

REPORT 4
88/10/21

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 : 409-BERNE

013-CONSUMER PRODUCTS
SWITZERLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

APPAREL (CLOTH, FUR, SHOES) TEXT

CALLS ON 12 MAJOR FURRIERS AND PREPARATION OF REPORT ON THE SWISS MARKET FOR FUR GOODS.

PRE-FAIR MAILING CAMPAIGN AND SELECTION OF BUYERS TO 1988 AND 1989 IFF, MONTREAL.

CALLS ON 20 FURRIERS IN VARIOUS SWISS CITIES TO OBTAIN THEIR COMMENTS, ASCERTAIN THEIR REQUIREMENTS, DISCUSS POSSIBLE PROBLEMS

UPDATING OF STATISTICS AND REVIEWING OF PREVIOUS FUR REPORT.

PREPARE REPORT ON THE SWISS MARKET FOR SPORTING GOODS ALONG WITH COMPREHENSIVE STATISTICAL DATA.

PRE-FAIR MAILING FOR THE FALL ISPO FAIRS, MUNICH, IN 1989 AND 1990.

MAILING OF INFORMATION TO SWISS BUYERS ON THE CSGA FAIR AND ASCERTAINING INTEREST IN VISITING FAIR.

ANTICIPATED RESULTS:

MAILING REPORT TO CANADIAN PARTICIPANTS IN IFF TO GENERATE INCREASED INTEREST IN SWISS MARKET.

ON-SITE SALES BY 6 BUYERS EXPECTED TO REACH \$ 1. 2.

IN DEPTH KNOWLEDGE OF THE PREVAILING SITUATION IN THE SWISS FUR MARKET.

MAILING REPORT TO CANADIAN COMPANIES WHO ARE EXPECTED TO PARTICIPATE IN THE IFF FAIR.

IDENTIFY 15 TO 20 NEW POTENTIAL VISITORS TO ONE OF THE NEXT CSGA FAIRS.

ESTABLISH 6 TO 8 NEW BUYING CONNECTIONS AND 4 TO 5 NEW AGENCIES.

HIGHLIGHTING POTENTIAL OF SWISS SPORTING GOODS MARKET BY MAILING REPORT TO CANADIAN EXPORTERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 PROVIDE NEW BUYERS TO INTERNATIONAL FUR FAIR IN MONTREAL, APRIL 88, AND FOLLOW-UP ON PREVIOUS BUYER ACTIVITY.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

THREE NEW BUYERS ATTENDED IFF88. OUR FOLLOW-UP ON SOME OF THE BUYERS WHO ATTENDED IFF 87 AND IFF 86 SHOW ANNUAL PURCHASES OF MORE THAN CDN \$ 6, 240, 000.