

REPT4D  
90/04/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :409-BERNE

013-CONSUMER PRODUCTS & SERVICES  
SWITZERLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

REPORT-MARKET FOR FUR GOODS TO DISTRIBUTE TO CDN EXPORTER  
INCREASE AWARENESS OF MARKETING POSSIBILITIES FOR CDN FUR

MAILING OF FUR GUIDE TO SWISS FURRIERS  
MAIL REPORT TO 100 CDN FURRIERS. BETTER KNOWLEDGE OF CDN

RECRUITING OF BUYERS FOR 1989 IFF  
RECRUIT 3 NEW BUYERS FOR IFF

RECRUITING OF SWISS BUYERS TO IFF MTL 1990/91  
RECRUIT 3 NEW BUYERS

CALLS ON THE FUR TRADE ASSOCIATION AND 20 FURRIERS  
PREPARATION OF ANALYSE OF PRODUCT NEEDS FOR CDN EXPORTERS

LEISURE PROD. TOOLS HARDWARE

REPORT-SWISS MARKET FOR SPORTING GOODS  
INCREASED INTEREST IN SWISS MARKET. DISTRIBUTE TO CDN

PROMOTE CSGA FEB 89 (MTL) FAIR & RECRUIT BUYERS  
4-5 NEW BUYING CONNECTIONS

PRE-FAIR MAILINGS ISPO FAIRS SEPT '89 AND FEB '90  
AWARENESS OF CDN STAND BY SWISS BUYERS

VISITING SWISSPO TRADE FAIR ZURICH (BUYERS' FAIR)  
IDENTIFY 8-10 NEW OUTLETS FOR WINTER SPORTING GOODS

GOODS

CAPABILITY IN FUR SECTOR (DISTRIBUTE TO 250 BUYERS)

EXPORTERS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -recruiting of buyer to visit the Intl Fur Fair  
in Montreal in May 1989. - visit Swisspo winter  
sporting goods buyers' fair, in Zurich to meet  
with agents of Cdn companies and to identify  
new buyers/agents.

-recruited 3 buyers. One placed \$300,000 order;  
second concluded agreement for mfg to spec.  
Expect \$50-100,000 p.a.  
- identified 4 new buyers and potential agents.

QUARTER: 2 -Prefair mailing ISPO Fall, Munich.  
-Preparation of analyse of product needs for  
Canadian exporters.

-Some 200 buyers alerted to Cdn participation.  
One new agency agreement concluded and two  
pending.  
-Calls on three furriers in Berne.