

REPT4D
89/12/12

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

102

POST :404-MILAN

001-AGRI & FOOD PRODUCTS & SERVICE
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MAINTAIN & DEV. NEW CONTACTS WITH INDEPENDENT AGENTS
I.D. 5/6 INCREMENTAL AGENCIES SUITABLE TO REP. CDN SUPPLIERS
REPORT ON ANY MARKET ACCESS/PREFERENCE CHANGES & NEW TRENDS
IMPROVE CDN AWARENESS AND UNDERSTANDING OF ITALIAN FOOD

MARKET

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 a) Follow up on contacts established at Cdn participation in Fieragricola-March 89.
b) Plan for next year's participation in Fieragricola.
c) Support/assist incom.Potato Mission Fall 89

a) 25 contacts followed.Relevant documentn sent to 30 Cdn suppliers.Report on fair released.
b) Contacts made with relevant auth. & 10 Cdn potential exhibitors.
c) Tentative prog.prepared re visits to N.B./PEI

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----