

REPT40  
90/06/26

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

147

POST :432-STOCKHOLM

SECTOR :013-CONSUMER PRODUCTS & SERVICES  
SWEDEN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:APPAREL (CLOTH,FUR,SHOES) TEXT

OBTAIN INFO ON CDN PARTICIPATION IN FRANKFURT FAIR,W GERMANY  
BUYING CONNECTIONS

ENCOURAGE SWED BUYERS TO ATTEND MTL. & FRANKFURT SHOWS.  
INCREASED PURCHASES

ENCOURAGE CDN FURRIER VISIT SWED DISPLAY AT POST OCT/NOV89  
INCREASED PURCHASES.

SUB-SECTOR:JEWELERY & GIFTWARE

IDENTIFY CDN SUPP OF FTBALL,VOLLEY BALL BASEBALL EQUIP MORE  
ADDITIONAL BUYING CONNECTIONS

OBTAIN INFIRM ON LOCAL MKT CONDITIONS IN ABOVE SUB-SECTORS  
INCREASED SALES VOLUMES

CONTACT SWED BUYING GROUPS, COOP, TO INFORM ON AVAILABILITY  
PURCHASES, INCREASED MARKET SHARE

ENCOURAGE CDN & SWED FIRMS TO EXHIBIT PRODUCTS AT DOMESTIC  
PURCHASES, INCREASED MARKET SHARE.

SUB-SECTOR:CULTURE INDUSTRIES

FOLLOW UP ON CDN PRIZE-WINNING FILM SHOWN LOCALLY

IDENTIFY CDN FILM PRDCRS, ENCOURAGE THEM TO VISIT MKT  
INCREASED PURCHASES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Select fur buyer under incoming buyers program  
for Montreal Fur Fair (May 1989) and from the  
Cdn fair through trade. - Report on Stockholm's  
participation at ISPO Fair Munich Feb, 1989.

Incoming buyers purchased 20 coats at Fair. Very  
satisfied with new contacts established. -Report  
submitted to TTC, with details of interviews and  
purchases. Highly successful Swedish purchases  
constituted more than 1/3 of total on site sales