

REPORT 4B
87/10/28

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 432-STOCKHOLM

SWEDEN

QUARTER: 1

013-CONSUMER PRODUCTS

SELECT FUR BUYER UNDER INCOMING BUYERS PROGRAM FOR MONTREAL FUR FAIR (MAY 1987) AND PROMOTE CANADIAN FAIR THROUGH TRADE.

INC. SWEDISH BUYER PURCHASED AT FAIR, VERY SATISFIED, NEW CONTACTS ESTABL. ADD'L BUYER (AT OWN EXPENSE) ACHIEVED OBJECTIVES IN LOCATING A)CDN REP. FOR HIDES AND RAW SKINS B)CDN REP. FOR READY MADE FURS.

013-CONSUMER PRODUCTS

FOLLOW UP ON SWEDISH INCOMING BUYER SELECTED FOR CANADIAN HARDWARE SHOW (PREVIOUS QUARTER) UNDER ONTARIO GOVERNMENT PROGRAM. PROJECT INITIATED BY THIS OFFICE.

HIGHLY SUCCESSFUL BUYING TRIP, BUYING CONNECTIONS AND AGENCIES ESTABLISHED RESULTING.

013-CONSUMER PRODUCTS

IN VIEW OF RAPIDLY EXPANDING HOTEL GROUPS AND HOTEL RENOVATION IN SWEDEN, REQUIREMENTS FOR CARPETS, CURTAINS, FABRICS, TOWELLING, SHEETS ETC, APPROACHED DISTRIBUTORS PROVIDING SUITABLE CANADIAN CONTACTS.

TO DATE ONE CANADIAN CARPET COMPANY SELLING SUCCESSFULLY MATS AND RUGS FOR HOTEL, OFFICE AND RESIDENTIAL MARKET.

013-CONSUMER PRODUCTS

FOLLOW UP ON STOCKHOLM'S PARTICIPATION AT ISPO FAIR, MUNICH (FEB. 1987). CONSIDER INSTORE PROMOTION, HOCKEY EQUIPMENT WITH MAJOR SWEDISH STORE.

AS RESULT OF FOLLOW UP 4 OUT OF 5 AGENCIES PENDING ARE NOW ESTABLISHED. ADDITIONAL BUYING CONNECTIONS CONFIRMED BY 3 COMPANIES.

014-EDUCATION, MEDICAL, HEALTH PROD

IDENTIFY SWEDISH DISTRIBUTORS, ASSOCS, BUYING AUTHORITIES IN DENTAL CARE PRODUCTS-DENTAL SUPPLIES, STERILIZERS, DENTAL PREPARATIONS, DRILLING INSTRUMENTS AND EQUIPMENT. MAIL OUT GOVT BROCHURE "HEALTH CARE PRODUCT".

DURING TRADE PROMOTION VISIT MALMO IN MAY 1987 VISITED THREE DENTAL DISTRIBUTORS. "HEALTH CARE PRODUCTS" CATALOGUE MAILED TO THESE FIRMS.

014-EDUCATION, MEDICAL, HEALTH PROD

IDENTIFY SWEDISH DISTRIBUTORS OF COSMETIC PRODUCTS ALTHOUGH HIGHLY COMPETITIVE MARKET, ENQUIRIES FORM CANADA WARRANT ACTION.

DEVELOPED RELATIONSHIP WITH FOUR SWEDISH DIST. WELL KNOWN IN TRADE. 2 CDN COS ARE PRESENTLY IN NEGOTIATIONS WITH DISTRIBUTORS. TWO OF DISTRIBUTORS VISITED BY THIS OFFICE.