

REPORT 4
88/03/16

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

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POST : 410-PARIS

001-AGRI & FOOD PRODUCTS & SERVICE
FRANCE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

IDENTIFICATION OF POTENTIAL CANADIAN EXPORTERS WHO COULD MEET
NEEDS(DEMAND) ALREADY IDENTIFIED BY THE EMBASSY.

SEEDS & SPECIAL CROPS

MARKET STUDIES (TO BE DONE) FOR PRODUCTS IN THIS SUB-SECTOR.

INFORMATION/AWARENESS CAMPAIGN AMONG BUYERS, USERS OR CONSUMERS.

MEATS & MEAT BY-PRODUCTS

FRENCH APPROVAL OF CANADIAN PROCESSING PLANTS.

PRESENT CANADIAN PROCESSED MEAT PRODUCTS TO BUYERS FOR BIG
CENTRAL DISTRIBUTORS.

SEMI & PROCESSED FOOD & DRINK

IDENTIFICATION OF CANADIAN EXPORTERS AND POTENTIAL FRENCH
IMPORTERS. COMPUTERIZATION OF DATA.

ORGANIZATION OF TWO WEEK VISIT WITH A LARGE STORE.

PRESENTATION OF CANADIAN PRODUCTS TO BUYERS IN LARGE DISTRIBUTION
CHAINS.

ANTICIPATED RESULTS:

BETTER RESPONSE TO GROWING DEMAND.

GREATER FAMILIARITY WITH MARKET
CHARACTERISTICS.

DIRECT THE DEMAND TOWARD CANADIAN PRODUCTS.

INCREASE NUMBER OF POTENTIAL SUPPLIERS.

SIGNIFICANT GROWTH IN SALES.

BETTER COORDINATION BETWEEN SUPPLY AND DEMAND

INTRODUCE NEW PRODUCTS.

INTRODUCE NEW PRODUCTS AND INCREASE SALES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 SUIVI AU S. I. A. PREPARATION OFFENSIVE COMMERCIA-
LE DES PRODUITS DE LA MER. ETUDE SUR COMMERCIAL-
ISATION DU HOMARD MARCHE DU SUMON

QUARTER: 2 -----

QUARTER: 3 ACCES AU MARCHE FRANCAIS.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

IMPORTANTES RETOMBES ET RAPPORTS A OTTAWA.
PRVUE POUR OCTOBRE 87 - "MOIS DE LA MER"
REMISE - ETUDE ENTREPRISE.

INTERVENTION POUR OBTENIR AGREMENTS D'USINE DE
TRANSFORMATION DE VIANDE.