

REPORT 4
88/03/16

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 : 427-MUNICH

013-CONSUMER PRODUCTS
GERMANY WEST

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PLANNING: ACTIVITIES PROPOSED IN POST PLAN:
 UNDERTAKE MARKET STUDY OF SPORTING GOODS MARKET.

ANTICIPATED RESULTS:

BUILDING ON CURRENT KNOWLEDGE OF MKT (TOP END
NOW DOMINATED BY EUROPEANS & LOW END BY S.E.
ASIA). IDENTIFY NICHEs TO BE EXPLOITED BY CDA.
ALSO IDENTIFY KEY BUYERS FOR ISPO FAIR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:
 QUARTER: 1 SURVEY OF MARKET OPPORTUNITIES
 QUARTER: 2 SURVEY OF MARKET OPPORTUNITIES
 QUARTER: 2 TRADE FAIR - PARTICIPATION AT ISPO ; (FALL '87)
 QUARTER: 3 SURVEY OF MARKET OPPORTUNITIES
 QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

POSTPONED TO FALL QUARTER
WORK ON SURVEY HAS STARTED. EXPECTED COMPLETION
DATE DECEMBER 12, 1987.
14 CANADIAN COMPANIES PARTICIPATED AT THE
NATIONAL STAND. ON-SITE SALES WERE \$370,000 CDN.
PROJECTED SALES 4.9 MM. REPORT SUBMITTED.
REPORT COMPLETED. DISTRIBUTION WILL TAKE PLACE
EARLY IN JANUARY 1988.