

REPORT 4
88/10/21

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 : 423-BONN

013-CONSUMER PRODUCTS
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CULTURE INDUSTRIES

MEETINGS WITH GERMAN PUBLISHERS AND LITERARY AGENTS IN COOPERATION WITH PUBLIC AFFAIRS SECTION

RESPONSE TO TRADE ENQUIRIES FROM INDIVIDUAL AUTHORS AND PUBLISHERS

PREPARATION OF FACT SHEET ON FRG BOOK TRADE WITH FOCUS ON EDUCATIONAL SOFTWARE.

INTRODUCTION OF AUTHORS AND TITLES, AND ULTIMATELY RIGHTS SALES

ESTABLISH RELATIONSHIPS WITH LITERARY AGENTS AND USERS. ULTIMATELY SALES OF RIGHTS.

\$30,000 INCREASE IN SALES, PREDOMINANTLY FOR NEW MARKET ENTRIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PREPARATIONS FOR CANADIAN STAND AT FRANKFURT BOOK FAIR.

RECEPTION ARRANGEMENTS, CATALOGUE ENTRIES, STAND SPACE RESERVATION & ADMINISTRATION COMPLETED. PEMDS FOR COMPANY PARTICIPATION APPROVED ON ONGOING BASIS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----