

REPORT 4
89/10/10

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 :431-HELSINKI

013-CONSUMER PRODUCTS & SERVICES
FINLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

LEISURE PROD. TOOLS HARDWARE

CANADIAN SPORTING GOODS IN STORE PROMOTION, ONCE CANADIAN SUP-
PLIERS BECOME ORGANIZED TO SUPPORT IT.

SOME INCREASE IN SALES.

ANNUAL RECEPTION FOR MAJOR DISTRIBUTOR OF CANADIAN SKATES AND
HOCKEY EQUIPMENT.

SOME MEASURE OF REGAINING SHARE OF HOCKEY
EQUIPMENT AND SKATE MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 Report completed on boat market in Finland along
with mailing of "Pleasure Boats and Marine
Accessories for World Markets" brochures.
Participation in ISPO 89, Munich.
Incoming buyers to CSGA Show, February 89.

Increase awareness of Canadian pleasure boat
industry.
Introduced new Canadian exporters to Finnish
sporting goods agents.