

POST : 435-COPENHAGEN

001-AGRI & FOOD PRODUCTS & SERVICE
DENMARK

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

THIS SECTOR REPRESENTS THE MAJOR PORTION OF OUR RESPONSIVE WORK-LOAD WITH OVER 90 REQUESTS FOR ASSISTANCE RECEIVED EACH QUARTER. GIVEN THE OFTEN LIMITED MARKET PROSPECTS WE ARE DEVELOPING STANDARD MARKET INFO SHEETS TO ASSIST FIRMS IN DEFINING WHETHER THEY

THE TECHNOLOGY INFLOW POTENTIAL OF THIS SECTOR IS HIGH. POST HAS IDENTIFIED FIRMS WITH SUITABLE TECH FOR CDN INDUSTRY & WILL START PROGRAM OF DETAILED FOLLOW UP INCLUDING ATTENDANCE AT MAJOR TRADE SHOWS ANUGA/SIAL/IFE.

WE PLAN TO MINIMIZE TIME REQUIRED TO RESPOND TO REQUESTS FREEING MORE TIME TO WORK ON TECHNOLOGY INFLOW PROGRAM.

6 - 8 NEW LICENSING AGREEMENTS FOR THE YEAR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 THIS SECTOR GENERATES NEARLY HALF RESPONSIVE WORK LOAD. THEREFORE NO ACTIVITIES PER SE ARE PLANNED AS SIMPLY KEEPING UP WITH REQUESTS ALREADY IMPLIES A HEAVY ALLOCATION OF SCARCE POST RESOURCES.

HANDLE 195 ENQUIRIES.
SENT 2 INFORMAL AG SITUATION REPORTS.
SEE ITEMS 3, 4 AND 8 UNDER UNEXPECTED EVENTS.

QUARTER: 2 -CONTINUE TO HANDLE HEAVY RESPONSIVE WORKLOAD.
-DEVELOP SPECIALIZED NEW PRODUCT AREAS.
-ENCOURAGE GREATER TECH TRANSFER IN FOOD PRODUCTS AREA.

-HANDLED 164 ENQUIRIES. PRODUCED 6 REPORTS.
-INITIATED AND ORGANIZED VISIT TO CANADA BY HEALTH FOOD BUYER.
-ORGANIZED VISITS TO DENMARK BY 4 GROUPS INTERESTED IN DANISH MEAT PROCESS, PORK&LUMPFISH

QUARTER: 3 PARTICIPATION IN ANUGA. CONTINUING TO SERVICE THE MANY REQUESTS FOR ASSISTANCE IN THIS SECTOR. INCOMING GOV'T OF ONTARIO HOG STUDY MISSION. GRAIN REPORT.

POST OFFICER ABLE TO BRIEF CDN PART. ON DANISH MKT CONDITIONS & INTRODUCE DANISH COS. TO CDN EXHIBITORS. REPORTED SALES IN SECTOR \$400,000. RESPONDED TO 163 ENQUIRIES. MISSION COMPLETED AS ARRANGED. COMPLETED.

QUARTER: 4 -CONTINUING TO SERVICE THE MANY REQUESTS FOR ASSISTANCE IN THIS SECTOR. - DIRECT MAIL TO ALL IMPORTERS KNOWN TO EMBASSY TO UPDATE AND COMPUTERIZE OUR RECORDS.

- SALES OF \$ 300,000 DURING QUARTER. - OUR CONTACTS RECORD NOW UPDATED AND ON DATA BASE.