

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

POST : 432-STOCKHOLM

013-CONSUMER PRODUCTS  
SWEDEN

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 2 ATTENDED CARPET, FLOORING & CLEANING FAIR  
STCKHLM. MEET EXH. / IMPRTS ABOVE SECTORS. SPECI-  
FICALLY PEERLESS CARPET REP & CLEANING & MAIN-  
TENANCE CO'S THAT ATTENDED CDN EXHIBIT "INTER-  
CLEAN" AMSTERDAM. PROVIDE SWEDES WITH CDN CONTACT
- QUARTER: 2 ATTEND STCKHLM SHOE FAIR. MEET WITH SELECTED  
IMPRTS WARM LINED BOOTS, HUNTING & CASUAL FOOT-  
WEAR. INTERVIEW ASSOC'NS (WHOLESALE & RETAIL).  
STUDY TRENDS, PRICES. INTERVIEW LEATHER PROD.  
EXHIBITORS, I. E. LUGGAGE, CASES, BELTS.
- QUARTER: 3 ARRANGE MKGT CALLS IN GOTHENBURG AGREA PRIMMARI-  
LY IN SPORTING GOODS, MEDICAL&HEALTH, TEXTILES&FUR  
SECTOR. CALL ON GOTHENBURG FIRMS NOT PREVIOUSLY  
VISITED BY POST ALSO INTRODUCE CDN CO'S PRODUCTS  
AS RESULT OF MARKET PLACE 88.
- QUARTER: 3 IN VIEW OF CDN MFRS INTEREST IN EXHIBITING  
GOTHENBURG FAIR, WILL CALL UPON FAIR AUTHORITIES  
TO IDENTIFY INDIVIDUAL RESPONSIBLE FOR FOREIGN  
CONTACT.
- QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

OBTAINED REQ'MENTS FOR CARPETS, TOWELLING, BATH-  
ROOM MATS, PVC GLOVES, CLEANING EQPT FM EXH. SWE-  
DISH REP FOR PEERLESS HAD MERCHANDISE WELL DIS-  
PLAYED. VALUABLE INFO ON MARKET SECTORS OBTAINED.

ALTHOUGH MAINLY SUMMER FOOTWEAR EXHIBITED CON-  
TACTED PROSPECTIVE DISTRIBUTORS IN SECTORS  
GIVEN. PROVIDED CDN CONTACTS TO FIRMS AFTER FAIR.  
ESTABLISHED NEW CONTACTS WITH IMPORTERS AND WITH  
SAID ASSOCIATIONS.

17 SWEDISH IMPORTERS VISITED 9 NEW CALLS. IM-  
PORTERS PROVIDED WITH INFO ON CDN SOURCES IN  
AREAS SPECIFIED. PLANNED MEETINGS IN GOTHENBURG  
ON BEHALF OF CDN MFR OF GYMNAS TIC EQPT&HEALTH  
PRODUCTS VISITING CITY. SWED. BUYERS PURCHASED IN

MEETING WITH MARKETING DIRECTOR OF GOTHENBURG  
FAIR AUTHORITIES VALUABLE. INDIVIDUAL WILL VISIT  
POST IN JAN TO GIVE PRESENTATION.