

REPORT 4
87/10/27

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 : 645-SAN JOSE

001-AGRI & FOOD PRODUCTS & SERVICE
PANAMA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

TO CONTINUE ASSISTING CANADIAN EXPORTERS ON THEIR EXPORTS TO
OFFICIAL ENTITIES.

MARGINAL GROWTH IN SHORT TERM.

TO APPOINT ADDITIONAL DISTRIBUTORS.

INCREASE CAN. SHARE OF MARKET TO 10% BY 1988.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 TO FOLLOW UP CANADIAN PARTICIPATION AT FIAGA 86
(NOV. '86) AND AT EXPOCOMER 87 (MARCH 87).

UNTIL JUNE 30/87, CDN EXPORTS ORIGINATED FROM
FIAGA WERE US\$7.5 MILLION AND FROM EXPOCOMER
WERE US\$850,000 AND EXPECTED SALES OF US\$9.8
MILLION PROJECTED SALES IN NEXT 10 MONTHS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----