

QUARTERLY PROGRESS 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 : 432-STOCKHOLM

013-CONSUMER PRODUCTS
SWEDEN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CULTURE INDUSTRIES

INCOMING BUYER (NORDISC GRAMMOFON) TO VISIT CANADIAN RECORD COMPANIES (ONT. SPONSORED).

REPRESENT CDN RECORD FIRMS IN NORDIC AREA. YEARLY SALES .5 TO 1 M. STARTING 1987.

WORK IN COORDINATION WITH MAJOR BUYERS(AHLENS)CDN EXPORTER(EXILE RECORDS)& VARIOUS GOVERNMENT(ONT. & FEDERAL)TO COUNTERACT SWEDISH RECORD INDUSTRY ATTEMPT TO SQUEEZE OUT CANADIAN IMPORTS.

MAINTAIN PRESENT LEVEL OF EXPORTS.

PREPARE/OBTAIN LIST OF CANADIAN EXPORTERS OF T.V. AND FILM PRODUCTS AND PROVIDE TO EMERGING CABLE T.V. INDUSTRY.

INCREASED CANADIAN SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SELECT FUR BUYER INCOMING BUYERS PROGRAM FOR MONTREAL FUR FAIR (MAY 1987) AND PROMOTE CDN FAIR THROUGH TRADE.

INCOMING SWEDISH BUYER PURCHASED AT FAIR, VERY SATISFIED, NEW CONTACTS ESTABLISHED. ADDITIONAL BUYER (AT OWN EXPENCE) ACHIEVED OBJECTIVES IN LOCATING A) CDN REPRESENTATIVE FOR HIDES & RAW SKINS B) CDN REP. FOR READY MADE FURS.

QUARTER: 1 FOLLOW UP ON SWEDISH INCOMING BUYER SELECTED FOR CDN HARDWARE SHOW (PREVIOUS QUARTER) UNDER ONT GOVT PROGRAM. PROJECT INITIATED BY THIS OFFICE.

HIGHLY SUCCESSFUL BUYING TRIP, BUYING CONNECTIONS AND AGENCIES ESTABLISHED RESULTING.

QUARTER: 1 INVIEW OF RAPIDLY EXPANDING HOTEL GROUPS & HOTEL RENOVATION IN SWEDEN, REQUIREMENTS FOR CARPETS, FABRICS, TOWELLING, SHEETS ETC, APPROCHED DISTRIBUTORS PROVIDING SUITABLE CDN CONTACTS.

TO DATE ONE CDN CARPET COMPANY SELLING SUCCESSFULLY MATS AND RUGS FOR HOTEL, OFFICE AND RESIDENTIAL MARKET.

QUARTER: 1 FOLLOW UP ON STOCKHOLM'S PARTICIPATION AT ISPO FAIR, MUNICH (FEB 1987). CONSIDER INSTORE PROMOTION, HOCKEY EQUIPMENT WITH MAJOR SWEDISH STORE.

AS RESULT OF FOLLOW UP 4 OUT OF 5 AGENCIES PENDING ARE NOW ESTABLISHED. ADDITIONAL BUYING CONNECTIONS CONFIRMED BY 3 COMPANIES.

QUARTER: 2 PARTICIPATE IN ISPO, MUNICH, SPORTING GOODS FAIR. INVITE SWEDISH BUYERS TO SWEDISH RECEPTION HELD ON SITE AT CANADIAN STAND. INTERVIEW EXHIBITORS. PROVIDE THEM WITH SWEDISH CONTACTS. FILE REPORT AND ACTION.

SUCCESSFUL PROJECT. RECEPTION WELL ATTENDED BY SWEDISH BUYERS. MORE THAN 50% OF NEW EXHIBITORS OBTAINED SWEDISH REPS AND AGENCIES PENDING. REPORT SUBMITTED EXTOTT AND DRIE SEPT. 16, 1987.

QUARTER: 2 ATTENDED STOCKHOLM FASHION FAIR. INTERVIEW SWEDISH EXHIBITORS/DISTRIBUTORS DISPLAYING CANADIAN LINES. ALSO IMPORTERS FURS, LEATHER PRODUCTS, LEISURE WEAR AND JEWELLERY.

SATISFACTORY INTERVIEWS WITH SWEDISH EXHIBITORS CARRYING CANADIAN LEISURE WEAR, SKATING DRESSES, FURS, LEATHER WEAR. OBTAINED REQUIREMENTS FROM OTHER EXHIBITORS FOR FOOTWEAR, SUMMER CLOTHING ETC. NOTED TRENDS.