

REPORT 4
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :432-STOCKHOLM

013-CONSUMER PRODUCTS
SWEDEN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

SELECT SWEDISH FUR BUYERS TO VISIT CANADA IN CONJUNCTION WITH
MONTREAL FUR FAIR MAY 1988

ON SITE SALES OF FURS TO VALUE OF CAD 750
THOUSAND

IDENTIFY 2 OR 3 CDN PRODUCERS TO VISIT SWEDEN TO MOUNT LOCAL FUR
FASHION SHOW.

POTENTIAL SALES OF CAD 1.5 MILLION

COOPERATE WITH SWEDISH FUR COUNCIL AND CANADIAN AIRLINE TO ESTAB-
LISH FEASIBILITY OF CHARTER TRIP BY PRINCIPAL FURRIERS TO MTL
AND TORONTO.

FUR SALES OF CAD 2. MILLION

CULTURE INDUSTRIES

OBTAIN LIST OF CANADIAN EXPORTERS OF T.V. AND FILM PRODUCTS AND
DISTRIBUTE TO EMERGING SWEDISH PAY T.V. AND CABLE INDUSTRY.

INCREASED SALES.

IN CONJUNCTION TO GOTHENBURG BOOK FAIR, ORGANIZE IN-STORE
PROMOTION OF CANADIAN BOOKS AND RECORDS N.K. AND OHLEN.

INCREASED SALES BY 10%

CONTINUED ASSISTANCE TO CANADIAN EXPORTERS OF RECORDS AND TAPES
IN FACE OF STRONG SWEDISH INDUSTRY COUNTEROFFENSIVE, THROUGH
COMMERCIAL INTELLIGENCE, TRACKING OF LEGAL ISSUES.

MAINTAIN PRESENT LEVEL OF SALES.

INTORDUCE RELATED PRODUCTS TO EXISTING NET OF RECORD
IMPORTERS.

NEW SALES - TARGET \$500,000 TO \$1.0 MILLION.

LEISURE PROD. TOOLS HARDWARE

MEET WITH SENIOR OFFICIALS OF MAJOR SWEDISH CHAIN STORE TO INTE-
REST THEM IN CANADIAN "IN STORE" PROMOTION WEEK FOR OCT '88 OR '89.
EITHER STOCKHOLM OR COUNTRY WIDE.

GOOD RELATIONSHIP DEVELOPED WITH MAJOR CHAIN
STORE BUYERS. ANTICIPATED SALES CAD 500,000-
750,000

SELECT SUITABLE BUYERS TO ATTEND CSGA SHOWS IN SEPT '88 & FEB '89.

EXCLUSIVE AGENCY AGREEMENTS. SALES OF CAD
200,000 VALUE.

INVITE SWEDISH SPORTING GOODS BUYERS TO CANADIAN STAND AT ISPO
MUNICH.

STIMULATE BUYERS INTEREST IN CANADIAN SPORT-
ING GOODS. ANTICIPATED SALES SKATES CAD
750,000.