

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

POST :476-BUCHAREST

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE  
ROMANIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ANIMAL,POULTRY BREEDING STOCK

SUPPORT CDN CO. INVOLVED IN THE EXPORT OF TURKEY BREEDING  
CREATE A SMALL BUT STEADY MARKET IN ROMANIA.

CALLS/VISITS TO APPROPRIATE ROMANIAN OFFICIALS  
TO CREATE A FAVOURABLE IMAGE FOR CDN PRODUCTS/SPEEDING UP

PRELIMINARY PAPERWORK

ORGANIZING/HOSTING TECH SEMINATRS/WORKSHOPS CDN PROMO EFFORT  
ENHANCE CDN PROFILE WITH ROMANIAN SPECIALISTS AND END-USERS

AND POSSIBLE FUTURE SALES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Ongoing contact with Rom importers of raw hides,  
breeding swine, bovine semen and embryos.

Raw hides: Emb proposed Incoming Mission sponsored by OMAF; Cdn sales increased fm 3.0 mm to 10 mm\$ as promised by the Rom decision makers  
Breeding swine: Rom FTO interested in Cdn offer  
Bovine semen: Rom FTO studying Cdn offers

QUARTER: 2 Ongoing contact with Romanian importers of raw  
hides, breeding swine, semen.

Raw hides:embassy succeeded arrangement of incoming mission OMAF sponsored.Canadian sales increased to \$15.0 mln.  
Breeding swine:Romanians switched inquiry to fresh semen.

QUARTER: 3 Ongoing contact with Romanian importers of raw  
hides, turkey poults.  
Selective contacts with potential Romanian im-  
porters of breeding swine and bovine semen.

Raw hides:OMAF sponsored mission increased Cdn sales to \$15 million.  
Turkey poults : 3rd shipment arrived with a high rate of mortality due to carrier (TAROM)  
Breeding swine: Roms cancelled enquiry

QUARTER: 4 Direct contact with high-ranking Romanian  
agricultural officials to try to increase Cdn  
share in the Romanian market.  
Selective contacts with potential Rom importers  
of breeding swine/bovine and semen

It has been agreed with Rom Min of Agric and Food Ind to revitalize the Cdn-Rom joint agric commission.  
First trial orders of swine semen will be delivered to COMTIM Timisoara