

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

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 ARRANGE MKQT CALLS IN GOTHENBURG AGREA PRIMMARI-
LY IN SPORTING GOODS, MEDICAL&HEALTH, TEXTILES&FUR
SECTOR. CALL ON GOTHENBURG FIRMS NOT PREVIOUSLY
VISITED BY POST ALSO INTRODUCE CDN CO'S PRODUCTS
AS RESULT OF MARKET PLACE 88.
- QUARTER: 3 IN VIEW OF CDN MFRS INTEREST IN EXHIBITING
GOTHENBURG FAIR, WILL CALL UPON FAIR AUTHORITIES
TO IDENTIFY INDIVIDUAL RESPONSIBLE FOR FOREIGN
CONTACT.
- 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.

17 SWEDISH IMPORTERS VISITED 9 NEW CALLS. IM-
PORTERS PROVIDED WITH INFO ON CDN SOURCES IN
AREAS SPECIFIED. PLANNED MEETINGS IN GOTHENBURG
ON BEHALF OF CDN MFR OF GYMNASTIC EQPT&HEALTH
PRODUCTS VISITING CITY. SWED. BUYERS PURCHASED IN

MEETING WITH MARKETING DIRECTOR OF GOTHENBURG
FAIR AUTHORITIES VALUABLE. INDIVIDUAL WILL VISIT
POST IN JAN TO GIVE PRESENTATION.