

POST :533-SYDNEY

013-CONSUMER PRODUCTS & SERVICES
AUSTRALIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CONDUCT MARKET STUDY OF AUSTRALIAN BOOK MARKET. AIM WILL BE TO SELECT MARKET NICHES WHICH HAVE POTENTIAL FOR CANADIAN BOOK MARKETERS.

INCREASE CANADIAN SHARE OF \$40M IMPORT MARKET
IMPROVE VISIBILITY OF CANADIAN MADE BOOKS
WITHIN THE BOOK TRADE.

ORGANIZE FIRST CANADIAN BOOK BUYING EXHIBITION (INHOUSE) FOR AUSTRALIAN IMPORTERS. CANADIAN BOOK PUBLISHERS ENCOURAGED TO SEND REPS TO SUPPORT THEIR CURRENT BOOK LIST ON DISPLAY.

OPERATION OF BOOK MARKET WILL BE DETAILED.
PARTICULAR OPPORTUNITIES IDENTIFIED AS HAVING
POTENTIAL.

COMPREHENSIVE CATALOGUES WILL BE COMPILED IN THE AREAS OF TOYS AND GAMES, SPORTING GOODS AND JEWELLERY. EACH CATALOGUE WILL CONTAIN ORIGINAL PRODUCT LITERATURE AND INDICATIVE EXPORT PRICES. CATALOGUES WILL BE DISTRIBUTED TO AUSTRALIAN IMPORTERS.

INCREASE KNOWLEDGE OF IMPORTERS ABOUT SPECIFIC PRODUCTS OF CANADA. CATALOGUES WILL BE INSTANT REFERENCE FOR SOURCES OF SUPPLY. INCREASE CANADIAN EXPORTERS IN 3 PRODUCT AREAS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 BRITISH COLUMBIA LEISURE PRODUCTS TRADE MISSION
MAY 18-25, 1988.

PARTICIPANTS MET WITH POTENTIAL REPRESENTATIVES
FOR PROMOTION OF THEIR PRODUCTS. TIED IN WITH
FOCUS OF EXPO 88. DIRECT SALES 103,000.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----