

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

427

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BONN

Market: GERMANY WEST

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

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

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: FRANKFURT BOOK FAIR.
Expected Results: INTRODUCTION OF NEW AUTHORS AND TITLES ULTIMATELY RIGHT SALES \$ 30,000.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: EXPANSION CONTACTS W/GERMAN PUBLISHERS & AGENTS.