOODS/LAND LTD	HEAR BLIND LETTERING, MECHER			46.50 F20	1	
113	MECHER WOODS/LAND LTD	LADY'S CHAIR-ALL, LARGE			47.50 F20	1	
111	MECHER WOODS/LAND LTD	LADY'S CHAIR-ALL, SMALL		NEW PRODUCT	47.00 F20	1	
110	MECHER WOODS/LAND LTD	FINGER SHIRT, LARGE MECHER (SEE PHOTO)			46.00 F20	2	
107	MECHER WOODS/LAND LTD	FINGER SHIRT, SMALL MECHER (SEE PHOTO)		HP-BITH PLOT & MECHER NET WOOD	414.50 F20	2	
104	MECHER WOODS/LAND LTD	TOWN, OVAL MECHER, LARGE		HP-BITH PLOT & MECHER NET WOOD	44.00 F20	2	
103	MECHER WOODS/LAND LTD	TOWN, OVAL MECHER, SMALL			44.50 F20	1	
102	MECHER WOODS/LAND LTD	UTILITY SHIRT, LARGE			43.50 F20	1	
101	MECHER WOODS/LAND LTD	UTILITY SHIRT, SMALL		NEW PRODUCT	45.00 F20	2	
100	MECHER WOODS/LAND LTD	UTILITY TOWN, 10 MECHER		NEW PRODUCT	44.20 F20	2	
99	MECHER WOODS/LAND LTD	WASH		NEW PRODUCT	44.50 F20	2	
				CHECKET		0	NOT SHOWN

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NO. & COMPANY	DESCRIPTION	COMMENT 1/84	FOLLOW-UP 3/84	NET PRICE	UNITS SOLD	COMMENTS	
150	MISYNE	SHIRT, LADY		45.20	2	TOTAL COMPANY SALES 91395.93	
146	MISYNE	SHIRT, NATURAL, LADY-LARGE		423.00 FOB	1		
145	MISYNE	SHIRT, NATURAL, LADY		415.40 FOB	1		
146	MISYNE	SHIRT, NATURAL, MEDIUM		42 FOB	1		
147	MISYNE	SHIRT, NATURAL, SMALL		42 FOB	1		
151	MISYNE	SHIRT, WHITE PAPER		426.13 FOB	1		
157	MISYNE	SHIRT, WICKER		45.20 FOB	1		
80	MISYNE	WINDCHILL, ALUMINUM	USED TO B FROM THOMAS JAWAICH	45.20 FOB	0	MADE BY FAIRWAY FURNITURE	
77	MISYNE	WIND, WOODEN HANDLE	USED TO B FROM THOMAS JAWAICH	45.75 FOB	1		
87	MISYNE	WINDMILL, ALUMINUM	USED TO B FROM THOMAS JAWAICH	411.25 FOB	0	MADE BY FAIRWAY FURNITURE	
71	MISYNE	WINE CAGE, RED & WHITE			0	NOT SHOWN	
62	MISYNE	CHRISTMAS ORNAMENTS			0	NOT SHOWN	
41	MISYNE	CRACKERS, CRACKET 4" DIA. 8 TO A SET	NO STARCH PASTEL COLOR MARK		0	NOT SHOWN	
84	MISYNE	ZONE	OK - 4 COLORS	45 FOB	1		
80	MISYNE	ZONCH, LARVA (SHELL)	NO PRODUCER		0		
75	MISYNE	HEATER & PESTLE, WOOD	USED TO B FROM THOMAS JAWAICH		0		
68	MISYNE	PLUG	USED TO B FROM THOMAS JAWAICH	42.50 FOB	2		
70	MISYNE	SAFETY CLASS MARK	OK		0	NOT SHOWN	
67	MISYNE	SHOWER	OK		0	NOT SHOWN	
136	MISYNE	SPICE SHIRT			0	NOT SHOWN	
63	MISYNE	SHIRT		44.62 FOB	1		
62	MISYNE	SHIRT, CRACKET	NO PRODUCER		0	NOT SHOWN	
69	MISYNE	SHIRT	NO PRODUCER		0	NOT SHOWN	
57	MISYNE (ALTON THOMAS)	SHIRT, COILED	NOT ACCEPTABLE		0	NOT SHOWN	
57	MISYNE (ALTON THOMAS)	SHIRT, COILED	NO		0	NOT SHOWN	
30	MISYNE (BELLENE CRAFT)	SHIRT, BRID PLAIN	THE BURL, NO SHEETING, COME NEEDS IMPROV., LINES ON BACK	4 SIZES ON SETS OF EIGHT	46.70-2.99 FOB	1	TOTAL COMPANY SALES (BELLENE) 457.70
36	MISYNE (HARDY)	WITCHAMON COOKING/FIREPLACE MATCHES	PRINTED PAPER NATURAL, NO UNPRINTED PRIMARY COLOR LINES	YELLOW/GREEN/BLACK/RED BORDERS	41.10 FOB	2	TOTAL COMPANY SALES (HARDY) 845
30	MISYNE (MELISSA HANDBRIT)	PLACEMATS, WIPING COLORED PLAIN (6)	CHECK THREAD FOR COLOR FASTNESS, UNIFORM LETTERING	2 Pkg OF 4/PKG NOTIF ON APRIL		0	COMPANY DID NOT PARTICIPATE
39	MISYNE (MELISSA HANDBRIT)	TURKEY BEE TYPE, 100/100/20 (1)	FLORAL DESIGN ON A VARIETY OF BACKGROUNDS	OK - ENLIGHTENED & COLORS		0	
22	MISYNE (ALBERT FERRIS)	SEP., WOOD DIALS JEWELRY	NO THESE LINES, USE BRASS CONNECTIONS, MAIL NOT TO SHW	NEW PRODUCER		0	NOT SHOWN

