

POST : 424-DUSSELDORF

013-CONSUMER PRODUCTS
GERMANY WEST

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

MEET WITH MAJOR IMPORTERS AND DISTRIBUTORS TO CREATE MORE
INTEREST IN CANADIAN TOOL AND HARDWARE PRODUCTS.

ANTICIPATED RESULTS:

GREATER AWARENESS OF CANADIAN MADE COMPETITIVE PRODUCTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 ORGANIZATION OF FURNITURE MISSION TO FURNITURE
FAIR IN KOLN JAN 19-24 FOR JOINT-VENTURE
DISCUSSIONS.

QUARTER: 4 ORGANIZATION OF CDN PARTICIPATION AT DOMO-
TECHNICA IN KOLN FEB 9-12. ORGANIZATION OF CDN
FASHION DESIGNERS AND MANUFACTURERS MISSION TO
INTERNATIONAL MEN'S FASHION WEEK IN KOLN FEB
19-21.

14 JV/COOPERATION ARRANGEMENTS UNDER DISCUSSION.
8 LICENSING PROPOSALS FOR MARKETING. GOOD
PROSPECTS FOR FUTURE CDN EXPORTS FROM PARTICI-
PATION IN NEXT FURNITURE FAIR.

12 CDN EXHIBITORS AT OFFICIAL STAND CAUSE DOMO-
TECHNICA 88 TO BE BEST EFFORT FOR SALES. INTRO-
DUCTION OF EXPORT-CAPABLE CDN COS TO EUROPEAN
MARKET. NO DIRECT SALES BUT STRONG INDICATION
THAT CONTACTS WILL BE FOLLOWED UP AND COS WILL/