

REPORT 4
88/02/02

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 : 476-BUCHAREST

003-GRAINS AND OILSEEDS
ROMANIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ONGOING SUPPORT AS /WHEN REQUIRED.

ENCOURAGE CLOSE COMMUNICATION BETWEEN CANADIAN WHEAT BOARD AND
FOREIGN TRADE ORGANIZATION AGROEXPORT.

INVESTIGATION TO LEARN WHICH CWB AGENTS ARE SELLING IN ROMANIA;
WORK WITH THEM AND OTHERS TO INCREASE CANADIAN EXPORTS OF BARLEY,
RYE, CANOLA.

WORKING WITH CWB AND ITS AGENTS, DEVELOP PROGRAM OF CALLS ON KEY
OFFICIALS AND INVESTIGATE THE UTILITY OF SEMINAR MISSION(S).

SOME CONTINUING SPOT SALES OF BARLEY.

ENHANCED PROMOTION OF CANADIAN BARLEY, RYE,
CANOLA.

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INCREASED SALES OF BARLEY, RYE, CANOLA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ENCOURAGE CLOSER COMMUNICATION BETWEEN CWB AND
ROM AGRICULTURE DECISION MAKERS. REACTIVATE CDA
AGRIC-ROM AGRIC. RELATIONSHIP.

TWO ROM OFFICIALS ATTENDED CIGI OILS AND OIL SE-
EDS COURSE IN WPG -MAY 87. ISSUE RAISED IN CONT-
EXT OF JOINT GOVERNMENTAL COMMISSION HELD MAY 87
. ACTIVE CONSIDERATION OF PROJECTS.

QUARTER: 2 PROVIDE CWB&CIGI WITH FEEDBACK FM ROM PARTICI-
PANTS MAY 87 OILSEEDS COURSE. ANNUAL SURVEY OF
WHEAT, COARSE GRAIN & OIL SEEDS. PERMANENT CON-
TACT WITH FTO AGROEXPORT. FOLLOW UP RE FEED
CONCENTRATE.

-AN IMPORTANT FIRST STEP IN A LONGER TERM STRA-
TEGY. -DESPITE DEARTH OF DATA REPORT PREPARED. -NO
DEV. RE CEREALS OR OTHER AGR. PROD IMPORTS. -HAVE
INFORMED ALL POTENTIALLY INTERESTED CDN SUP-
PLIERS SOME PROPOSALS PRESENTED TO AGROEXPORT.

QUARTER: 3 -----

QUARTER: 4 -----