REPT4D 90/01/23

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 :432-STOCKHOLM

013-CONSUMER PRODUCTS & SERVICES

SWEDEN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

APPAREL (CLOTH, FUR, SHOES) TEXT

OBTAIN INFO ON CDN PARTCIPATION IN FRANKFURT FAIR, W GERMANY BUYING CONNECTIONS

ENCOURAGE SWED BUYERS TO ATTEND MTL. & FRANKFURT SHOWS. INCREASED PURCHAGES

ENCOURAGE CDN FURRIER VISIT SWED DISPLAY AT POST OCT/NOV89 INCREASED PURCHASES.

JEWELERY & GIFTWARE

INDENTIFY CON SUPP OF FTBALL, VOLLEY BALL BASEBALL EQUIP MORE
ADDITIONAL BUYING CONNECTIONS

OBTAIN INFIRM ON LOCAL MKT CONDITIONS IN ABOVE SUB-SECTORS INCREASED SALES VOLUMES

CONTACT SWED BUYING GROUPS, COOP, TO INFORM ON AVAILABILITY PURCHASES, INCREASED MARKET SHARE

ENCOURAGE CDN & SWED FIRMS TO EXHIBIT PRODUCTS AT DOMESTIC PURCHASES, INCREASED MARKET SHARE.

CULTURE INDUSTRIES

FOLLOW UP ON CDN PRIZE-WINNING FILM SHOWN LOCALLY

IDENTIFY CDN FILM PROCRS, ENCOURAGE THEM TO VISIT MKT INCREASED PURCHASES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 Select fur buyer under incoming buyers program for Montreal Fur Fair (May 1989) and from the . Cdn fair through trade. - Report on Stockholm's participation at ISPO Fair Munich Feb, 1989.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

Incoming buyers purchased 20 coats at Fair. Very satisfied with new contacts established. -Report submitted to TTC, with details of interviews and purchases. Highly successful Swedish purchases constituted more than 1/3 of total on site sales

140

ANTICIPATED RESULTS: