

REPT4D  
90/01/23

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 :431-HELSINKI

013-CONSUMER PRODUCTS & SERVICES  
FINLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

LEISURE PROD. TOOLS HARDWARE

INSTORE PROMOTION. CDN SPORTING GOODS USING LOCAL ATHLETES  
GREATER EXPOSURE. INCREASED SALES BY 5%.

ANNUAL DISPLAY OF SPRING GDS & RCPTN FR MAJOR DISTRIB.  
MAINTAIN MARKET SHARE IN HOCKEY EQUIPMENT AND DEVELOP

NEW MKT.

EXPLORE VIABILITY OF NEW PRODUCTS ON FINNISH MARKET  
DIVERSIFY FROM HOCKEY EQUIP. BENEFIT FROM GOOD PERCEPTION

OF CDN LABEL BY CONSUMERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Follow up with Finnish importers who had  
attended Ispo 89 and visited the Canadian stand.

New contacts established for support and  
development.

QUARTER: 2 1. Worked closely with Finnish Hockey Federation  
trying to secure attendance of Gretzky and Kurri  
at special sporting goods events.  
2. Visited garden supplies show (Finland in  
(Bloom) and home furniture show (Habitare).

1. Efforts were not successful. Event postponed.  
2. Assessing the market potential of Canadian  
products.

QUARTER: 3 -----

QUARTER: 4 -----