

REPT4D
90/01/23

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 :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
- Initiate arrangements with FIERAGRICOLA organizers for 1990 official participation
 - Coordinate with Potatoes Canada arrangements for Italian seed potatoes technical mission to Eastern Canada

- Space reserved; dialogue open; all in order
- Full program organized; mission departed as planned

QUARTER: 3 -----

QUARTER: 4 -----