REPORT 4 89/05/10

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

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PLANNING:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

MAINTAINING CONTACTS WITH KEY IMPORTERS OF AGRICULTURE AND FOOD PROJECTS

ACTIVITIES PROPOSED IN POST PLAN:

WORK CLOSELY WITH SELECT IMPORTERS TO DETERMINE REQUIREMENTS AND EMBASSY TO TAKE LEAD IN OBTAINING QUOTES

BUILD UP-TO-DATE BASE OF INTERESTED EXPORTERS AND ENCOURAGE FRE-QUENT MARKET VISITS

CAREFULLY MONITOR PROJECT ACTIVITY AND REPORT IN TIMELY FASHION

INCREASED AWARENESS

REGATE BAD WILL CREATED BY SEVERAL CANADIAN COMPANIES IN PAST. SINCE FAIL TO RESPONDE TO SOURCING INQUIRIES

BETTER RESPONSE RATE AND INCREASED SALES

INCREASE EXPORTER AWARENESS OF PROJECTS AT EARLY STAGES OF IMPLIMENTATION

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 Food Pacific.

QUARTER: 3 Monitoring project activity and timely reporting.

Maintain contacts and work closely with select importers and take lead in obtaining quotes.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

Extensive meetings and mailings led to participation by 4 local traders.

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