

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 :432-STOCKHOLM

013-CONSUMER PRODUCTS & SERVICES
SWEDEN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

OBTAIN INFO ON CDN PARTICIPATION IN FRANKFURT FAIR, W GERMANY
BUYING CONNECTIONS

ENCOURAGE SWED BUYERS TO ATTEND MTL. & FRANKFURT SHOWS.
INCREASED PURCHASES

ENCOURAGE CDN FURRIER VISIT SWED DISPLAY AT POST OCT/NOV89
INCREASED PURCHASES.

JEWELERY & GIFTWARE

IDENTIFY CDN SUPP OF FTBALL, VOLLEY BALL BASEBALL EQUIP MORE
ADDITIONAL BUYING CONNECTIONS

OBTAIN INFIRM ON LOCAL MKT CONDITIONS IN ABOVE SUB-SECTORS
INCREASED SALES VOLUMES

CONTACT SWED BUYING GROUPS, COOP, TO INFORM ON AVAILABILITY
PURCHASES, INCREASED MARKET SHARE

ENCOURAGE CDN & SWED FIRMS TO EXHIBIT PRODUCTS AT DOMESTIC
PURCHASES, INCREASED MARKET SHARE.

CULTURE INDUSTRIES

FOLLOW UP ON CDN PRIZE-WINNING FILM SHOWN LOCALLY

IDENTIFY CDN FILM PRDCRS, ENCOURAGE THEM TO VISIT MKT
INCREASED PURCHASES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Select fur buyer under incoming buyers program
for Montreal Fur Fair (May 1989) and from the
Cdn fair through trade. - Report on Stockholm's
participation at ISPO Fair Munich Feb, 1989.

Incoming buyers purchased 20 coats at Fair. Very
satisfied with new contacts established. -Report
submitted to TTC, with details of interviews and
purchases. Highly successful Swedish purchases
constituted more than 1/3 of total on site sales