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Row #	Company	DESCRIPTION	COMMENT 1/84	FOLLOW-UP 2/84	MARKET PRICE	UNITS SOLD	COMMENTS
80	WEDYNEE (ALBERT F) (WALLIN)	TINNY, TEN MESSON	FINISHING & JOINT CONNECTION USE SCREWS	NEW PRODUCTS		0	NOT SHOWN
81	WEDYNEE (ALICE E. WELLSMAN)	ENGLISH HEART WITH RUBBER	MISSING IN PINK, BLUE & RED	PHOTEL - DR		0	NOT SHOWN
82	WEDYNEE (FRANK HOWARD COOPER)	WEDYNEE, WOOD		2 SAMPLES/PINCE, SATIN, TALLER	42.15-2.91 FOB	2	TOTAL COMPANY SALES (INDEX) 6294.71
83	WEDYNEE (FRANK HOWARD COOPER)	WEDYNEE, WOOD	REMOVE MATERIAL FROM BOTTOM OF BOX	2 SHPLS W/SHY-SMALL PROD LEVEL		0	NOT SHOWN
113	WOLFGANG HEINRICH LTD	BIRO STYLETTE (187")		40 SHPLS	46.50 FOB	1	TOTAL COMPANY SALES 91287.15
114	WOLFGANG HEINRICH LTD	BIRO STYLETTE (187")		ALSO 16, 18 & 21" / SEND 3 OF EA	410 FOB	1	
115	WOLFGANG HEINRICH LTD	BIRO STYLETTE (187")		DR	45.20 FOB	1	
116	WOLFGANG HEINRICH LTD	BIRO, LARGE FINNEY		3 SIDES/ON SHPLS/FOB/113	410 FOB	1	
117	WOLFGANG HEINRICH LTD	BIRO, MEDIUM FINNEY		SH	46.50 FOB	1	
118	WOLFGANG HEINRICH LTD	BIRO, SMALL FINNEY		DR	42.15 FOB	1	
119	WOLFGANG HEINRICH LTD	TRUSS, LARGE BIRO		VERY LARGE FOR DISPLAY	46.50 FOB	1	
120	WOLFGANG HEINRICH LTD	TRUSS, MEDIUM BIRO		7.00	44.45 FOB	1	
121	WOLFGANG HEINRICH LTD	TRUSS, SMALL BIRO		5.00	42.90 FOB	1	

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Participants in the Caribbean Collection Gift Show - July, 1984

Costa Rica

Aaron William	AID
Carlos Torres	AID
Luis Escalante	Coordinating Committee
M/M Jaime Pfaeffle	BANEX Trading Co.
Marisol Wesson	BANEX Trading Co.
Eduardo Faith	BANEX Trading Co.
Ms. A. Dengo	BANEX Trading Co.
Maria Guirce	BANEX Trading Co.
Flory Roldan	BANEX Trading Co.
Alcides Lopez	Coordinating Committee

