

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 :347-RIYADH

014-EDUCATION, MEDICAL, HEALTH PROD
SAUDI ARABIA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 4 Saudi Education, Riyadh 29 January - 02 February

Information booth participation resulted in new sourcing leads and registration of new agents.

QUARTERLY RESULTS REPORTED:

ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER 1: MAJOR FOOD PROMOTION EVENT TO BE HELD IN SAUDI ARABIA WITH LARGE FOOD IMPORTERS.

SALES OF 2 MILLION MISSION TO BE IN SAUDI ARABIA IDENTIFIED POTENTIAL IN SEVERAL AREAS AND ALTERNATIVE CROPS.

QUARTER 2: SAUDI EDUCATION SHOW AND MISSION.

DATE OF 241 REPORTS FOR SAUDI DATA FOR OTHER AGENTS ESTIMATED VALUE \$1.5 MILLION FOR COUNTRY FORM BEING NEGOTIATED. 3 REPORTS OF SAUDI DATA. ESTIMATED THE SHOW EXCEEDED SALES IN LAST 15 DAYS ESTIMATED TO BE \$1.5 MILLION.

QUARTER 3: FOLLOW UP WITH SAUDI BUSINESS VISITORS TO REGION. VISITORS: SAUDI ARABIA - JUNE 22-23, 1988. FOLLOW UP WITH SAUDI BUSINESS VISITORS TO FOOD PACKING, VANCOUVER, AUGUST 30 - SEPTEMBER 1, 1988.

FOLLOWING MEETINGS WITH SAUDI GOV. OFFICIALS AND LARGE AGRICULTURAL EXPORT COMPANIES OF SAUDI ARABIA. CURRENT SITUATION IN SAUDI AGRICULTURE.

QUARTER 4: VISIT OF CANADIAN AGRICULTURAL OFFICER, MR. JIM BERRY (TAA), DECEMBER 22-27, 1988.

INFORMATION BOOTH PARTICIPATION GENERATED NEW AGENTS AND REGISTERED NEW AGENTS. SAUDI GOVERNMENT SALES AGREEMENT FOR WHEAT VALUE APPROXIMATELY \$10,000.

QUARTER 5: SAUDI FOOD, RIYADH 22 FEBRUARY - 1 MARCH.