

POST :404-MILAN

001-AGRI & FOOD PRODUCTS & SERVICE
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 participate in prom.of Global Agric.Tech.Exh.to be held in Saskatoon;initiate preparatory work for info booth at Verona agric.fair;visit food & products promotional activities e.g. Sipral Fair

Establish list of and contacted potential Italian exhibitors & provided to organizers;secured appropriate space & contracted for stand construction ;recruiting Cdn participant,etc.met potential distributors/importers, liaised w/existing agents

QUARTER: 4 a)Support and assist in organization of visits & activities of Cdn coys on MINT mission to Milan. b)Organize Cdn participation in Fieragricola and attend event in Verona.

a)MINT mission members found program most useful in surveying market and making new contacts. b)approx. 50 serious inquiries received at fair.