

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 409-BERNE

013-CONSUMER PRODUCTS
SWITZERLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

RECRUIT BUYERS TO VISIT 1987 INTL. FUR FAIR, MONTREAL.

PROMOTE 1987 IFF MTL. THROUGH PREFAIR MAILING CAMPAIGN CONSISTING OF PERSONAL LETTER, PRESS RELEASE AND QUESTIONNAIRE TO SOME 250 SWISS FURRIERS.

PRE-FAIR CAMPAIGN AND SELECTION OF BUYERS TO VISIT 1988 FAIR.

CALL ON FUR INDUSTRY IN MAJOR SWISS CITIES AND ASCERTAIN NEEDS FOR INCREASED FUR SHOWS BY CDN. MANUFACTURERS IN SWITZ.

LEISURE PROD. TOOLS HARDWARE

RECRUITING OF BUYER TO VISIT CSGA FAIR MONTREAL.

LARGE SCALE ISPO PRE-FAIR MAILING TO SOME 300 SPORTING GOODS BUYERS.

ENCOURAGE SUPPLIERS TO UNDERTAKE PERSONAL VISITS TO SWISS SPORTING GOODS INDUSTRY AND TO PARTICIPATE IN A MAJOR SWISS SPORTING GOODS FAIR.

CALLS ON SPORTING GOODS INDUSTRY TO ASCERTAIN INTEREST IN VISITING EITHER WINTER OR SUMMER CSGA FAIR IN MONTREAL.

RECRUIT SPORTING GOODS BUYERS TO VISIT ONE OF CSGA FAIRS (WINTER OR SUMMER).

APPROX. C\$ 2 MILLIONS.

GENERATE INCREASED INTEREST AND NUMBER OF VISITORS TO IFF MONTREAL.

APPROX. C\$2.4

PREPARE REPORT AND SEND TO ACTIVE CDN. EXPORTERS.

NEW OUTLETS FOR 2 OR 3 CANADIAN SUPPLIERS.

3-4 NEW AGENCIES.

BETTER PENETRATION OF SWISS MARKET.

INCREASED AWARENESS OF CANADIAN SUPPLIES AVAILABLE.

2 TO 3 NEW OUTLETS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1987 PREFAIR LETTER TO 300 BUYERS. MAILING OF 1987 FUR GUIDE (NOT YET RECEIVED) WITH PERSONAL LETTER. MAILING OF REPORT ON SWISS FUR INDUSTRY TO CDN FURRIERS.

5 GOVT. SPONSORED BUYERS TO IFF MTL. PLACED SAMPLE ORDERS WORTH \$331,000. OTHER ORDERS FOR SEVERAL \$100,000 EXPECTED. A BUYER, INVITED LAST YEAR, ON HIS 2ND VISIT TO '87 FAIR ORDERED GOODS WORTH \$154,590. EXPORTS EXPECTED TO INCREASE BY 20%.

QUARTER: 1 EXTENSIVE CONTACTS WITH SPORTING GOODS INDUSTRY TO PROMOTE CSGA FAIRS.

SAMPLE ORDER WORTH \$23,100 PLACED BY GOVT. SPONSORED BUYER TO CSGA. 2 SAMPLE ORDERS PENDING. ORDERS WORTH \$70,000 EXPECTED. CDN. SALES OF SPORTING GOODS IN 1986 INCREASED BY OVER 40% IN 1985

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----