

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 409-BERNE

013-CONSUMER PRODUCTS
SWITZERLAND

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 3 CONTINUED 88 IFF PRE-FAIR MAILING TO FURRIERS.
RECRUITMENT FOR 88 CSGA WINTER FAIR & MAILING; \
MAILING FOR COLOGNE FURNITURE FAIR JAN 88.
- QUARTER: 4 LARGE SCALE ISPO PRE-FAIR MAILING TO COVER 300
SWISS COMPANIES AND VISIT OF ISPO INTERNATIONAL
SPORTING GOODS FAIR, MUNICH.
- QUARTER: 4 RECRUITING OF BUYERS TO VISIT CSGA IN MONTREAL.

QUARTERLY RESULTS REPORTED:

- SIX BUYERS AT 87 IFF PLACED ORDER FOR \$331,000
HAVE MADE FURTHER PURCHASES OF \$250,000. 3 NEW
BUYERS INTERESTED IN IFF FOR 88; MAILER TO 145
BUYERS; RECRUITED BUYER CSGA; MAILER TO 70 MFG. 3
ASSOCIATIONS.
- NUMEROUS CONTACTS ESTABLISHED AT ISPO 1 NEW
AGENCY AGREEMENT (2-3 PENDING) AND 6 NEW BUYING
CONNECTIONS ESTABLISHED.
- BUYER TO CSGA MONTREAL CONCLUDED TWO EXCELLENT
DISTRIBUTION AGREEMENTS FOR ICE HOCKEY EQUIPMENT
INITIAL ORDER PLACED TOTALLED \$70,000.