REPORT 4 88/07/27

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 : 422-VIENNA

001-AGR1 % FOOD PRODUCTS % SERVICE AUSTRIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

SERVICING CONSTANTLY INCREASING MARKET ENQUIRIES FROM CANADIAN COMPANIES IN SEEDS, DILSEEDS & PULSES.

INCREASE OF CANADIAN SALES.

INTENSIFY PERSONAL CALLS ON MAJOR AUSTRIAN IMPORTERS & DISTRIBUTORS IN THE AGRICULTURE & FOOD SECTOR.

IMPROVE LOCAL AWARENESS ADOUT CANADIAN SUPPLIERS' CAPABILITY.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 INTENSIFIED CONTACTS WITH AUSTRIAN FISH TRADE

AIMED AT THE FORMATION OF POSSIBLE FISH MISSION

(OCT 87) TOOK PLACE.

QUARTER: 2 POST WAS HEAVILY INVOLVED IN SECURING THE IMPORTATION OF 2,000 TONS OF PORK TONGUES.

QUARTER: 3 ACTIVE ASSISTANCE TO THE DOA WITH REGARDS TO CON

SLAUGHTERHOUSE LISTINGS GENERAL ASSISTANCE TO CDN EXPORTERS IN THIS AREA, PARTICULARLY IN THE

FOOD SECTOR.

QUARTER: 4 ASSISTANCE TO CANADIAN EXPORTERS IN FOOD SECTOR

CONTINUES.

QUARTERLY RESULTS REPORTED:

OUR EFFORTS MET WITH MODICUM OF SUCCESS AS WE RECEIVED POSITIVE REACTION FROM THE LOCAL TRADE, RESULTING IN AN INCREASE OF REQUESTS FOR CDN

SUPPLIES.

TRANSACTION SUCCESSFULLY COMPLETED.

ASSISTANCE SUCCESSFULLY COMPLETED. CDN CULINARY WEEK IN VIENNA PLANNED FOR FEB. 88.

CANADIAN CULINARY WEEK WHICH TOOK PLACE FROM 13-20FEBBB IN VIENNA WAS GREAT SUCCESS.