

REPORT 4
87/10/27

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

PAGE : 59

POST : 645-SAN JOSE

001-AGRI & FOOD PRODUCTS & SERVICE
EL SALVADOR

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONVINCE CANADIAN EXPORTERS TO PARTICIPATE MORE ACTIVELY IN
INTERNATIONAL CALLS FOR TENDERS.

INCREASE CANADIAN SHARE OF MARKET TO
8-10% BY 1989.

PUT LOCAL AGENTS WITH GOOD REPUTATION IN CONTACT WITH CANADIAN
SUPPLIERS.

EXPANDED CANADIAN PRESENCE IN THIS MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 UNDERTAKE TRADE PROMOTION TRIPS IN ORDER TO SEEK
TRADE OPPORTUNITIES FOR CANADIAN EXPORTERS AND
DEVELOP CONTACT WITH LOCAL IMPORTERS.

INFORMATION ON NUMEROUS PROJECTS OFFERING EXPORT
POTENTIAL FOR CANADIAN COMPANIES. HAVE BEEN SENT
TO CANADA WITH GOOD RESULTS SO FAR PARTICULARLY
IN THE FIELD OF CATTLE EXPORTS.

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