

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: MUNICH

Market: GERMANY WEST

**Factors for Canadian exports not reaching market potential:**

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- POOR FOLLOW UP AFTER FAIRS & BUSI-
- NESS CONTACTS -DELIVERY PROBLEMS

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: ORGANIZE BUYERS MISSION TO VISIT CEGA SHOW AND INDUSTRY  
Expected Results: NEW BUYING CONNECTIONS AND DRAW BUYERS ATTENTION TO CANADIAN POTENTIAL

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: ISPO (SPRING)  
Expected Results: SALES ON SITE, NEW BUYING CONNECTIONS, HIRING OF NEW DISTRIBUTORS, DRAW ATTENTION OF TRADE PEOPLE TO CANADIAN POTENTIAL

Activity: ISPO (FALL)  
Expected Results: ON SITE SALES, NEW BUYING CONNECTIONS, ETC.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: NUERNBERG TOY FAIR: FEDERAL INFO BOOTH  
Expected Results: DRAW ATTENTION OF BUYING ORGANIZATION TO CANADIAN CAPABILITIES.

Activity: GET TOY FAIR AUTH. TO ACCEPT CDN PRIVATE SECTOR EXHIBITS.  
Expected Results: GIVE CANADIAN COMPANIES OPPORTUNITY TO APPROACH EUROPEAN MARKET

Activity: REPORT ON FRG SPORTING GOODS STANDARDS.  
Expected Results: GIVE CDN COMPANIES INFO ON THE BEST APPROACH TO THE FRG MARKET FROM A REGULATIONS AND NORMS POINT OF VIEW