

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 : 645-SAN JOSE

001-AGRI & FOOD PRODUCTS & SERVICE
EL SALVADOR

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONVINCE CANADIAN EXPORTERS TO PARTICIPATE MORE ACTIVELY IN
INTERNATIONAL CALLS FOR TENDERS.

INCREASE CANADIAN SHARE OF MARKET TO
8-10% BY 1989.

PUT LOCAL AGENTS WITH GOOD REPUTATION IN CONTACT WITH CANADIAN
SUPPLIERS.

EXPANDED CANADIAN PRESENCE IN THIS MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 UNDERTAKE TRADE PROMOTION TRIPS IN ORDER TO
INCREASE CONTACTS BETWEEN CANADIAN SUPPLIERS AND
SALVADOREAN IMPORTERS.

AGROCHEMICALS AND LIVESTOCK TRADE OPPORTUNITIES
INFORMATIONS WERE PASSED TO CANADIAN EXPORTERS.
SALES OF CATTLE HAVE RESULTED AND OTHERS ARE
EXPECTED IN THE NEAR FUTURE.

QUARTER: 3 ACTIVE FOLLOW-UP ON I. A. D. B. FINANCED PROJECTS
AIMED AT IMPROVING AGRICULTURAL PRODUCTION &
CATTLE INDUSTRY OF THE COUNTRY.

CONTACTS ARE CONTINUING BETWEEN PURCHASER & CDN
CATTLE, & FERTILIZERS EXPORTERS & PROSPECTS FOR
FUTURE SALES ARE EXCELLENT.

QUARTER: 4 ACTIVE FOLLOW-UP OF I. A. D. B. FINANCED PROJECTS
IN THESE TWO COUNTRIES BY KEEPING CONTACTS WITH
GOVERNMENT EXECUTIVES AGENCIES, LOCAL REPRESENTA-
TIVES AND CANADIAN EXPORTERS.

CANADIAN EXPORTERS OF AGRICULTURAL PRODUCTS HAVE
BEEN IN TOUCH WITH BANCO DE FOMENTO IN EL SALVA-
DOR A MAJOR BUYER IN THIS COUNTRY.

QUARTER: 4 INCREASE CONTACTS BETWEEN LOCAL IMPORTERS AND
CANADIAN SUPPLIERS

ASSIST IN PREPARATION OF ONT AGRICULTURAL PRO-
DUCTS MISSION TO EL SALVADOR. - UNDERTOOK TRADE
PROMOTION TRIPS TO COUNTRY AND TRANSMITTED COM-
MERCIAL INFORMATION ON EXPORT OPPORTUNITIES TO
CANADIAN SUPPLIERS.