

REPORT 4
88/02/02

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

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POST : 432-STOCKHOLM

013-CONSUMER PRODUCTS
SWEDEN

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 2 ATTENDED CARPET, FLOORING & CLEANING FAIR
STCKHLM. MEET EXH. / IMPRTRS ABOVE SECTORS. SPECI-
FICALLY PEERLESS CARPET REP & CLEANING & MAIN-
TENANCE CO'S THAT ATTENDED CDN EXHIBIT "INTER-
CLEAN" AMSTERDAM. PROVIDE SWEDES WITH CDN CONTACT

QUARTER: 2 ATTEND STCKHLM SHOE FAIR. MEET WITH SELECTED
IMPRTRS WARM LINED BOOTS, HUNTING & CASUAL FOOT-
WEAR. INTERVIEW ASSOC'NS (WHOLESALE & RETAIL).
STUDY TRENDS, PRICES. INTERVIEW LEATHER PROD.
EXHIBITORS, I. E. LUGGAGE, CASES, BELTS.

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

OBTAINED REQ'MENTS FOR CARPETS, TOWELLING, BATH-
ROOM MATS, PVC GLOVES, CLEANING EQPT FM EXH. SWE-
DISH REP FOR PEERLESS HAD MERCHANDISE WELL DIS-
PLAYED. VALUABLE INFO ON MARKET SECTORS OBTAINED.

ALTHOUGH MAINLY SUMMER FOOTWEAR EXHIBITED CON-
TACTED PROSPECTIVE DISTRIBUTORS IN SECTORS
GIVEN. PROVIDED CDN CONTACTS TO FIRMS AFTER FAIR.
ESTABLISHED NEW CONTACTS WITH IMPORTERS AND WITH
SAID ASSOCIATIONS.