

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:

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

EXPLORE POTENTIAL FOR FABA BEAN CANNING PLANT

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

ANTICIPATED RESULTS:

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

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

RAISE CANADIAN PROFILE IN MINISTRY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER: 1 SAUDI AGRICULTURAL SHOW AND MISSION.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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.

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.