

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 :409-BERNE

013-CONSUMER PRODUCTS & SERVICES
SWITZERLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

CALLS ON 12 MAJOR FURRIERS AND PREPARATION OF REPORT ON THE SWISS MARKET FOR FUR GOODS.

MAILING REPORT TO CANADIAN PARTICIPANTS IN IFF TO GENERATE INCREASED INTEREST IN SWISS MARKET.

PRE-FAIR MAILING CAMPAIGN AND SELECTION OF BUYERS TO 1988 AND 1989 IFF, MONTREAL.

ON-SITE SALES BY 6 BUYERS EXPECTED TO REACH \$ 1.2.

CALLS ON 20 FURRIERS IN VARIOUS SWISS CITIES TO OBTAIN THEIR COMMENTS, ASCERTAIN THEIR REQUIREMENTS, DISCUSS POSSIBLE PROBLEMS

IN DEPTH KNOWLEDGE OF THE PREVAILING SITUATION IN THE SWISS FUR MARKET.

UPDATING OF STATISTICS AND REVIEWING OF PREVIOUS FUR REPORT.

MAILING REPORT TO CANADIAN COMPANIES WHO ARE EXPECTED TO PARTICIPATE IN THE IFF FAIR.

PREPARE REPORT ON THE SWISS MARKET FOR SPORTING GOODS ALONG WITH COMPREHENSIVE STATISTICAL DATA.

IDENTIFY 15 TO 20 NEW POTENTIAL VISITORS TO ONE OF THE NEXT CSGA FAIRS.

PRE-FAIR MAILING FOR THE FALL ISPO FAIRS, MUNICH, IN 1989 AND 1990.

ESTABLISH 6 TO 8 NEW BUYING CONNECTIONS AND 4 TO 5 NEW AGENCIES.

MAILING OF INFORMATION TO SWISS BUYERS ON THE CSGA FAIR AND ASCERTAINING INTEREST IN VISITING FAIR.

HIGHLIGHTING POTENTIAL OF SWISS SPORTING GOODS MARKET BY MAILING REPORT TO CANADIAN EXPORTERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROVIDE NEW BUYERS TO INTERNATIONAL FUR FAIR IN MONTREAL, APRIL 88, AND FOLLOW-UP ON PREVIOUS BUYER ACTIVITY.

THREE NEW BUYERS ATTENDED IFF88. OUR FOLLOW-UP ON SOME OF THE BUYERS WHO ATTENDED IFF 87 AND IFF 86 SHOW ANNUAL PURCHASES OF MORE THAN CDN \$ 6,240,000.

QUARTER: 2 Munich ISPO Fall prefaire mailing with covering letter to approx. 350 Swiss companies alerting them to Cda's participation in this int'l sporting goods fair

Prefair mailing completed

QUARTER: 3 -----

QUARTER: 4 -----