

REPORT 4
88/10/21

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 : 347-RIYADH

001-AGRI & FOOD PRODUCTS & SERVICE
SAUDI ARABIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

VISIT ON A REGULAR BASIS (TWICE PER YEAR) AGRICULTURAL AREAS
(HA'IL, TABUK, GASSIM AND AL KHARJ).

RAISE AWARENESS AMONG MAJOR FARMS OF CANADIAN
TECH. AND OBTAIN RFQS.

EXPLORE POTENTIAL FOR FABA BEAN CANNING PLANT

JOINT VENTURE CARRING PLANT IN CANADA FOR
EXPORT TO KINGDOM OF SAUDI ARABIA.

DEVELOP PROGRAMME OF SEMINARS WITH MINISTRY OF AGRICULTURE IN
AREAS OF POTATOES ETC.

RAISE CANADIAN PROFILE IN MINISTRY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MAJOR FOOD PROMOTION EVENT TO BE HELD LATER THIS
YEAR IN COOPERATION WITH LARGE FOOD IMPORTER.

ONE COMPANY IS SERIOUSLY WORKING ON PROJECT
WHICH WILL INVOLVE A NUMBER OF CANADIAN FOOD
EXPORTERS WHO ARE EXPECTED TO BREAK INTO LOCAL
MARKET FOR THE FIRST TIME.

QUARTER: 1 SAUDI AGRICULTURAL SHOW AND MISSION.

SHOW MAY LEAD TO ONE J-V IN ADDITION TO POSSIBLE
SALES OF \$ 5 MILLION. MISSION TO HA'IL AND
GASSIM IDENTIFIED POTENTIAL IN SEED CLEANING AND
HANDLING AND ALTERNATIVE CROPS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----