

REPT40
90/06/26

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

104

POST :347-RIYADH

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE
SAUDI ARABIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ORGANIZE SELF FINANCED MISSION TO AGRIBITION JUNE 1990
2-3 NEW AGENCY AGREEMENTS

BIANNUAL VISITS TO MAJOR AGRICULTURE AREAS
RAISE AWARENESS OF CDN CAPABILITIES AND IDENTIFY SPECIFIC

EXPORT OPPORTUNITIES

PREPARE MARKET SURVEY FOR AGRICULTURE & FOOD SECTORS
HEIGHTEN CDN INTEREST IN SAUDI MARKET

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 Post supplied assistance to Quebec Ministry of
International Affairs to organize a mission
which participated in SaudiAg trade show.

Several coys identified agents and distributors
and made on-the-spot sales for a value exceeding
\$ 1 million.