

REPT4D  
90/01/23

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :640-BOGOTA

001-AGRI & FOOD PRODUCTS & SERVICE  
COLOMBIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INCREASED CONTACTS W/AGENTS OF FOOD PROCES.EQPT.AGRIC.EQPT.  
INCREASED AWARENESS OF CDN EXPERTISE.

INCREASED PARTICIPATION AT REGIONAL CATTLE FAIRS.  
INCREASED AWARENESS OF CDN EXPERTISE.

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Participation in Agroexpo 89.

Sectoral report near completion on Telecom/Elec-  
tronics. Electric Power Report completed. Plan-  
ning & dev. of Cdn Pavillion at Agroexpo '89.  
Agricultural sectoral report on market opportu-  
nitites completed.

QUARTER: 2 PLANNING, DEVELOPMENT AND SETUP OF CDN PAVILION  
AT INTL AGROEXPO FAIR IN BOGOTA, INCLUDED  
20 INDIVIDUAL COMPANY BOOTHS AND 60 DAIRY AND  
BEEF CATTLE

SALES OF APPROX \$900,000 RECORDED  
EXCELLENT IMAGE PRESENTED OF CDN PRODUCTS

QUARTER: 3 -----

QUARTER: 4 -----