

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

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POST : 431-HELSINKI

013-CONSUMER PRODUCTS
FINLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

LEISURE PROD. TOOLS HARDWARE

IN-STORE PROMOTION OF CANADIAN SPORTING GOODS.

SOME INCREASE IN SALES.

ANNUAL RECEPTION FOR MAJOR DISTRIBUTOR OF CANADIAN SKATES AND
HOCKEY EQUIPMENT TO WHICH MOST IMPORTANT BUYERS AND SPORTS
JOURNALISTS ARE INVITED.

REGAINING MARKET SHARE OF HOCKEY SKATES AND
EQUIPMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----