

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 : 473-BUDAPEST

001-AGRI & FOOD PRODUCTS & SERVICE
HUNGARY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL, POULTRY BREEDING STOCK

CONTINUE SUPPORTING ONGOING EFFORTS TO ESTABLISH A CANADIAN LIVESTOCK JOINT VENTURE IN HUNGARY.

VISIT BY D. M. NOREAU (AGR. CDA) TO HUNGARY. TRIP TO COINCIDE WITH FIRST MEETING OF JOINT AGRICULTURE COMMITTEE.

AGDEVCO PLANS TO START PROMOTING FARM MACHINERY (VIA OFFICE IN VIENNA) IN 1987.

FOOD HANDLING, PROCESSING EQUIP

WE ARE CURRENTLY TRYING TO INTEREST LEADING CANADIAN FOOD PROCESSORS TO VISIT HUNGARY.

MARKET ASSESSMENT VISIT BY ONE OR TWO LEADING CANADIAN FOOD PROCESSORS TO HUNGARY.

SERVICES INCLUDING CONSULTING

QUEBEC COMPANY WILL ADD HUNGARIAN STATE FARM TO ITS DAIRY HERD ANALYSIS SYSTEM ON A PILOT PROJECT BASIS AS WELL AS EXCHANGING TECHNICAL EXPERTS.

ONCE HUNGARY'S DHAS HAS BEEN ESTABLISHED, WORK WITH MCGILL AND HUNGARIANS TO SELL THE NEW VERSION OF THE SYSTEM IN OTHER COUNTRIES.

INCREASED CANADIAN EMBRYO, SEMEN & BREEDING STOCK SALES. IMPROVED LIVESTOCK SALES TO THIRD MARKETS.

STRENGTHENING OF AGRICULTURE TRADE RELATIONS WITH EXPANDED COVERAGE OF REVISED JOINT AGRICULTURE COMMITTEE.

CANADIAN FARM MACHINERY WILL LIKELY BE DISPLAYED AND TESTED IN HUNGARY.

THEY WILL DECIDE TO TARGET HUNGARY'S FOOD PROCESSING SECTOR FOR MARKETING ACTIVITY.

DECISION TO ACTIVELY PURSUE HUNGARY'S FOOD PROCESSING SECTOR.

WORK WITH HUNGARIAN AUTHORITIES TO DEVELOP A DHAS FOR HUNGARY.

FOLLOW-ON SALES TO THIRD MARKETS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -PROMOTE MCGILL'S EFFORTS TO SELL DHAS IN HUNGARY.
-SEMEX-MEZOHEGYES J. V.

QUARTER: 3 ENCOURAGE COMPLETION OF SEMEX-MEZOHEGYES J. V. NEGOTIATIONS. RESTART MCGILL DHAS PROJECT.

-EMBASSY HAS REACTIVATED THIS ONCE STALLED PROJECT.
-J. V. NEGOTIATIONS NOW NEARING COMPLETION.

VERBAL AGREEMENT REACHED IN SEMEX-MEZOHEGYES J. V. GODOLLO UNIVERSITY AGREED TO PARTICIPATE IN DHAS J. V.