

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 UNDER INCOMING BUYERS PROGRAM FOR MONTREAL FUR FAIR (MAY 1987) AND PROMOTE CANADIAN FAIR THROUGH TRADE.

INC. SWEDISH BUYER PURCHASED AT FAIR, VERY SATISFIED, NEW CONTACTS ESTABL. ADD'L BUYER (AT OWN EXPENSE) ACHIEVED OBJECTIVES IN LOCATING A)CDN REP. FOR HIDES AND RAW SKINS B)CDN REP. FOR READY MADE FURS.

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

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

QUARTER: IN VIEW OF RAPIDLY EXPANDING HOTEL GROUPS AND HOTEL RENOVATION IN SWEDEN, REQUIREMENTS FOR CARPETS, CURTAINS, FABRICS, TOWELLING, SHEETS ETC, APPROACHED DISTRIBUTORS PROVIDING SUITABLE CANADIAN CONTACTS.

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

QUARTER: 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 -----

QUARTER: 3 -----

QUARTER: 4 -----