

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 341-CAIRO

001-AGRI & FOOD PRODUCTS & SERVICE
ARAB REPUBLIC OF EGYPT

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AGRICULTURE MACH, EQUIP, TOOLS

PAST POST ACTIVITIES HAVE MADE SOME IN-ROADS BUT WE WERE AHEAD OF THE MARKET AND THE EGYPTIAN PLAN IMPLEMENTATION.

ENCOURAGE CANADIAN MANUFACTURERS TO VISIT MARKET AND APPOINT AGENTS.

VISIT NEWLY ESTABLISHED AGRICULTURAL MACHINERY CENTRES BEING ESTABLISHED.

AS EGYPTIAN PLANS GO FORWARD, APPOINTMENT OF MORE AGENTS.

TO BE ON THE SCENE WHEN THE MARKET EXPANDS.

OPEN DOORS FOR CANADIAN COMPANIES AND GATHER INTELLIGENCE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 TO SEND VISITORS FROM EGYPT AND SUDAN TO WESTERN CANADA FARM PROGRESS SHOW, REGINA.

VISITORS UNABLE TO GO TO PRIOR COMMITMENTS.

QUARTER: 2 FOLLOW-UP ON APRIL 1987 TRADE MISSION TO DEFINE COMMERCIAL BENEFIT TO CANADA.

FOLLOW-UP SHOWED THAT EGYPTIAN MARKET IS CURRENTLY NOT PROMISING FOR THE TYPES OF EQUIPMENT REPRESENTED, ALTHOUGH A MAJOR CONTRACT RESULTED FOR BREEDING CATTLE AND SEMEN.

QUARTER: 3 FOLLOW-UP ON APRIL 87 TRADE MISSION TO DEFINE COMMERCIAL BENEFIT TO CDA.

FOLLOW-UP SHOWED THAT EGYPTIAN MKT IS CURRENTLY NOT PROMISING FOR THE TYPES OF EQUIPMENT REPRESENTED, ALTHOUGH A MAJOR CONTRACT RESULTED FOR BREEDING CATTLE & SEMEN.

QUARTER: 4 -----