REPORT 4
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :532-MELBOURNE

001-AGRI & FOOD PRODUCTS & SERVICE
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
ASSIST AUST. BUYERS TO VISIT CANADA TO SELECT SPECIFIC BREEDS GENETIC MATERIAL.	INCREASE VISITORS TO CANADIAN A1 CENTRES.
SUPPORT CANADIAN BREEDERS VISITS TO AUSTRALIA BY PROVIDING FULL INFORMATIION ON POTENTIAL PURCHASERS.	MORE MEANINGFUL AND PRODUCTIVE VISITS.
SUPPORT ONTARIO GOVERNMENT INITIATIVES TO BRING TO CANADA KEY GENETIC MATERIAL IMPORTERS.	INCREASED SALES BY 10% AND CLOSER FEDERAL PROVINCIAL RELATIONS.
SEMI & PROCESSED FOOD & DRINK	
FOLLOW UP PTI STUDY UNDERTAKEN BY OFFICER FROM EXTOTT(TAN). THIS STUDY TO BE CIRCULATED TO CANADIAN FOOD PROCESSORS.	BE ALERTED TO SPECIFIC GROCERY PRODUCT LINES THAT COULD BE SUPPLIED BY CANADIAN COMPANIES.
SURVEY TRADE IN AUSTRALIA VIA THE AUSTRALIAN INTERNATIONAL FOOD EXHIBITION HELD MELBOURNE, 10-13 OCTOBER 1988 FOR ADDITIONAL LINES.	IDENTIFY SPECIFIC GROCERY PRODUCTS REQUIRED BY AUSTRALIAN IMPORTERS.
SUPPORT ONTARIO GOVERNMENT'S INITIATIVES TO PROMOTE ONTARIO FOOD PRODUCTS INTO AUSTRALIA.	INCREASED SALES BY 10% AND CLOSER FEDERAL PROVINCIAL RELATIONS.
UNDERTAKE AN IN-HOUSE FOOD SAMPLE SHOW BASED ON SPECIFIC FOOD LINES RECOMMENDED BY TAN.	INITIATE SALES OF CAN CONFECTIONARY PRODUCTS.
TO LIAISE WITH DISTRIBUTORS AND MANUFACTURERS TO IDENTIFY OPPORTUNITIES FOR SALES, LICENSING AND JOINT VENTURES.	TO PROMOTE SALES AND INCREASE RETURNS VIA LICENSING ETC BY ASSISTING IN TWO JV ASSESSMENTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1 -----	
QUARTER: 2 -----	
QUARTER: 3 -----	
QUARTER: 4 -----	