

POST :424-DUSSELDORF

013-CONSUMER PRODUCTS & SERVICES
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TOOLS & HARDWARE

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

INCREASE OUR MARKET SHARE BY 0.5%

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

CREATE AWARENESS OF CDN MADE PRODUCTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 Industrial Mission to Boat Show - Jan 21-29/89

Introduced quality Quebec-based boat manufacturers to world's largest show. Export sales expected and several companies should repeat next year.