

POST : 409-BERNE

013-CONSUMER PRODUCTS  
SWITZERLAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

RECRUIT BUYERS TO VISIT 1987 INTL. FUR FAIR, MONTREAL.

APPROX. C\$ 2 MILLIONS.

PROMOTE 1987 IFF MTL. THROUGH PREFAIR MAILING CAMPAIGN CONSISTING OF PERSONAL LETTER, PRESS RELEASE AND QUESTIONNAIRE TO SOME 250 SWISS FURRIERS.

GENERATE INCREASED INTEREST AND NUMBER OF VISITORS TO IFF MONTREAL.

PRE-FAIR CAMPAIGN AND SELECTION OF BUYERS TO VISIT 1988 FAIR.

APPROX. C\$2. 4

CALL ON FUR INDUSTRY IN MAJOR SWISS CITIES AND ASCERTAIN NEEDS FOR INCREASED FUR SHOWS BY CDN. MANUFACTURERS IN SWITZ.

PREPARE REPORT AND SEND TO ACTIVE CDN. EXPORTERS.

LEISURE PROD. TOOLS HARDWARE

RECRUITING OF BUYER TO VISIT CSGA FAIR MONTREAL.

NEW OUTLETS FOR 2 OR 3 CANADIAN SUPPLIERS.

LARGE SCALE ISPO PRE-FAIR MAILING TO SOME 300 SPORTING GOODS BUYERS.

3-4 NEW AGENCIES.

ENCOURAGE SUPPLIERS TO UNDERTAKE PERSONAL VISITS TO SWISS SPORTING GOODS INDUSTRY AND TO PARTICIPATE IN A MAJOR SWISS SPORTING GOODS FAIR.

BETTER PENETRATION OF SWISS MARKET.

CALLS ON SPORTING GOODS INDUSTRY TO ASCERTAIN INTEREST IN VISITING EITHER WINTER OR SUMMER CSGA FAIR IN MONTREAL.

INCREASED AWARENESS OF CANADIAN SUPPLIES AVAILABLE.

RECRUIT SPORTING GOODS BUYERS TO VISIT ONE OF CSGA FAIRS (WINTER OR SUMMER).

2 TO 3 NEW OUTLETS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1987 PREFAIR LETTER TO 300 BUYERS. MAILING OF 1987 FUR GUIDE (NOT YET RECEIVED) WITH PERSONAL LETTER. MAILING OF REPORT ON SWISS FUR INDUSTRY TO CDN FURRIERS.

5 GOVT. SPONSORED BUYERS TO IFF MTL. PLACED SAMPLE ORDERS WORTH \$331,000 OTHER ORDERS FOR SEVERAL \$100,000 EXPECTED. A BUYER, INVITED LAST YEAR, ON HIS 2ND VISIT TO '87 FAIR ORDERED GOODS WORTH \$154,590. EXPORTS EXPECTED TO INCREASE BY 20%.

QUARTER: 2 IFF PRE-FAIR MAILING & PROMOTIONAL VISITS. PRE-FAIR MAILING & CALL PROGRAM ON SPORTING GOODS CONTACTS FOR CSGA, 7-8 FEB 88.

CDN FUR EXPORTS HAVE EXCEEDED 86 TOTAL BY \$13M. SPORTING GOODS SALES ARE DOUBLE THE 86 RATE. CDN PARTICIPANT IN BERNE SPORTING GOODS FAIR BOOKED \$54,000 IN ORDERS. THREE NEW AGENCIES PENDING.