QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :348-KUWAIT

001-AGRI & FOOD PRODUCTS & SERVICE
KUWAIT

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
ALL SUB-SECTORS		
	MAINTAINING CONTACTS WITH KEY IMPORTERS OF AGRICULTURE AND FOOD PROJECTS	INCREASED AWARENESS
	WORK CLOSELY WITH SELECT IMPORTERS TO DETERMINE REQUIREMENTS AND EMBASSY TO TAKE LEAD IN OBTAINING QUOTES	REGATE BAD WILL CREATED BY SEVERAL CANADIAN COMPANIES IN PAST. SINCE FAIL TO RESPONDE TO SOURCING INQUIRIES
	BUILD UP-TO-DATE BASE OF INTERESTED EXPORTERS AND ENCOURAGE FREQUENT MARKET VISITS	BETTER RESPONSE RATE AND INCREASED SALES
	CAREFULLY MONITOR PROJECT ACTIVITY AND REPORT IN TIMELY FASHION	INCREASE EXPORTER AWARENESS OF PROJECTS AT EARLY STAGES OF IMPLIMENTATION

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1 -----		
QUARTER: 2 Food Pacific.		Extensive meetings and mailings led to participation by 4 local traders.
QUARTER: 3	Monitoring project activity and timely reporting. Maintain contacts and work closely with select importers and take lead in obtaining quotes.	As result of increasing promo'n in this area, at least 10 projs in sector are being actively pursued by Cdn coys.As result of incr. reporting on opps & MEFEX follow up greater awareness of local mkt in Cda.Greater interest has lead to
QUARTER: 4 -----		