

REPT4D  
90/04/05

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.

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 BUILD ON ACHIEVEMENTS OF CDN PARTICIPANTS IN  
AGROEXPO 89

POST PREPARED AND DISTRIBUTED MARKET REPORTS ON  
(A) GRAIN AND OILSEEDS; (B) PULSES; AND  
(C) VEGETABLE SEEDS IMPORTS IN COLOMBIA

QUARTER: 4 -----