

REPT4D
90/06/26

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

61

POST :656-PORT-OF-SPAIN

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE
TRINIDAD AND TOBAGO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

MARKET RESEARCH REPORT
A REPORT IN APRIL, 1989

I.D. OF MARKETING STRATEGY IN PROMOTING PROCUREMENT OF CDN
A DEFINITIVE MARKETING STRATEGY AND PROGRAM

CDN FIRMS ARE INVOLVED IN 3 PROJECTS THAT REQUIRE EQPT
EXPORT OF CDN MEAT PROCESSING MACHINERY AND OTHER RELATED

EQUIPMENT

I.D. SPECIFIC PROJECTS & REQUIREMENTS
LIST OF PROJECTS AND REQUIREMENTS

IN-DEPTH ASSESSMENT OF FOOD PROCESSING INDUSTRY
MARKETING PROGRAM FOR CDN GOODS AND SERVICES

CDN FAMILIARIZATION TOUR-TANDT AGRICULTURE/AGROINDUSTRIAL
INCREASE NUMBER OF CDN FIRMS ACTIVE IN TANDT

ACTIVELY PURSUE I.D. PROJECTS BEING FUNDED BY MULTILATERAL
ACHIEVE SUCCESS ON 3 PROJECTS

TO MAINTAIN LINKAGES WITH EXISTING AGENTS/DISTRIBUTORS
TO INCREASE CDN SHARE OF FOOD PRODUCTS MARKET

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Participate National Agricultural Exhibition.
Host Cdn Govt Pulses Mission. Pursue Feed Mill
Project. Promote Caroni Dairy Livestock Project.
Host Quebec Govt. Mission (foodstuffs)
Market study for processed potatoes.

QUARTER: 2 Beef Buyers Mission to Agribition 89, Alberta -
Circulate Cdn Pulses Report - Mkt situ re smoked
herring request fm ITC Moncton. TAF request market
report on fish products supply situ - TandT
Forest Products Ltd. request for consultant.

QUARTER: 3 Investigate with Caroni Ltd new restructuring
plan - Update Cdn suppliers on progress of vari-
ous agric. projs.- encouraged Caroni and Cattle
Breeders Assoc to visit Cda re beef cattle - f.u
with traditional importers of Cdn agric products

Report sent on successful event.
Report on success of mission. Status report to
Canadian firms. 3 meetings held with senior
officials. Report sent on success of mission.
Forwarded completed report.

Selected 4 persons -Importers advise contents
very informative - survey carried out and report
telexed - info collected in mkt and report sent
to TAF - arranged to have request advertised in
Canada,

Report to Cdn industry status of new plan on
various agric.projects - report to Cdn firms
status of projs - Cattle Breeders incoming visit
deferred to Apr/90 - extensive sales of potatoes
cheese, pork products, etc. continue.