

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

79

POST :431-HELSINKI

SECTOR :002-FISHERIES,SEA PRODUCTS & SERV.
FINLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:FISH & SHELLFISH & OTHER PROD

FISHERIES PRODUCTS IN FINLAND REPORT
BETTER KNOWLEDGE OF DEMAND AND MARKET.

CONTINUED DEVELOPMENT OF CENTRAL NETWORK & DISTR OF INFO
MAINTAIN GROWTH OF CDN SALES OF SHRIMPS FROM 2 TONS IN 1986

TO 44.6 TONS IN 1988.

CDN SPECIALTY SEAFOOD INFO DAY INCLUDING "DEGUSTATION"
RAISE INTEREST OF IMPORTERS AND CATERERS IN CDN PRODUCTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Report on the Fish Market in Finland updated.
Directory of Fish Importers compiled.

Availability of up to date market information
should increase awareness.

QUARTER: 2 -----

QUARTER: 3 1. Visit Anuga Food Fair in Cologne.

1. Good opportunity to present Canadian products
to Finnish food buyers. Over 300 Finnish
delegates attended Anuga.

QUARTER: 4 1. Lobster market survey completed.
2. Lobster promotion project planned for Fall 90

1. Showed increased imports over last year.
2. Good timing for initiative as interest of
major food chain stores is developing.
Adjustment to local taste still remains an open
question.