

REPT4D
90/06/26

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

70

POST :424-DUSSELDORF

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:SEMI & PROCESSED FOOD & DRINK

INTRODUCTION TO NEW FIRMS OF FROZEN PRE-COOKED MEALS
INCREASE ANNUAL SALES BY 5-10%

IDENTIFY NEW CHANNELS OF DISTRIBUTION
INCREASE SALES BY 10%

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A. Development of Tengelmann promotion of Cdn
food products
B. participation at Seafood Outlook Conference
(St. John's April 14-17)

-Agreed date for promotion (Oct. 1-13/1990)
-Agreed on coordination of info flow involving
Post, Tengelmann reps. + Ottawa - Selected prom-
otional venues (Magnet+Grosso markets) - Establ-
ished Fed/Prov. meeting for July

QUARTER: 2 -----

QUARTER: 3 Anuga Trade Show-Cologne
National Stand - 30 exhibitors
Nexos Mission to Anuga
Tengelmann Promotion
Targetted for Oct 1-13, 1990

Exh reported on site sales of \$7.4 mln & future
expectations of \$77.3 mln). 20 new exporters
introduced to methods of doing business in Eur.+
quality levels. - Joint Consulate-Tengelmann
prom at Anuga to motivate Cdn co partic agreem.

QUARTER: 4 -----