

REPT4D
90/01/23

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 :409-BERNE

013-CONSUMER PRODUCTS & SERVICES
SWITZERLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

REPORT-MARKET FOR FUR GOODS TO DISTRIBUTE TO CDN EXPORTER
INCREASE AWARENESS OF MARKETING POSSIBILITIES FOR CDN FUR

GOODS

MAILING OF FUR GUIDE TO SWISS FURRIERS
MAIL REPORT TO 100 CDN FURRIERS. BETTER KNOWLEDGE OF CDN

CAPABILITY IN FUR SECTOR (DISTRIBUTE TO 250 BUYERS)

RECRUITING OF BUYERS FOR 1989 IFF
RECRUIT 3 NEW BUYERS FOR IFF

RECRUITING OF SWISS BUYERS TO IFF MTL 1990/91
RECRUIT 3 NEW BUYERS

CALLS ON THE FUR TRADE ASSOCIATION AND 20 FURRIERS
PREPARATION OF ANALYSE OF PRODUCT NEEDS FOR CDN EXPORTERS

LEISURE PROD. TOOLS HARDWARE

REPORT-SWISS MARKET FOR SPORTING GOODS
INCREASED INTEREST IN SWISS MARKET. DISTRIBUTE TO CDN

EXPORTERS

PROMOTE CSGA FEB 89 (MTL) FAIR & RECRUIT BUYERS
4-5 NEW BUYING CONNECTIONS

PRE-FAIR MAILINGS ISPO FAIRS SEPT '89 AND FEB '90
AWARENESS OF CDN STAND BY SWISS BUYERS

VISITING SWISSPO TRADE FAIR ZURICH (BUYERS' FAIR)
IDENTIFY 8-10 NEW OUTLETS FOR WINTER SPORTING GOODS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -recruiting of buyer to visit the Intl Fur Fair
in Montreal in May 1989. - visit Swisspo winter
sporting goods buyers' fair, in Zurich to meet
with agents of Cdn companies and to identify
new buyers/agents.

-recruited 3 buyers. One placed \$300,000 order;
second concluded agreement for mfg to spec.
Expect \$50-100,000 p.a.
- identified 4 new buyers and potential agents.

QUARTER: 2 -Prefair mailing ISPO Fall, Munich.
-Preparation of analyse of product needs for
Canadian exporters.

-Some 200 buyers alerted to Cdn participation.
One new agency agreement concluded and two
pending.
-Calls on three furriers in Berne.

QUARTER: 3 -----

QUARTER: 4 -----