

REPORT 4
89/02/06

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 :640-BOGOTA

001-AGRI & FOOD PRODUCTS & SERVICE
COLOMBIA

<p>PLANNING: ACTIVITIES PROPOSED IN POST PLAN:</p> <p> SEMINAR ON PULSES CLASSIFICATION</p> <p> SEMINAR ON USE OF CANADIAN WHEAT FOR BAKERY</p>	<p>ANTICIPATED RESULTS:</p> <p>15% INCREASED DEMAND FOR CANADIAN PULSES AND BETTER RECOGNITION OF CANADIAN QUALITY AND INSPECTION METHODS.</p> <p>BETTER RECOGNITION OF QUALITY OF CANADIAN WHEAT VERSUS U.S. WHEAT & CONSOLIDATION OF NEWLY ACQUIRED MARKET.</p>
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<p>TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:</p> <p> QUARTER: 1 COL-CONTINUE TO PROMOTE CDN SUPPLIERS AND ESTABLISH NEW CONTACTS THROUGH PRESENCE IN ALL MAJOR SECTORAL SHOWS AND IN BOGOTA INT'L FAIR.</p> <p> QUARTER: 2 Provide timely market info and assessments to Cdn cos and govt contacts.</p> <p> QUARTER: 3 -----</p> <p> QUARTER: 4 -----</p>	<p>QUARTERLY RESULTS REPORTED:</p> <p>COL-SEVERAL CDN AGRIC EXPORTERS WERE REPRESENTED IN CDN STAND AT BOGOTA INT'L FAIR. COL-CANADA WAS REPRESENTED AT NAT'L POULTRY CONGRESS IN CARTAGENA, INT'L BRAHAM SHOW IN BARRANQUILLA, AND HOLSTEIN SHOW IN BOGOTA.</p> <p>Col-Annual grain and oilseeds report prepared and submitted to Ottawa.</p> <p>Col-Several Cdn cos and agents featured in Cdn stand at Bogota International Fair.</p>
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