

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 : 340-AMMAN

001-AGRI & FOOD PRODUCTS & SERVICE  
SYRIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

COMPLETE ASSESSMENT OF LOCAL FIRMS APPROVED BY GOVT FOR FORMATION OF "MIXED COMPANIES" THEREBY ABLE TO UNDERTAKE SEMIPRIVATE FARMING OPERATIONS LOCALLY.

FOLLOW-UP TO AGENCY RELATIONSHIPS ARISING FROM PARTICIPATION IN MAY 1986 FOOD FAIR. NUMBER OF LOCAL REPS. HAVE VISITED CANADA AND TRIAL ORDERS MADE.

POTENTIAL LOCAL AGENT FOR CANADIAN TRADING HOUSE SEEKING OUTLET FOR HEINZ CANADA PRODUCTS IN LOCAL MARKET, INCLUDING BABY FOOD PRODUCTS.

IDENTIFICATION OF CDN AGRICULTURAL EQUIPMENT & IMPLEMENTS WHICH COULD BE UTILIZED IN LOCAL PRODUCTION ACTIVITIES IN ORDER TO TABLE "PACKAGES" TO LOCAL FARM OPERATORS AND GOVT.

LIAISON & SUPPORT OF CANADIAN WHEAT BOARD & REGISTERED AGENTS EFFORTS IN HAVING CDN CEREAL GRAINS CONTRACTED FOR FUTURE REQUIREMENTS.

ANALYSIS OF AGRICULTURAL PROJECTS UNDER CONSIDERATION BY THE MINISTRIES OF PLANNING & AGRICULTURE IN ORDER TO INFORM INTERESTED CDN FIRMS OF POTENTIAL OPPORTUNITIES.

SELECTION OF LOCAL PARTNER FOR "FLASHING" AGRICULTURAL PROJECT ON MARKET, CONTINGENT ON CAPITAL AVAILABILITY FOR SAME.

REGULAR SUPPLY & SHIPMENT BY CDN EXPORTERS OF CANNED JUICES, JAMS AND HONEY PRODUCTS TO LOCAL MARKET.

HEINZ CANADA PARTICIPATING AT 87 FOOD FAIR & SHIPMENT COMMENCING BY LATE IN YEAR.

TO FORM BASIS FOR RECRUITMENT OF 1989 AGRICULTURAL EQUIP AND TECH MISSION TO SYRIA AND JORDAN.

CONTINGENT ON THE RESULT OF CURRENT SUBSIDY ISSUES BY COMPETITORS, A RETURN TO 1985 (\$25M) SUPPLY LEVELS FOR CDN WHEAT.

SELECTION OF POTENTIAL "DOWNSTREAM" AGRICULTURAL INTERESTS FOR CDN FIRMS ENGAGED IN INITIAL MARKET PENETRATION ACTIVITIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 PROMOTION OF CDN AGRIC IMPLEMENTS & TECH TO SYRIAN PUBLIC SECTOR PURCHASERS (MIN AGRIC & GENL ORGANIZATION FOR AGRIC MECHANIZATION), AS WELL AS NEWLY ESTABLISHED MIXED AGRICULTURAL COYS.

QUARTER: 4 SUPPORT MARKETING EFFORTS OF CDN AGRIC EQUIPMENT MANUFS TO SYRIAN PUBLIC SECTOR AND PRIVATE SECTOR (MIXED-AGRIC COYS) BUYERS.

FOLLOW-UP TO GOAM DG VISIT TO FARM PROGRESS SHOW IN REGINA. VISIT BY VP SCHULTE INDUS. AS FOLLOW-UP TO 86 SALES UNDER WORLD BANK FUNDING HOLDS PROSPECTS FOR REPEAT ORDERS. POST NOW HAS COMPLETE LIST OF MIXED COYS APPROVED BY GOV'T FOR

SALE OF 7X 45HP MASSEY FERGUSON UNITS TO BARAKA COY. (ATTAR BROS) FOR APPLICATION IN NEWLY APPROVED MIXED-AGRIC PROJECT IN SYRIA.