REPORT 4 89/10/10

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 :645-SAN JOSE

001-AGRI & FOOD PRODUCTS & SERVICE COSTA RICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

COMPLETION OF A SURVEY OF THE MARKET FOR AGRICULTURAL INPUTS.

ABILITY TO SERVICES ENQUIRIES AND TO ATTRACT NEW EXPORTERS TO THE MKT.

GREATER KNOWLEDGE OF THE MARKET, IMPROVED

EXPAND AND COMPUTERIZE OUR LISTINGS OF IMPORTERS/DISTRIBUTORS/ AGENTS OF AGRICULTURAL INPUTS.

IMPROVED ABILITY TO MAKE IMPORTER-EXPORTER CONNECTIONS

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUE TO PROMOTE CDN AGRICULTURAL PRODUCTS AMONG MAJOR IMPORTERS OF THE REGION TO INCREASE CANADIAN MARKET SHARE IN THIS SECTOR.

QUARTER: 2 Participation in FIAGA 88, an agricultural trade fair in Panama, had been planned.

QUARTER: 3 Preparations for upcoming March Agricultural Catalogue Show. 2)Organized market development visit by Agriculture Canada specialist and private sector expert to evaluate market potential for Canadian Ag. products.

QUARTER: 4 An agricultural products catalogue show was held with 29 Canadian companies participating.

TRADE PROMOTION TRIPS WERE MADE TO PANAMA. HONDU-RAS, EL SALVADOR & NICARAGUA TO DEVELOP NEW CONT-ACTS & INCREASE INTEREST & KNOWLEDGE OF CDN PROD .AMONG REGIONAL IMPORTERS, APPROX 30 NEW POTENT-IAL IMPORT HAVE BEEN IDENT & ADDED TO OUR INDEXE

FIAGA 88 was cancelled. As an alternative, we are now developing catalogue shows, covering the agricultural inputs sector, to be held in the Jan-March, 1989 period.

Letters were sent to 120 Cdn exporters of agric. related prod.& services seeking their participation in Catalogue Show. 2)Good mkt info was obtained & visit follow-up is now being done.with cattle seminar under consid.& visits to Cda

More than 120 importers/agents visited the show and numerous trade inquiries were recorded. Follow-up is now being done with Canadian participants and local firms