

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

POST : 407-MADRID

002-FISHERIES, SEA PRODUCTS & SERV.
SPAIN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE TO KEEP IN REGULAR CONTACT WITH MAJOR SPANISH FISH IMPORTERS AND SUPPLY THEM WITH PRODUCT INFO.

ASSIST SPANISH FISHING COMPANIES WHO HAVE EXPRESSED INTEREST IN INVESTING IN CANADIAN FISHERIES SECTOR.

WRITE ARTICLE ON MARKET FOR FISHERIES PRODUCTS IN SPAIN AND DISSEMINATE IT TO CDN. INDUSTRY.

RE-ESTABLISH CONTACTS BETWEEN CANADIAN SUPPLIERS AND SPANISH IMPORTERS.

OPEN MORE DIRECT LINKS WITH SPANISH MARKET AND THIRD COUNTRY MARKETS TRADITIONALLY SERVICED BY SPANISH COS.

STIMULATE CDN. COMPANIES TO TREAT SPANISH MARKET SERIOUSLY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 REAWAKEN INTEREST IN BOTH CDA AND SPAIN IN FISH TRADE - ESPECIALLY SALMON.

FIRST SHIPMENT OF BC SALMON DUE IN SPAIN SOON. A NUMBER OF CDN SUPPLIERS PLAN TO VISIT SPAIN FOLLOWING ANUGA IN OCTOBER.

QUARTER: 2 -REAWAKEN INTEREST IN BOTH CDA & SPAIN.
-ORGANIZE VISITS BY PLEAMAR & BASQUE CODFISHING ASSOC. TO CANADA TO INVESTIGATE INDUSTRIAL COOPERATION.

-SPANISH ENQ. ARE UP ALTHOUGH CDN OFFERS ARE WEAK. SEVERAL CDN SUPPLIERS WILL VISIT SPAIN FOLLOWING ANUGA. -PLEAMAR REP MADE SECOND VISIT TO NEW BRUNSWICK BASQUE MISSION TO NFLD ORGANIZED FOR OCTOBER.

QUARTER: 3 SUPPORT VISIT BY OCEAN FISHERIES LTD. ORGANIZE BASQUE CODFISHING ASSOCIATION VISIT TO NFLD.

FIRST TRIAL SHIPMENT OF CANNED BC SALMON NOW ON SALE IN SPAIN. VISIT APPARENTLY SUCCESSFUL. BASQUES MADE SPECIFIC PROPOSAL RE COOP. NFLD DELEGATION TO VISIT SPAIN IN MARCH 88.

QUARTER: 4 -----