

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 :640-BOGOTA

001-AGRI & FOOD PRODUCTS & SERVICE
COLOMBIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMINAR ON PULSES CLASSIFICATION

15% INCREASED DEMAND FOR CANADIAN PULSES AND
BETTER RECOGNITION OF CANADIAN QUALITY AND
INSPECTION METHODS.

SEMINAR ON USE OF CANADIAN WHEAT FOR BAKERY

BETTER RECOGNITION OF QUALITY OF CANADIAN
WHEAT VERSUS U.S. WHEAT & CONSOLIDATION
OF NEWLY ACQUIRED MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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.

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.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----