

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 GYMNASTIC 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 booths, 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 enquiries from Marketplace 88.
QUARTER: 4	-----	