

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

41

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BOSTON

Market: UNITED STATES OF AMERICA

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW-UP FROM CO'S VISIT TO ALTA CDA. SEVERAL COMP TO EXHIB
Expected Results: ESTABLISH 6-10 NEW AGENTS OR DISTRIB OF ATLANTIC CDA FOOD PRODUCTS

Activity: FOLLOW-UP CO'S VISIT TO FOOD PAC VNCVR. 4-5 COMP TO EXHIBIT
Expected Results: ESTABLISH 5-6 NEW AGENTS OR DISTRIB OF B.C. FOOD PRODUCTS

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: BOSTON SOLO FOOD SHOW
Expected Results: INTRODUCE 20+ NEW COMP & PRODUCTS TO US MKTS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: OFFICER RESPONSIBLE FOR SECTOR TO VISIT QUEBONT FOOD PROCESS
Expected Results: INCREASE NUMBER OF EXPORT COMP BY 7 OR 8

Activity: FOLLOW-UP & REPORT RESULTS OF BOSTON SOLO SHOW 89
Expected Results: ADD NEW EXPORTERS TO WIN SYSTEM