

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :427-MUNICH

SECTOR :013-CONSUMER PRODUCTS & SERVICES  
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:LEISURE PROD. TOOLS HARDWARE

ORGANIZE BUYERS MISSION TO VISIT C&GA SHOW AND INDUSTRY  
NEW BUYING CONNECTIONS AND DRAW BUYERS ATTENTION TO CANADIAN

POTENTIAL

MUERNBERG TOY FAIR: FEDERAL INFO BOOTH  
DRAW ATTENTION OF BUYING ORGANIZATION TO CANADIAN CAPABILI-

TIES.

GET TOY FAIR AUTH. TO ACCEPT CDN PRIVATE SECTOR EXHIBITS.  
GIVE CANADIAN COMPANIES OPPORTUNITY TO APPROACH EUROPEAN

MARKET

REPORT ON FRG SPORTING GOODS STANDARDS.  
GIVE CDN COMPANIES INFO ON THE BEST APPROACH TO THE FRG MAR-

KET FROM A REGULATIONS AND NORMS POINT OF VIEW

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Participation at Ispo (Fall)'89

Fourteen Canadian companies were present at the fair. On-site sales and 12 month projected sales were \$ 380,000 and \$ 24.4mn respectively. Both are significant increases over previous years.

QUARTER: 3 Preparations for Ispo Spring.

25 companies are expected to participate on the Canadian National Stand at Ispo Spring.

QUARTER: 4 Nueremberg Toy Fair

Get authorities to accept Canadian private sector exhibitors.  
Report on sporting goods standards in FRG to assist Canadian companies.

Two Canadian exhibitors accepted.  
Report prepared and released in time for Ispo Spring'90.

QUARTER: 2 Preparation for participation at Systems '89.  
Schweizer und Schneider.

Eighteen Canadian companies will be present at the fair at our national stand.  
Met with reps of 3 Can cos at the fair. One of the cos has asked for assistance in identifying potential J.V. partners or distributors.

QUARTER: 3 Participated at Systems '89 with national stand.  
Gibbs Software Mission and Duffler.  
Contact provided literature for fair mission numbers,  
best and office lists and liaison with Rev.  
GALT.

15 cos on stand generated on-site sales of \$100,000 & expect more of 3 Can cos. The cos handled over 1,000 inquiries, appointed 11 agents & have 40 pending. - Ispol sponsored by Rev. G. Duffler. Co. by 4 Can cos participated at national