

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

POST :431-HELSINKI

SECTOR :013-CONSUMER PRODUCTS & SERVICES  
FINLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:LEISURE PROD. TOOLS HARDWARE

INSTORE PROMOTION. CDN SPORTING GOODS USING LOCAL ATHLETES  
GREATER EXPOSURE. INCREASED SALES BY 5%.

ANNUAL DISPLAY OF SPRTNG GDS & RCPTN FR MAJOR DISTRIB.  
MAINTAIN MARKET SHARE IN HOCKEY EQUIPMENT AND DEVELOP

NEW MKT.

EXPLORE VIABILITY OF NEW PRODUCTS ON FINNISH MARKET  
DIVERSIFY FROM HOCKEY EQUIP. BENEFIT FROM GOOD PERCEPTION

OF CDN LABEL BY CONSUMERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Follow up with Finnish importers who had  
attended Ispo 89 and visited the Canadian stand.

New contacts established for support and  
development.

QUARTER: 2 1. Worked closely with Finnish Hockey Federation  
trying to secure attendance of Gretzky and Kurri  
at special sporting goods events.  
2. Visited garden supplies show (Finland in  
(Bloom) and home furniture show (Habitare).

1. Efforts were not succesful. Event postponed.  
2. Assessing the market potential of Canadian  
products.

QUARTER: 3 1. Recruitment of buyers to CSGA 90  
2. Visit to Educa Fair

1. Add new Canadian sporting goods to existing  
product lines.  
2. Sourcing new outlets for Canadian educational  
products.

QUARTER: 4 Reception in honour of Premier of Sask. G.Devine  
and Saskatoon bid for Intl Junior Hockey Champs  
excellent occasion to promote Cdn sporting goods  
2. Sent 2 buyers to CSGA, Montreal, Feb 90.

Hockey equipment needed encouragement after  
second year of slow sales due to mild winters.  
2. In process of negotiating new sports lines.