

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 :435-COPENHAGEN

SECTOR :002-FISHERIES,SEA PRODUCTS & SERV.
DENMARK

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:FISH & SHELLFISH & OTHER PROD

SUPL MKT INTELL ON DANISH DOMESTIC & INTL. FISHERIES.
BETTER INFORMED CANADIAN AUTHORITIES AND COMPANIES ON WORLD

MARKET CONDITIONS

ASSIST BOTH CDN EXPORTERS AND DANISH IMPORTERS.
INCREASED TRADE AND MAINTENANCE OF MARKET SHARE

PROMOTE CDN PROD/SPECIES COMMANDING HIGHER PRICES IN EUROPE
DIVERSIFICATION OF EXPORT PRODUCT RANGE-IE., EEL, MONKFISH

FOLLOW UP NFLD INTEREST IN ROE PROCESSING TECH.
TRANSFER OF ROE PROCESSING TECHNOLOGY TO CANADA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 - World Fishing Exhibition

- 15 Cdn participants. Post assisted in organizing and hosted reception with Danish industry.

QUARTER: 2 -Support to ITCOTT and ITCMCTON for technology research projects.
-Assist Cdn firms in promotion of new species.

-Arranged comprehensive programs of meetings.
-Possible market for blue mussels.

QUARTER: 3 1) Mtgs at Anuga and subsequent follow up re lobster promotion Feb89 and CAFE
2) Support export activities of a large no. of Cdn fish exporters

1) Attempt to counteract mkt stagnation due to Danish Govt policy of dampening consumer spending
2) Maintain and increase markets.

QUARTER: 4 1. Major survey Danish fish importers/processors
2. Pursued lobster promotion.
3. Follow-up Nfld interests in roe processing technology.

1. Annotated fish prods guide + updated list of 80 importers indicating species of interest.
2. Postponed due to Cdn difficulties in quoting price required for Promotion. 3. Ball in Cdn court re roe processing tech. No further action.