

REPORT 4
89/10/10

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :427-MUNICH

013-CONSUMER PRODUCTS & SERVICES
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

LEISURE PROD. TOOLS HARDWARE

TO LOBBY THE NUERNBERG TOY FAIR AUTHORITIES TO ACCEPT EITHER GANZ BROTHERS LTD., WOODBRIDGE, ONT., OR A FEDERAL INFO BOOTH AT TOY FAIR 1989.

BREAK A BARRIER WHICH IS AT LEAST 5 YEARS OLD NOW & THEREBY HELP CDN TOY IND. TO INTRODUCE ITSELF ON THE EUROPEAN/GERMAN MARKET.

ORGANIZE TOGETHER WITH CANADIAN SPORTING GOODS ASSOC. "BUYING TRIP", I.E. TAKE MAJOR STORE CHAINS BUYERS TO VISIT THE CANADIAN INDUSTRY DURING CSGA SHOW 1989.

NEW BUYING CONNECTIONS. DRAW BUYER'S ATTENTION TO EXISTING CANADIAN POTENTIAL.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RECRUITING, PREPARATIONS AND PLANNING FOR ISPO FALL ('88).

PREPARATION ON TRACK. WE ANTICIPATE PARTICIPATION BY 16 CANADIAN COMPANIES AT ISPO.

QUARTER: 2 Participation at ISPO (Fall '88)
2. Completion of a report on the German toys and games market
3. Recruiting, preparations and planning for Photokina

16 co's were represented at the national stand. They reported on-site sales of Cnd \$290K & anticipated sales of over \$18 million. The companies appointed 18 agents and distributors

QUARTER: 3 Participation in Photokina (with Dusseldorf)

Only 3 companies exhibited at Cdn stand. Three others participated on their own. Canadian presence considered too weak to warrant further participation in Photokina.

QUARTER: 4 Participation at ISPO (Spring) 89.

29 Canadian companies exhibited at the fair. 56 agencies appointed/pending. On-site sales \$6.17 million with \$31.9 million expected in next 12 months.