

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

SECTOR :013-CONSUMER PRODUCTS & SERVICES
SWEDEN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 2 Participate in Ispo Sporting Goods Fair. Invite Swedish buyers. Attend reception held on site at Cdn stand. Interview exhibitors. Provide them with Swedish contacts. File and report action.

Successful project. Reception well attended by ca 37 Swedish buyers. Despite only 13 Canadian exhibitors 4 obtained Swedish reps. and agencies pending. Report submitted to EXTOTT and DRIE.

QUARTER: 3 Trade promotion visit Gothenburg, identifying new wholesalers/agents in hardware, technical aid for disbles, bicycle sectors.

Interviewed 16 wholesalers, six new calls. Received enquiries from all firms visited, providing contacts in given sectors plus goal tender equip ,hardwood flooring,building supplies,garden products,advertising promotional products.

QUARTER: 4 -----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 Support of Canadian Exporters

QUARTER: 2 -----

QUARTER: 3 Support of manufacturers of various products
and various of home knowledge products
contacted with trade fairs, etc.

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QUARTERLY RESULTS REPORTED:

Increasingly more than 1/3 of total sales
continued with new contacts established. Report
submitted to TIC with details of interview and
purchase. Highly successful Swedish purchases

QUARTERLY RESULTS REPORTED:

Quarter 1 Select for buyer under incoming buyer program
for Montreal fair (May 1989) and fair the
can fair through trade - Report on Stockholm's
participation at Ispo fair (March 1989)