

REPT4D
90/04/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :427-MUNICH

013-CONSUMER PRODUCTS & SERVICES
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

LEISURE PROD. TOOLS HARDWARE

ORGANIZE BUYERS MISSION TO VISIT C&GA SHOW AND INDUSTRY
NEW BUYING CONNECTIONS AND DRAW BUYERS ATTENTION TO CANADIAN

POTENTIAL

NUERNBERG TOY FAIR: FEDERAL INFO BOOTH
DRAW ATTENTION OF BUYING ORGANIZATION TO CANADIAN CAPABILITY

TIES.

GET TOY FAIR AUTH. TO ACCEPT CDN PRIVATE SECTOR EXHIBITS.
GIVE CANADIAN COMPANIES OPPORTUNITY TO APPROACH EUROPEAN

MARKET

REPORT ON FRG SPORTING GOODS STANDARDS.
GIVE CDN COMPANIES INFO ON THE BEST APPROACH TO THE FRG MARKET

MARKET FROM A REGULATIONS AND NORMS POINT OF VIEW

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Participation at Ispo (Fall)'89

Fourteen Canadian companies were present at the fair. On-site sales and 12 month projected sales were \$ 380,000 and \$ 24.4mn respectively. Both are significant increases over previous years.

QUARTER: 3 Preparations for Ispo Spring.

25 companies are expected to participate on the Canadian National Stand at Ispo Spring.

QUARTER: 4 -----