

REPT4D  
90/06/26

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 :423-BONN

SECTOR :013-CONSUMER PRODUCTS & SERVICES  
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR: CULTURE INDUSTRIES

RESPONSES TO TRADE ENQUIRIES FROM PUBLISHERS & AUTHORS  
RIGHTS SALES OF \$50,000.

EXPANSION CONTACTS W/GERMAN PUBLISHERS & AGENTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Frankfurt Fur Fair participation, 5-9 April 1989

Strategy for fur trade and fur promotion in FRG worked out during Fur Fair

QUARTER: 2 -----

QUARTER: 3 Participation in Frankfurt Book Fair 1989 through a Canadian stand.  
Market identification.

Over 100 Cdn firms exhibited in Federal and/or provincial stand. New authors and titles were introduced. One firm has already concluded contracts for sale of rights over \$100,000. Other deals are underway.

QUARTER: 4 -----