

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 :341-CAIRO

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE
ARAB REPUBLIC OF EGYPT

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

UPDATE AGRICULTURAL SECTOR REPORT
FLAG BEST PROSPECTS TO CDN SUPPLIERS,& UPGRADE PROMOTION

HELP ARRANGE LOCAL 89 FIELD TRIALS OF CDN SEED POTATOES
SATISFY GOVT 1989 TENDER PREREQUISITE OF OPEN MKT FOR POT-

ATOES CDA

EXPLORE OPTIONS TO FINANCE TOBACCO
ESTABLISH A NEW LONG-TERM MARKET

SUPPORT INTERCAM PROPOSALS TO JOINT-VENTURE IN JUICE PROD.
\$2 M CONTRACTS & ASSIST DEVELOPMENT OF EGYPTIAN FOREIGN

EXCHANGE EARNINGS.

MINI-SURVEY OF EXPANDING DAIRY INDUSTRY
CONFIRM CDN COMPETITIVENESS & PROSPECTS IN ORDER TO RESTIM-

-ULATE CDN MARKETING

LAUNCH PROMOTION OF SEMEN & EMBRYO TRANSPLANTS
REINTRODUCE CDN EXPERTISE & GAIN ACCEPTANCE OF REPUTATION

FOR BREEDING EXPERTISE

INTRODUCE PRIVATE IMPORTERS OF LENTILS & LINSEED
REINTRODUCE CDN SUPPLIERS ON LONG-TERM BASIS

IDENTIFY LAND RECLAMATION PROJECTS FUNDED BY IBRD & ARABS
PLUG-IN CDN FARM CONSULTING SERVICES WITH EQUIP PACKAGES

TO FOLLOW

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Spotted local coys request for skim milk & butter.
Spotted IBRD loan to establish a private plant for fruits & vegetables processing.

Letter of intent issued for the sale of 2000tons skim milk.
Cdn coys advised of tender, one of which expressed interest & purchased tender documents.

QUARTER: 3 Encourage Cdn livestock genetic material suppliers to initiate marketing;Explore EDC support for tobacco sales;Support seed potato bids.

Agency agreement signed for genetic materials mktg; Ont Tobacco Marketing Board offered 3,000 tons of tobacco using EDC insurance-contract promising; First ever contract for 3800 tons potatoes.