

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

POST : 645-SAN JOSE

001-AGRI & FOOD PRODUCTS & SERVICE
COSTA RICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

TO ASSIST CANADIAN EXPORTERS TO PARTICIPATE ON LOCAL INTERNATIONAL TENDERS.

10-20% ANNUALLY DURING NEXT 3 YEARS
(88, 89, 90).

TO OBTAIN REPUTABLE LOCAL AGENTS FOR LOCAL DISTRIBUTION.

INCREASE ANNUAL SALES BY 10-15% THROUGH
DIVERSIFICATION OF PRODUCTS EXPORTED.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 TO FOLLOW UP CDN PARTICIPATION AT FIAGA 86
(NOV 86) AND AT EXPOCOMER 87 (MARCH 87).

UNTIL JUNE 30/87, CDN EXPORTERS ORIGINATED FROM
FIAGA WERE US\$7.5 MILLION AND FROM EXPOCOMER WE-
RE US\$850,000 AND EXPECTED SALES OF US\$9.8 MILL-
ION PROJECTED SALES IN NEXT 10 MONTHS.

QUARTER: 1 TO KEEP COORDINATION WITH THE UNIVERSITY OF GUE-
LPH AND DELOITTE HASKINS AND SELLS FROM ONTARIO,
THEIR LOCAL AGENTS AND COSTA RICAN AUTHORITIES
REGARDING CDN SALES OF PRODUCTS AND SERVICES FOR
THE PROGASA PROJECT FINANCED BY IADB.

WORKING NOW WITH ALL PARTIES INVOLVED ON THIS
PROJECT. PROVIDING PRELIMINARY INFORMATION TO CDN
FIRMS ON INCOMING TENDERS FOR LIVESTOCKS, VETERI-
NARY AND ARTIFICIAL INSEMINATION SYSTEMS. POTEN-
TIAL SALES FOR PRODUCTS & SERVICES US\$3.4 MILLION

QUARTER: 1 UNDERTAKE TRADE PROMOTION TRIPS IN ORDER TO SEEK
TRADE OPPORTUNITIES FOR CDN EXPORTERS & DEVELOP
CONTACTS WITH LOCAL IMPORTERS.

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

QUARTER: 2 TO KEEP COORDINATING WITH THE UNIVERSITY OF
GUELPH AND DELOITTE HASKINGS & SELLS FROM ONT. ,
THEIR LOCAL AGENT & COSTA RICAN AUTHORITIES
REGARDING CDN SALES OF PRODUCTS AND SERVICES FOR
THE PROGASA PROJECT FINANCED BY IADB.

WE ARE PROVIDING NOW PRELIMINARY INFORMATION TO
CANADIAN FIRMS. INTERNATIONAL PUBLIC TENDERS FOR
SERVICES AND PRODUCTS EXPECTED BY FEBRUARY 88.

QUARTER: 3 -----

QUARTER: 4 -----