

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

REPORT 4
88/10/21

POST : 424-DUSSELDORF

013-CONSUMER PRODUCTS
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

TOOLS & HARDWARE

CONTINUE OUR EFFORTS IN MARKETING CDN MADE TOOL & HARDWARE PRODUCTS.

MEET WITH MAJOR IMPORTERS/DISTRIBUTORS TO INTEREST THEM IN CDN MADE TOOLS & HARDWARE PRODUCTS.

ANTICIPATED RESULTS:

INCREASE OUR MARKET SHARE BY 0.5%

CREATE AWARENESS OF CDN MADE PRODUCTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ORGANISED CDN PARTICIPATION AT INTERNATIONAL FUR FAIR (13 APRIL - 17 APRIL).

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

FUR INDUSTRY IN DIFFICULT PERIOD. WE HAVE PRELIMINARY AGREEMENT OF ONTARIO AND QUEBEC FURRIERS TO COOPERATE IN COMMON STAND IN 1989.