

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 : 409-BERNE

002-FISHERIES, SEA PRODUCTS & SERV.  
SWITZERLAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TO INTRODUCE NEW SPECIES TO IMPORTERS SUCH AS PIKE, WHITEFISH,  
WALLEYS, INCONNU ETC.. (FOR RESTAURANT MARKET)

CHANGE CONSUMER HABITS

TO TRY TO OBTAIN PROMOTION PRICES FOR IMPORTERS IN ORDER TO PUSH  
SPECIES WHERE SUPPLY ABOUND OR PRICES ARE LOW

TO DEVELOP INTEREST AMONG RESTAURATEURS

TO DISTRIBUTE POSTERS AND CONSUMER PROMOTIONAL BROCHURES ON CDN  
FISH FOR DISTRIBUTION AT RETAIL OUTLETS

TO INCREASE VISIBILITY ON CDN PRODUCTS BEFORE  
SWISS CONSUMERS

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----