

REPORT 4
88/02/02

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 : 410-PARIS

002-FISHERIES, SEA PRODUCTS & SERV.
FRANCE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

IDENTIFICATION OF CANADIAN EXPORTERS AND POTENTIAL FRENCH IMPORTERS. COMPUTERIZATION OF DATA.

BETTER COORDINATION BETWEEN SUPPLY AND DEMAND.

STUDY OF CANADIAN LOBSTER MARKETING IN FRANCE AND ADVERTISING CAMPAIGN.

INCREASED SALES.

STUDIES (BY THE MISSION) ON SOME PRODUCTS IN THE SECTOR, TO BE DISTRIBUTED TO CANADIAN EXPORTERS.

GREATER FAMILIARITY WITH FRENCH MARKET AMONG POTENTIAL EXPORTERS.

CANADIAN SEAFOOD MONTH IN PARIS ORGANIZED WITH "FORTUNE DES MERS" (RESTAURATEUR AND SEAFOOD DISTRIBUTOR).

PUBLIC AWARENESS OF CANADIAN PRODUCTS IN THE SECTOR.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 - OFFENSIVE COMMERCIALE PRODUITS DE LA MER ET HO
MARD EN COLLABORATION AVEC SOCIETE FRANCAISE
SOPROMER. -INFORMATISATION DES EXPORTATEURS/IM-
PORTATEURS EN PROGRES.

CONTACTS PRIS; INDUSTRIE CANADIENNE NE DISPOSANT
PAS DE PRODUITS FRAIS, NOUS NOUS RABATTONS SUR
AUTRES PRODUITS. MOIS DE LA MER PREVU POUR
OCTOBRE.

QUARTER: 3 -----

QUARTER: 4 -----