

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 : 476-BUCHAREST

003-GRAINS AND OILSEEDS
ROMANIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

WORK WITH CWB AGENTS WHO ARE INTERESTED IN ROMANIAN MARKET FOR BARLEY AND RYE.

SOME CONTINUING SPOT SALES OF UP TO \$10 MIL- LION OF BARLEY AND POSSIBLY RYE.

CONTINUING PROGRAM OF CALLS ON APPROPRIATE ROMANIAN OFFICIALS/ DECISION-MAKERS.

ALERT CWB AND ITS AGENTS TO POTENTIAL OPPOR- TUNITIES.

DEVELOP AND IMPLEMENT A STRATEGY TO FAMILIARIZE ROMANIAN OFFICI- ALS/DECISION MAKERS WITH CANADIAN CANOLA

CREATE AN ENVIRONMENT IN ROMANIAN FOR CDN CANOLA AND POTENTIAL SALES THEREOF.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 REGULAR CONTACT WITH FTO FRUCTEXPORT, AGROEXPORT TO PROMOTE CANADIAN BARLEY (ESPECIALLY FEED BAR- LEY). ENCOURAGE SUPPORT FROM CWB.

ROMANIAN OFFICIAL PARTICIPATED IN CIGI FEED BAR- LEY COURSE. HAVE CONTACTED CIGI TO ARRANGE FEED BARLEY SEMINAR IN ROMANIA.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----