

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 :432-STOCKHOLM

013-CONSUMER PRODUCTS & SERVICES
SWEDEN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INVITE SWEDISH SPORTING GOODS BUYERS TO CANADIAN
STAND AT ISPO IN MUNICH.

SALES OF GYMNASIAC EQUIPMENT AND HOCKEY ARENA
EQUIPMENT TO BUYERS FOLLOWING INTRODUCTIONS AT
ISPO MUNICH

QUARTER: 2 Attend Stockholm Shoe Fair. Meet with importers
distributors of footwear casual, hunting.
Interview leather producers, associations,
luggage, cases, belt producers.

Although summer footwear mainly displayed, several
agents/distributors expressed interest in
warm-lined boots, hunting boots etc from Cda.
These firms will be sent names & addresses of
Canadian manufacturers.

QUARTER: 3 Identify new agents in Helsingborg & malmo area,
particularly in housewares, kitchen equipment,
pharmaceutical and sporting goods sectors.

Trade promotion visit referred cities resulted
in 17 calls, "6 new" in sectors specified, started
cooperation with 5 importers. also introduced
Cdn prod. to remaining distribs - result of en-
quiries from Marketplace 88.

QUARTER: 4 -----