



Scheduled Report - FAS internal use only

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GAIN Report #SW9018

Sweden

Buyer Alert

Buyer Alert Report

1999

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Report Highlights:

There is a growing interest in Buyer Alert announcements among the importers, mainly at the expense of the Trade Leads system.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Stockholm [SW1], SW

Number of contacts to which Buyer Alert is sent:	256
Frequency of distribution:	Every 4 th month
Method of distribution:	Mail
Number of Buyer Alert follow-up forms distributed:	256
Number of completed Buyer Alert forms received:	29
Total number of U.S. exporters contacted:	119
Total value of purchases as a result of Buyer Alert:	USD 3,720,000
Value of possible purchases still being negotiated:	USD 1,109,000

U.S. products which produced the most interest:

Specialty foods including snack foods, almonds, beverages, ciders, wines, beers, organic foods, canned and frozen fruits, berries and vegetables, spices, coffee shop products.

Major reasons importers did not buy U.S. products:	Number of responses
No response to inquiries sent to U.S. exporters:	6
Prices too high:	6
No products of interest:	4
Quality of samples was poor:	0
Products do not meet import regulations:	6
Difficulty in obtaining foreign exchange:	0
Size of minimum shipment too large:	6
Size of maximum shipment too small:	0
Inadequate packaging:	0
Other:	6

Suggestions for Improving the Buyer Alert Program:

There is a growing interest in Buyer Alert announcements among the importers, mainly at the expense of the Trade Leads system. FAS/Stockholm encourages FAS/W program areas involved in AGX software development to consider some added firm classification options that could be used to improve the "targeting" of our distributions at post. Such an initiative, if combined with similar coding on all major product categories in outgoing Buyer Alert announcements and an AGX Buyer Alert processing option on the software at post, could be used to direct specific announcements more appropriate to firms already desiring to be on distribution for such announcements. Post feels that the effort at targeting this material could result in additional interest and sales.