REPORT 4 88/02/02

## QUARTERLY PROCRESS REPORT OF EXPORT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FISCAL YEAR 87 FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 409-BERNE

### 013-CONSUMER PRODUCTS SWITZERLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

APPAREL (CLOTH, FUR, SHOES) TEXT

RECRUIT BUYERS TO VISIT 1987 INTL. FUR FAIR, MONTREAL.

PROMOTE 1987 IFF MTL. THROUGH PREFAIR MAILING CAMPAIGN CONSISTING OF PERSONAL LETTER, PRESS RELEASE AND QUESTIONNAIRE TO SOME 250 SWISS FURRIERS.

PRE-FAIR CAMPAIGN AND SELECTION OF BUYERS TO VISIT 1988 FAIR.

CALL ON FUR INDUSTRY IN MAJOR SWISS CITIES AND ASCERTAIN NEEDS FOR INCREASED FUR SHOWS BY CDN. MANUFACTURERS IN SWITZ.

### LEISURE PROD. TOOLS HARDWARE

RECRUITING OF BUYER TO VISIT CSGA FAIR MONTREAL.

LARGE SCALE ISPO PRE-FAIR MAILING TO SOME 300 SPORTING GOODS BUYERS.

ENCOURAGE SUPPLIERS TO UNDERTAKE PERSONAL VISITS TO SWISS SPORT-ING GOODS INDUSTRY AND TO PARTICIPATE IN A MAJOR SWISS SPORTING GOODS FAIR.

CALLS ON SPORTING GOODS INDUSTRY TO ASCERTAIN INTEREST IN VISI-TING EITHER WINTER OR SUMMER CSGA FAIR IN MONTREAL.

RECRUIT SPORTING GOODS BUYERS TO VISIT ONE OF CSGA FAIRS (WINTER OR SUMMER).

# TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 1987 PREPAIR LETTER TO 300 BUYERS. MAILING OF 1987 FUR GUIDE (NOT YET RECEIVED) WITH PERSONAL LETTER. MAILING OF REPORT ON SWISS FUR INDUSTRY TO CDN FURRIERS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

ANTICIPATED RESULTS:

APPROX. C\$ 2 MILLIONS.

GENERATE INCREASED INTEREST AND NUMBER OF VISITORS TO IFF MONTREAL.

APPROX. C\$2.4

PREPARE REPORT AND SEND TO ACTIVE CDN. EXPORTERS.

NEW OUTLETS FOR 2 OR 3 CANADIAN SUPPLIERS.

3-4 NEW AGENCIES.

BETTER PENETRATION OF SWISS MARKET.

INCREASED AWARENESS OF CANADIAN SUPPLIES AVAILABLE.

2 TO 3 NEW OUTLETS.

#### QUARTERLY RESULTS REPORTED:

5 GOVT. SPONSORED BUYERS TO IFF MTL. PLACED SAMP-LE ORDERS WORTH \$331,000 OTHER ORDERS FOR SEVER-AL\$100,000 EXPECTED. A BUYER, INVITED LAST YEAR, ON HIS 2ND VISIT TO'87 FAIR ORDERED GOODS WORTH \$154,590. EXPORTS EXPECTED TO INCREASE BY 20%.

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