

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

POST : 410-PARIS

001-AGRI & FOOD PRODUCTS & SERVICE  
FRANCE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

IDENTIFICATION OF POTENTIAL CANADIAN EXPORTERS WHO COULD MEET  
NEEDS (DEMAND) ALREADY IDENTIFIED BY THE EMBASSY.

BETTER RESPONSE TO GROWING DEMAND.

SEEDS & SPECIAL CROPS

MARKET STUDIES (TO BE DONE) FOR PRODUCTS IN THIS SUB-SECTOR.

GREATER FAMILIARITY WITH MARKET  
CHARACTERISTICS.

INFORMATION/AWARENESS CAMPAIGN AMONG BUYERS, USERS OR CONSUMERS.

DIRECT THE DEMAND TOWARD CANADIAN PRODUCTS.

MEATS & MEAT BY-PRODUCTS

FRENCH APPROVAL OF CANADIAN PROCESSING PLANTS.

INCREASE NUMBER OF POTENTIAL SUPPLIERS.

PRESENT CANADIAN PROCESSED MEAT PRODUCTS TO BUYERS FOR BIG  
CENTRAL DISTRIBUTORS.

SIGNIFICANT GROWTH IN SALES.

SEMI & PROCESSED FOOD & DRINK

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

BETTER COORDINATION BETWEEN SUPPLY AND DEMAND

ORGANIZATION OF TWO WEEK VISIT WITH A LARGE STORE.

INTRODUCE NEW PRODUCTS.

PRESENTATION OF CANADIAN PRODUCTS TO BUYERS IN LARGE DISTRIBUTION  
CHAINS.

INTRODUCE NEW PRODUCTS AND INCREASE SALES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SUIVI AU S. I. A. PREPARATION OFFENSIVE COMMERCIALE  
DES PRODUITS DE LA MER. ETUDE SUR COMMERCIALISATION  
DU HOMARD MARCHE DU SUMON

IMPORTANTES RETOMBEES ET RAPPORTS A OTTAWA.  
PRVUE POUR OCTOBRE 87 - "MOIS DE LA MER"  
REMISE - ETUDE ENTREPRISE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----