REPORT 4
89/05/10

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 :533-SYDNEY

013-CONSUMER PRODUCTS
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
CONDUCT MARKET STUDY OF AUSTRALIAN BOOK MARKET. AIM WILL BE TO SELECT MARKET NICHES WHICH HAVE POTENTIAL FOR CANADIAN BOOK MARKETERS.	INCREASE CANADIAN SHARE OF $40M IMPORT MARKET IMPROVE VISIBILITY OF CANADIAN MADE BOOKS WITHIN THE BOOK TRADE.
ORGANIZE FIRST CANADIAN BOOK BUYING EXHIBITION (INHOUSE) FOR AUSTRALIAN IMPORTERS. CANADIAN BOOK PUBLISHERS ENCOURAGED TO SEND REPS TO SUPPORT THEIR CURRENT BOOK LIST ON DISPLAY.	OPERATION OF BOOK MARKET WILL BE DETAILED. PARTICULAR OPPORTUNITIES IDENTIFIES AS HAVING POTENTIAL.
COMPREHENSIVE CATALOGUES WILL BE COMPILED IN THE AREAS OF TOYS AND GAMES,SPORTING GOODS AND JEWELLERY. EACH CATALOGUE WILL CONTAIN ORIGINAL PRODUCT LITERATURE AND INDICATIVE EXPORT PRICES. CATALOGUES WILL BE DISTRIBUTED TO AUSTRALIAN IMPORTERS.	INCREASE KNOWLEDGE OF IMPORTERS ABOUT SPECIFIC PRODUCTS OF CANADA. CATALOGUES WILL BE INSTANT REFERENCE FOR SOURCES OF SUPPLY. INCREASE CANADIAN EXPORTERS IN 3 PRODUCT AREAS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1 BRITISH COLUMBIA LEISURE PRODUCTS TRADE MISSION MAY 18-25, 1988.	PARTICIPANTS MET WITH POTENTIAL REPRESENTATIVES FOR PROMOTION OF THEIR PRODUCTS. TIED IN WITH FOCUS OF EXPO 88. DIRECT SALES 103,000.
QUARTER: 2 -----	
QUARTER: 3 -----	
QUARTER: 4 -----	