

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 :406-LISBON

002-FISHERIES,SEA PRODUCTS & SERV.
PORTUGAL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

MAINTAIN CLOSE CONTACT AT LEAST TWICE A MONTH TO KEEP ABREAST OF
GOVERNMENT POSITIONS.

ENSURE THAT ACCESS TO THE MARKET REMAINS OPEN

MEET AT LEAST TWICE A YEAR WITH COD IMPORTERS AND DISTRIBUTORS.

OBTAIN INFORMATION ON FORECAST REQUIREMENTS,
AND ON ACTIONS OF COMPETITORS.

INFORM EXTOTT AND INDUSTRY OF MARKET CONDITIONS AS CHANGES OCCUR.

FACILITATE FORMULATION OF MARKET STRATEGIES.

AS ACTIVITIES IN 7.7 ABOVE ARE ONGOING NO NEW ACTIVITIES ARE
PLANNED.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MARKETING CALLS ON MAJOR COD BUYERS
ASSIT IN XXIV: 6 NEGOTIATIONS RE COD BINDING.

MARKET EVOLUTION REPORTED TO OTTAWA AND
EXPORTERS.

PRODUCTION OF CONSULTANT REPORT. RESEARCH ON
ITEMS OF INTEREST TO OTTAWA AND GENEVA. BOTH
SENT TO REQUESTORS.

QUARTER: 2 -----

QUARTER: 3 -Marketing calls on major cod buyers.
-Follow-up on results of September NAFO meeting.

Up-to-date knowledge of market conditions and
opportunities.
-Reported on reactions of Portuguese delegation.

QUARTER: 4 Marketing calls on major cod buyers

Results reported to interested Canadian exporters.