Dominican Republic

Mario Rodriguez	Foreign Ministers Office, D.R.
Dario Arias	OSSE
Maria Ossaye	OSSE
Juan Guzman	OSSE
Manuel Coradin	OSSE
Carmen Camejo	CEDOPEX
Carmen Rosa Soto	CEDOPEX
Aquilles Farias	CEDIOEX
Jorge Bett	DOMECO
Ada Balcader	MAI
Pedro Parra	Comercializadora Dominicana
Bernardo Piccardo	Comercializadora Dominicana
Rosa Maldonado	Manteleria Girasoles
Apolinar Fernandez	AFDC Cesign
B. Jorge	AFDC Cesign
Otto Bawer	LOA
Josefina Bawer	LOA
M/M J.M. Pacheco	J.M. Pacheco
Estela Perez	Artessa

Haiti

Melissa Brinkerhoff	AID
Murial Hollant	AID
Myriame Victor	SOCART
Alexandra Guerin	Carolo
M/M Phillipe Petit	Zin D'Art
Monique Boutillier	Zin D'Art
M/M J. Pierre Mangones	Zin D'Art
Simon Taylor	Zin D'Art
Hugo Racine	Gayra Pottery
Serge Gay	Gayra Pottery
M/M J.C. Devandegis	Devandegis
Germiluis Cadet	COHAN
Saincilus Saintlot	COHAN
Daniel Taggart	Taggart
Edouard Mangones	Foreign Accents

Participants in the Caribbean Collection Gift Show - July, 1984

Honduras

M/M Nasry Barjum	Productos Artisticos en Madera
Jose Zuniga	CDI
Armando Busmail	CDI
Carmen Alicia Funes	CDI
Leonardo Casco	Honduras Trading
Ernesto Matamoros	Del Bosque
Joseph Betacourt	Tegucigalpa Chamber of Commerce
Douglas Lardizabal	Industrias Kelly
Ms. Marvin Brant	Lesanodra
Marvin Brant	AID
Roberto Alvarado	Foreign Trade Office, Honduras

Guatemala

Alexandra de Rodriguez	Corfina
Edmundo Ruiz	Corfina
Elmer Alvarado	Alianza para el Desarrollo Juvenil
Hector Zachrisson	Baxar Montufar
Gerardo Tol-Ren	Centro Nacional de Textiles
Pedro Garcia	El Quetzal
Ana Miriam Garcia	El Quetzal
Amparo Montiel	Modiane Nebaj
Dirk Fischer-Albrand	Modiane Nebaj
Imogen Sieveking	Nona's Ceramics
Antonio Montenegro	Unicornio Internacional
Maria Marta Scoenstedt	Zoo Design Center
Enrique Schoenstedt	Zoo Design Center

Jamaica

Roberta Mattnies	AID
Sam Mahfood	WISYNCO
Leighton Reynolds	WISYNCO
Leon Mitchel	WISYNCO
Karen Pollack	WISYNCO
Rhena Williams	Things Jamaican
Totlyn Faloon	Things Jamaican
Stephanie Odegard	Things Jamaican
Sonia Taylor	Things Jamaican
Lorrie Alexander	Wicker Wonderland
Monica Lawrence	Allsides
Cecile Escoffery	ACE Woodwork

Buyer Survey Outline

Store or Shop Called _____

Person Contacted _____

Hello! My name is _____, calling from the Atlanta Market Center. We noticed that you attended our recent National Gift Market held earlier this month. (pause) We were wondering if you would mind answering a few questions regarding the Caribbean Collection exhibited in the Atrium of the Apparel Mart during the Show?

1. Did you go to see the Caribbean Collection? _____
Had you heard about the Caribbean Collection prior to your visit?
_____ Advertisements _____ Media
_____ Brochure _____ Other
(if no) Is there any particular reason why you didn't attend?

2. What was your overall impression of the show, positive or negative?
Please explain. _____

3. Did you purchase any of the products for your shop or store? _____
(if not) Why Not? _____

4. Are you interested in seeing more products from this Caribbean Region?
_____. Are there any particular products that you would like to see?

5. Would you buy in an international gift show held in Atlanta in the future? _____
What regions of the world would you like to see represented? _____

6. Finally, Mr./Mrs/Ms. _____, is there anything that we can do for our future shows to make them better and easier for you? _____

Thank you for your time today, and we look forward to seeing you at our future gift markets.