

POST :432-STOCKHOLM

013-CONSUMER PRODUCTS & SERVICES  
SWEDEN

PLANNING:                   ACTIVITIES PROPOSED IN POST PLAN:                   ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

SELECT SWEDISH FUR BUYERS TO VISIT CANADA IN CONJUNCTION WITH MONTREAL FUR FAIR MAY 1988                   ON SITE SALES OF FURS TO VALUE OF CAD 750 THOUSAND

IDENTIFY 2 OR 3 CDN PRODUCERS TO VISIT SWEDEN TO MOUNT LOCAL FUR FASHION SHOW.                   POTENTIAL SALES OF CAD 1.5 MILLION

COOPERATE WITH SWEDISH FUR COUNCIL AND CANADIAN AIRLINE TO ESTABLISH FEASIBILITY OF CHARTER TRIP BY PRINCIPAL FURRIERS TO MTL AND TORONTO.                   FUR SALES OF CAD 2. MILLION

CULTURE INDUSTRIES

OBTAIN LIST OF CANADIAN EXPORTERS OF T.V. AND FILM PRODUCTS AND DISTRIBUTE TO EMERGING SWEDISH PAY T.V. AND CABLE INDUSTRY.                   INCREASED SALES.

IN CONJUNCTION TO GOTHENBURG BOOK FAIR, ORGANIZE IN-STORE PROMOTION OF CANADIAN BOOKS AND RECORDS N.K. AND OHLEN.                   INCREASED SALES BY 10%

CONTINUED ASSISTANCE TO CANADIAN EXPORTERS OF RECORDS AND TAPES IN FACE OF STRONG SWEDISH INDUSTRY COUNTEROFFENSIVE, THROUGH COMMERCIAL INTELLIGENCE, TRACKING OF LEGAL ISSUES.                   MAINTAIN PRESENT LEVEL OF SALES.

INTORDUCE RELATED PRODUCTS TO EXISTING NET OF RECORD IMPORTERS.                   NEW SALES - TARGET \$500,000 TO \$1.0 MILLION.

LEISURE PROD. TOOLS HARDWARE

MEET WITH SENIOR OFFICIALS OF MAJOR SWEDISH CHAIN STORE TO INTEREST THEM IN CANADIAN "IN STORE" PROMOTION WEEK FOR OCT '88 OR '89. EITHER STOCKHOLM OR COUNTRY WIDE.                   GOOD RELATIONSHIP DEVELOPED WITH MAJOR CHAIN STORE BUYERS. ANTICIPATED SALES CAD 500,000-750,000

SELECT SUITABLE BUYERS TO ATTEND CSGA SHOWS IN SEPT '88 & FEB '89.                   EXCLUSIVE AGENCY AGREEMENTS. SALES OF CAD 200,000 VALUE.

INVITE SWEDISH SPORTING GOODS BUYERS TO CANADIAN STAND AT ISPO MUNICH.                   STIMULATE BUYERS INTEREST IN CANADIAN SPORTING GOODS. ANTICIPATED SALES SKATES CAD 750,000.