REPORT 4 87/09/25

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 : 431-HELSINKI

013-CONSUMER PRODUCTS FINLAND

ANTICIPATED RESULTS:

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

LEISURE PROD. TOOLS HARDWARE

IN-STORE PROMOTION OF CANADIAN SPORTING GOODS.

ANNUAL RECEPTION FOR MAJOR DISTRIBUTOR OF CANADIAN SKATES AND HOCKEY EQUIPMENT TO WHICH MOST IMPORTANT BUYERS AND SPORTS JOURNALISTS ARE INVITED. SOME INCREASE IN SALES.

REGAINING MARKET SHARE OF HOCKEY SKATES AND EQUIPMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----